

# CABARET CAREER CHECKLIST

## Creative/Production Process (10)

<input type="checkbox"/>	I can name the 4 most important considerations in creating a <i>sellable</i> show.
<input type="checkbox"/>	I understand story structure and how to apply it to creating a show.
<input type="checkbox"/>	I feel confident in my ability to create a compelling script.
<input type="checkbox"/>	I feel confident in my ability to create a cleverly-crafted show.
<input type="checkbox"/>	I know how to get my hands on unpublished, rare, and out-of-print music.
<input type="checkbox"/>	I understand what openers, closers, 11:00 numbers, and encores should accomplish.
<input type="checkbox"/>	I know how to set a budget for producing and marketing a show.
<input type="checkbox"/>	I understand how to choose the best Musical Dir. for me and how to communicate w/ them.
<input type="checkbox"/>	I understand how to choose the best Director for me and when to bring them into process.
<input type="checkbox"/>	I know how to organize my work flow to maximize my creative, practice, and rehearsal time.

## Marketing/Booking Process (20)

<input type="checkbox"/>	I can name the must-have marketing tools every cabaret artist needs.
<input type="checkbox"/>	I know what my website must have.
<input type="checkbox"/>	I know how to design my own website or tell a designer what my website should look like.
<input type="checkbox"/>	I know the difference between an EPK and an EMK, what they include, and how to use them.
<input type="checkbox"/>	I know how to write a proper Sales Blurb.
<input type="checkbox"/>	I know how to write an Artist Bio.
<input type="checkbox"/>	I know how to write an enticing show description.
<input type="checkbox"/>	I know what a One Sheet is, what it should include, and how to use it.
<input type="checkbox"/>	I can name at least 10 types of venues to which I could market/book my shows.
<input type="checkbox"/>	I know the 4 major types of bookings and understand the financial arrangements of each.
<input type="checkbox"/>	I understand the booking process from start to finish.
<input type="checkbox"/>	I know how to research venues.
<input type="checkbox"/>	I know how to contact venues and build relationships with presenters.
<input type="checkbox"/>	I have a method for tracking venues and my contact with presenters.
<input type="checkbox"/>	I can name at least 4 other avenues to booking, beyond direct contact.
<input type="checkbox"/>	I feel comfortable negotiating fees and know what I should ask for in different situations.
<input type="checkbox"/>	I know what different types of contracts should include.
<input type="checkbox"/>	I have my own contracts for different types of bookings.
<input type="checkbox"/>	I know what a tech rider is, when I need one, and what it should include.
<input type="checkbox"/>	I know how to find inexpensive outsourcing.

## Publicity/Show Promotion (9)

<input type="checkbox"/>	I know when it is/isn't my job to promote my shows.
<input type="checkbox"/>	I can name at last 3 different ways to build my audience/fan base.
<input type="checkbox"/>	I can name at least 10 different avenues for promoting my shows.

more...

	I know how to create a promo schedule.
	I know how to use social media to promote my shows.
	I understand email marketing, best practices, how to build my email list.
	I know how to leverage reviews & press quotes.
	I know how to write a press release.
	I know to find and reach out to appropriate press contacts.

### Technical Aspects (11)

	I know what a light cue list is and what it should include.
	I have my own light cue list for each of my shows.
	I know what a stage plot is and what it should include.
	I have my own stage plot for each of my shows.
	I know how to run (i.e. take charge of) my own sound check.
	I understand the different between the house and monitor mixes.
	I know which mix can make or break my performance.
	I understand reverb, EQ.
	I know what causes feedback and what I can do to prevent it.
	I know what to look for when purchasing my own sound system.
	I am confident in my microphone technique.

**Add 1 point for each item you were able to check off this list.**

**How did you do? \_\_\_\_/50**

<b>If you scored...</b>	<b>Then...</b>
35 or below	Cabaret Academy is definitely for you! In just 12 weeks, you'll be able to check off every item on this list and be well on your way to implementing all of it. You'll get coaching, course content in bite-sized pieces, loads of templates and other helpful materials, support, accountability, and a community of like-minded artists to help you reach the goals you set for yourself.
36 to 50	Kudos to you! You're already a pro or well on your way. However, understanding and implementing are two different things. If you need help creating these materials, getting into a steady habit of using them, and/or just generally getting your butt in gear, join the Cabaret Academy. You will get coaching, access to course materials to fill in any knowledge gaps, support, accountability, and a community of like-minded artists to help you reach your goals.