

FROM AMATEUR TO PRO

10 Must Have Items

FOR MUSICIANS

www.secondlinearts.org



SECOND LINE
ARTS COLLECTIVE

SECOND LINE ARTS COLLECTIVE

- 501(c)(3)
- Founded in 2017
- Music Education from Recess to Record Deals
- [Sanaa Music Workshop](#)
- [Little Stompers](#)
- www.secondlinearts.org
- [Donate Here](#)



SECOND LINE

ARTS COLLECTIVE



GREGORY AGID

- Clarinet, Saxophone, Band Leader, Sideman, Educator
- Played with Delfeayo Marsalis, Michael Bubl , Gregory Agid Quartet, Freelance musician
- Performing professionally since 2009
- Taught at NOCCA, Tulane University, Warren Easton Charter high school
- Co-founder of Second Line Arts



www.gregoryagid.com



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AGENDA

- **Introduction:**
 - 1. Social Media**
 - 2. Register with a PRO Agency**
 - 3. Recordings**
 - 4. Invoice and contract template**
 - 5. Press Photos**
 - 6. Biography**
 - 7. Website**
 - 8. Booking email and one sheet**
 - 9. LLC or S-Corp**
 - 10. Create a logo/cohesive branding**



AGENDA

- **Goals:**
 - **Have you ever asked yourself, “What should I do?”**
 - **Do you have each of these items handy?**
 - **This is a list of items/steps that will help you in your music career**
 - **Present a professional and hireable image**
 - **Develop your brand**
 - **Further your career**



MUSICAL PROFICENCY



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MUSICAL PROFICIENCY

- **Musical Proficiency**

- It is understood that you are always working on your musical proficiency
- We are musicians, music is our passion and why we entered the industry. Always honor that reality.
- Once you are 'good enough,' being better doesn't always directly correlate to more or better opportunities.



MUSICAL PROFICIENCY

- **Ever wonder why ‘sad’ musicians get great gigs?**
 - They are good enough
 - Relationships, reliability, marketing, professionalism, punctuality, dependability, social media, wanting to connect with audiences, being proactive, and many other skills that have nothing to do with musical ability.
 - Take advantage to these realities to be a ‘KILLIN’ musician with great opportunities



1 SOCIAL MEDIA



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SOCIAL MEDIA

- **Easiest way to for your audience to find you**
 - **Brand Awareness**
 - People can discover your brand
 - You can control the narrative
 - Global audience
 - **Building Relationships**
 - This business is all about building relationships
 - Find and connect with your audience
 - **Cost Effective**
 - Building a social media following can be more effective than paying for a publicist
 - A publicist may charge \$5,000 for a 3 month publicity campaign with NO guarantee of success. A strong and loyal following could be more effective.
 - FREE, FREE, FREE, FREE
 - **Distributor**
 - Social media is another platform for your creativity



SOCIAL MEDIA

- **Facebook (Meta)**
 - Largest social media platform in the world
 - Generally targets an older audience; 35+
- **Instagram (Meta)**
 - 18-35
 - Prioritizes images, videos, and reels
 - Good for connecting with people who care about who you are
- **TikTok**
 - Fastest growing social media platform
 - They don't care who you are, just what information or entertainment you have for them
 - Just a random face creating entertaining, engaging, educational, or informational content
- **YouTube (Google)**
 - Great place for long form videos
 - Modern version of 'tv programs'



SOCIAL MEDIA

- **LinkedIn**

- Professional social networking
- Expand professional network and share expertise
- Place to find a job

- **X**

- Formerly known as Twitter
- Up to the minute news and current events
- Place for 'Conversations' and voicing opinions

- **Threads**

- Meta's version of X

- **Twitch**

- Live streaming platform
- Offers a variety of content such as gaming, entertainment, sports, music...



S O C I A L M E D I A

- **Snapchat**
- **Pinterest**
- **Telegram**
- **Reddit**
- **Tumblr**
- **WhatsApp**
- **Discord**



SOCIAL MEDIA

- You cannot be everywhere
- Pick a platform or two that resonate with you and invest into those
- Be a creator, not a consumer
- Be aware that social media platforms come and go
- Algorithms and trends change
- Be ready to pivot when things change

Be a Creator,
Not Just a Consumer



SOCIAL MEDIA

- Find a healthy way of interacting with the internet
- Be authentic. Authenticity will allow you to be consistent
- Always prioritize your mental health
- Longevity and consistency are the keys to success
- Create content you wish existed
- Don't reinvent the wheel, re-create existing ideas from your perspective
- Take advantage of live streaming revenue and opportunities: TikTok, YouTube, Twitch, Discord



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REGISTER WITH A PRO AGENCY



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REGISTER WITH A PRO AGENCY

- **PRO Agency**
 - Performing Rights Agency- Collect and distribute public performance royalties
- **ASCAP**
- **BMI**
- **SESAC**
 - Register with one of these three
- **Register as a Publisher and Writer**
 - 50% go to Publisher
 - 50% go to Writer



REGISTER WITH A PRO AGENCY

- **Licensing:**
 - PROs issue licenses to businesses and entities that use music, such as radio stations, TV networks, streaming services, live concert venues, and retail stores.
- **Royalty Collection:**
 - They collect performance royalties from these licensees. Whenever a licensed piece of music is played publicly, the PRO tracks and collects the corresponding fees.
- **Royalty Distribution:**
 - The collected royalties are then distributed to the rights holders (songwriters, composers, and music publishers) based on the frequency and extent of public performances.
- **Advocacy:**
 - PROs often engage in advocacy and lobbying efforts to protect and enhance the rights of music creators.



