Unleash Your Booking Superhero for House Concerts

By Nancy Moran

What is a "House concert?"

- A concert in someone's home, patio, back yard, or sometimes a community center

How does it work?

- Usually fills an off night on a performer's schedule
- Usually "unplugged"
- Solo and duos work best, but a scaled down group can work too
- ALWAYS "by donation" – this is a legality thing, otherwise they are operating a business and are subject to ASCAP, BMI, and SESAC fees
- The performer almost always gets ALL of the money (some may take a small fee to cover rental chairs and the like, so they are not out of pocket
- EVERYTHING else is subject to the host's preferences: it's THEIR house…THEIR rules!
- The host usually provides a meal and housing for the night, too!

NOT for everyone!

- The audience is literally 2 feet away from you!
- There is usually NO sound system (i.e. no mic) to hide behind
- There is an expectation of you mingling with the crowd. This is no place to be a prima donna or mysterious artiste! Also, no place for shy people.
- *Make sure you are OK with this before you play one!*
- I have made life-long friends with many of these people!

Where do you find them?

- **Look at other artist's calendars**

- **Online Search**

  Russ & Julie's House Concerts – http://www.houseconcerts.us/

  Jen & Dave's House concerts – http://www.jdhouseconcerts.org/

© 2024 Nancy Moran, Azalea Music Group. All rights reserved.

- **Directories**

  Undiscovered Music - https://undiscoveredmusic.net/venues/house_concerts

  Concerts In Your Home - www.concertsinyourhome.com

  Home Routes - https://homeroutes.ca/

  Indie on the Move - https://www.indieonthemove.com/venues

How do you BOOK one?

It is nearly impossible to book one if you don't already know the presenter!

- By following THEIR rules – check their website
- By getting IN FRONT OF THEM!
  - Invite them to a show, if you're playing nearby
  - Invite them to a showcase (at Folk Alliance and other conferences)
  - Offer to open another show, FOR FREE – and then play ONLY as long as you are asked to play. NEVER go even one minute over!
- Check out their schedule of performers and have someone you know who has played there recommend you
- By being super-duper friendly and accommodating!
- They often only book 10-12 per year OR LESS. So, they don't have a lot of room for people they don't know and haven't heard.

OR Ask your fans to host one!

The $250,000 Email:

[Copy this into an email and adjust the text to fit your touring options and your personality.]

Subject: Fran Snyder – coming to see you?

Friends,

After a few years… I'm hitting the road again. I'm working on new songs, putting up videos on YouTube, and having a lot of fun with live music.

I'd like to see you.

My favorite thing to do is house concerts, where I can really get to know the people in the audience. These events are so much fun, and so memorable, that it's a growing international trend. There are stories on CNN, Billboard, New York Times, and more. Are you a little bit curious?

© 2024 Nancy Moran, Azalea Music Group. All rights reserved.

Watch the short video that people use to promote these great events to their friends. http://youtube.com/watch?v=try-z4-4h04

Small, intimate concerts can be great, so don't be shy if your place is on the small side. We can compare calendars and decide when I could be in your area.

Your fan,

Fran Snyder
website link
my latest video link

PS – how much does it cost? Almost nothing! Read the free guide to find out how.

Here are some areas I'll be visiting soon:

- Manitoba in late March
- Georgia in April
- Minnesota/Iowa late March
- NC in late May
- NY, OR, TX, FL in the fall

Here's a great example. Edie Carey really leaned into house concerts a few years ago. When you looked at her touring schedule at EdieCarey.com, you often saw entries that were asking for gigs right in the middle of the already booked shows.

For example:

March 12th, Eddie's Attic, Decatur, GA 7pm
March 13th, ***Looking for house concert***, south GA
March 14th, ***Looking for house concert***, north FL
March 15th, Hideaway Cafe, St. Petersburg FL 8pm

This is a great way to make your website work for you.

EVERYTHING is negotiable!

- How much money you make
- How many sets you do
- What time it starts/ends
- How long you'll "mix" with people afterwards
- Etc.

So, iron ALL of this out ahead of time. But remember to be Friendly and LIKEABLE! Or you won't be asked back…and House Concert presenters Talk!

© 2024 Nancy Moran, Azalea Music Group. All rights reserved.