

TOURING: THE HOUSE CONCERT ALTERNATIVE

How I Made \$25,000 On A 2-Month House Concert Tour (And How You Can Too)

While physical album sales continue to decline and controversies over streaming revenues continue to rise, musicians are increasingly relying on live shows to bring in revenue. With a unique approach to touring and turning a profit, singer/songwriter Shannon Curtis, whose work was described by the LA Times as "like the love child of Fiona Apple and Norah Jones," has released an in-depth eBook that chronicles her own highly successful - and lucrative - house concert tours, while detailing how up-and-coming artists can follow her direct-to-fan path.

'No Booker, No Bouncer, No Bartender: How I Made \$25K On A 2-Month House Concert Tour (And How You Can Too)' breaks down a plan for artists that doesn't follow the traditional club tour route, including:

- Finding the right host and show space, which can be accomplished using artists' existing email lists or social media followings
- Putting together a guest list, and how to set yourself up for a successful event by guaranteeing "critical mass"
- Making sure artists have the right gear, including specific equipment recommendations and how-tos
- Setting the pre- and post-show mood, including how to select the right background music and how to maximize merchandise sales
- Gathering donations, including how to partner with your host for a financially successful event
- And much more.

"My decision several years ago to abandon traditional club touring in favor of house concerts has made my career as an artist better on every measurable level," Curtis said. "I sell more albums and merch, generate more income, receive more signups to my email list, and perhaps most importantly, make stronger, deeper connections with the people listening to my music. With this eBook, I'm confident that you can open the door to a whole new world of deeply enriching performance experiences, whether you're a veteran artist or a complete rookie to touring."

The book's various instructional chapters also include "Pre-Game Prep," "Adults Only, Please," "Make Your Own Merch," "The Ask," "Grow Your Show," and other important tips that have made house concert tours such a success for Curtis, who will visit more than 50 fans' homes in the summer of 2014.

The Los Angeles-based Curtis, whose music Boulder Weekly said "makes you want to dance in your underwear or cry in your beer," will release her new album 'METAFORMA' in June 2014, highlighted by first single "Ascension" (available now

on YouTube). She released her debut album 'CINEMASCOPE' in 2013, produced by her husband Jamie Hill (Jens Lekman, Chris Bathgate), and her songs have been featured in TV and film, including ABC Family's 'Pretty Little Liars,' ABC's 'Extreme Makeover: Home Edition,' and MTV's 'The Hills,' as well as on various reality shows. Curtis' direct-to-fan experience is not limited to house tours; her other fan-centric endeavors include writing songs commissioned by fans for loved ones, such as the ten she crafted for Valentine's Day.

'No Booker, No Bouncer, No Bartender: How I Made \$25K On A 2-Month House Concert Tour (And How You Can Too)' is available for \$4.99 online at all major eBook retailers, including Amazon and Barnes & Noble's Nook (coming soon on Apple iBooks), as well as at <http://www.shannoncurtis.net>. More images and music are also available on the website.

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