REGISTER WITH A PRO AGENCY

- **Sound Exchange**

- It is the sole organization designated by the U.S. Congress to collect and distribute digital performance royalties for sound recordings



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CREATE RECORDINGS



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CREATE RECORDS

- **It is important to register your original compositions**
 - United States Copyright Office- Ensure you own the rights to your composition
 - Register the compositions with PRO Agency (ASCAP, BMI, SESAC)
- **There is never a 'right' time to record your first album/recording**
 - Albums are a documentation of your artistry at a given time
 - Artist growth can only be determined in relation to a catalogue of recordings
 - Create as many as possible
- **Recordings are essential to your artistry**
 - Documentation
 - It is a product to share with the world
 - Elevates your status as a bandleader
 - Apply for better performance opportunities



CREATE RECORDS

- Creating your first recording can be a very costly venture
- Be creative in how you choose to fund projects
- Learn home recording techniques
- Great music will always translate well as long as the recording quality is ‘good enough’
- Your first project doesn’t need to be a 10,000+ budget
- Create your recordings, use that momentum to build your career in order to fund future recordings
- **Apply for Grants**
 - [New Orleans Jazz and Heritage Community Partnership Grants](#)
 - [Recording Fund](#)

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HAVE AN INVOICE AND GIG AGREEMENT TEMPLATE



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INVOICE AND GIG AGREEMENT

- **Invoice and Gig Agreement**

- Create templates that you can easily edit when needed
- Re-use the template
- Do not reinvent the wheel
- Shoot for efficiency

- **Invoice**

- Include contact information
- Itemize your fees
- Include how to pay you

- **Gig Agreement**

- Makes client feel comfortable hiring you
- Get everything in writing
- Written documentation of what is expected from the band leader and client
- Playing time, breaks, meals, set up, break down, sound system...



INVOICE AND GIG AGREEMENT

- **W-9**

- Also have a W-9 document saved to your computer and phone, ready to email at moments notice



INVOICE AND GIG AGREEMENT

- Download Booking Agreement Word File

Private Event Booking Agreement

This Agreement is made on this [Date] by and between:

Client:

Name: [Client's Full Name]
Address: [Client's Address]
Phone: [Client's Phone Number]
Email: [Client's Email Address]

Musician/Band:

Name: [Musician/Band's Name]
Address: [Musician/Band's Address]
Phone: [Musician/Band's Phone Number]
Email: [Musician/Band's Email Address]

Event Details:

Event Date: [Event Date]
Event Time: [Start Time] - [End Time]
Event Location: [Event Location]
Occasion: [Event Occasion]
Special Requests: [Any special requests or instructions]

Performance Details:

Performance Duration: [Number of Hours]
Breaks: [Details of Breaks]
Set List: [Details of the set list, if any]

Payment Terms:

Performance Fee: \$[Total Fee]
Deposit: \$[Deposit Amount] (Due upon signing this Agreement)
Balance: \$[Balance Amount] (Due on [Due Date])
Payment Method: [Cash, Check, Bank Transfer, etc.]

Cancellation Policy:

- If the Client cancels the event [Number] days prior to the event date, the deposit is non-refundable.
- If the Musician/Band cancels, a full refund of the deposit will be issued to the Client.

Additional Terms:

- The Client will provide a suitable performance area, electrical outlets, and any other necessary equipment unless otherwise specified.
- The Musician/Band agrees to perform professionally and adhere to the agreed-upon schedule.
- Any additional time requested by the Client on the event day will be charged at a rate of \$ [Hourly Rate] per hour, payable immediately.

Liability:

- The Musician/Band is not liable for any damage to property or injury to persons occurring at the event unless caused by gross negligence or willful misconduct.
- The Client is responsible for providing a safe environment for the performance.

Force Majeure:

- Neither party shall be liable for failure to perform any obligation under this Agreement due to causes beyond their reasonable control, including but not limited to acts of God, war, fire, or other unforeseen circumstances.

Entire Agreement: This Agreement constitutes the entire agreement between the parties and supersedes all prior negotiations, representations, or agreements, either written or oral. Any modifications to this Agreement must be in writing and signed by both parties.

Signatures:

[Client's Full Name]
(Client)

[Musician/Band's Name]
(Musician/Band)

Date: _____



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PROFESSIONAL PHOTOS



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PROFESSIONAL PHOTOS

- **You will be asked to provide photos for a variety of opportunities**
- **Professional Photos**
 - Hire a professional to take headshots or portraits
- **Headshot**
 - a photograph that is a professional representation featuring the person's face and features
- **Portrait**
 - Is an artistic representation of the person



PROFESSIONAL PHOTOS

- **A photo is worth 1,000 words**
 - Photos are a great way to tell the world who you are through an image: Branding
 - What instrument do you play
 - Facial expressions; Are you a serious, funny, happy, playful, sad...
 - Dress; hip, athletic, business, suburban, urban, don't care, visionary...
- **Before a photo shoot**
 - Do some research
 - Find photos you like: imitate, innovate
 - Pick a location, Backgrounds, outfits, haircut, makeup
 - Practice taking photos with your phone to see what facial expressions you like



PROFESSIONAL PHOTOS



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BIOGRAPHY



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BIOGRAPHY

- **Biography**
- Festivals, gigs, teaching opportunities will ask you to provide a biography
- A good biography should
 - Create a compelling story; why
 - Exposure
 - Connection
 - Information



BIOGRAPHY

- **If you have the budget, pay a professional**
 - Ask for a one paragraph bio and long form
 - Most often you will submit a one paragraph bio. On your website, you can include a longer version.
- **If you do not have a budget, write your own**
 - Find a bio that you like, imitate it.
 - DO NOT LIE
 - Write in 3rd person
 - Be engaging
 - Include relevant information
 - Describe your music
 - Career highlights and achievements
 - Media quotes
 - Use AI to help
 - who, what, where, when, why, how...



BIOGRAPHY

- **One Paragraph Bio Example**

- Gregory Agid is emerging as the preeminent jazz clarinetist of his generation. The New Orleans based multi-instrumentalist maintains an extremely active performance schedule playing both clarinet and saxophone with GRAMMY award-winning artist Michael Buble, Delfeayo Marsalis' Uptown Jazz Orchestra, and his own Gregory Agid Quartet, with whom he has released three albums to date. Agid comes from a strong tradition of jazz excellence, education, and mentorship in New Orleans. As the protégée of clarinet guru Alvin Batiste, it is only natural that Agid has found great success and fulfillment as an educator. Alongside drummer Darrian Douglas, Agid is the co-founder of Second Line Arts Collective, a non-profit organization dedicated to cultivating the artistic and entrepreneurial growth of aspiring creatives. It is no surprise that aspiring clarinetists also look to Agid; his strong social media presence marks him as a leader in the worldwide clarinet community. While boldly and deliberately carving his musical path, Agid says he is simply, “building upon the innovations of his heroes.”



7 WEBSITE



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WEBSITE

- **It is essential to own your own place on the internet**
- **Don't put all your eggs in one basket**
 - Social Media platforms and other websites come and go
 - MySpace
- **Use Social Media Platforms to direct traffic to your site**
 - Control your narrative
 - Keep more of your \$
- **Its 2024, make your own website**



WEBSITE

- **Do not pay someone thousands of dollars to create your own website**
 - It's very expensive
 - Can take weeks to update
- **Buy Domain name (website name)**
 - Use a service like GoDaddy to purchase your domain name
 - Make sure it syncs with your brand
 - Make it easy to find and remember
- **Use a hosting service to create website**
 - Wix
 - Square Space
 - GoDaddy
 - Weebly
 - BandZoogle (for musicians)



WEBSITE

- www.gregoryagid.com
- www.secondlinearts.org
- www.darriandouglas.com
- www.chadlb.com/



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BOOKING EMAIL TEMPLATE
AND ONE SHEET



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BOOKING EMAIL TEMPLATE AND ONE SHEET

- **Booking Email**

- Create an email template that you can easily adjust to inquire about performance opportunities
- Keep it in your notes app so you can easily copy and paste
- Try to find the name of the booking agent or person you are contacting
 - Don't say something generic like, 'hey booking person.'
 - Try to create a connection
 - My friend played here last month
 - I go to your venue all the time



BOOKING EMAIL TEMPLATE AND ONE SHEET

- **Be sure to include:**

- Who you are
- What you want to do
- Where you want to play
- When are you available
- Why you will be an asset to their performance schedule
- How to contact you
- Links to everything about you/your band



BOOKING EMAIL TEMPLATES AND ONE SHEET

- **One Sheet**

- Booking email turned into a PDF graphic that you can send out when booking
- Everything about you on one sheet



BOOKING EMAIL TEMPLATE AND ONE SHEET

Subject: Booking Inquiry for the Gregory Agid Quartet

Dear Jason,

I hope this message finds you well. My name is Tom, and I am the booking manager for the Gregory Agid Quartet. We are excited to express our interest in performing at New York City Jazz Festival on August 12, 2025.

About the Gregory Agid Quartet: Gregory Agid is emerging as the preeminent jazz clarinetist of his generation. The New Orleans based multi-instrumentalist maintains an extremely active performance schedule playing both clarinet and saxophone with GRAMMY award-winning artist Michael Buble, Delfeayo Marsalis' Uptown Jazz Orchestra, and his own Gregory Agid Quartet, with whom he has released three albums to date. Agid comes from a strong tradition of jazz excellence, education, and mentorship in New Orleans. As the protégée of clarinet guru Alvin Batiste, it is only natural that Agid has found great success and fulfillment as an educator. It is no surprise that aspiring clarinetists also look to Agid; his strong social media presence marks him as a leader in the worldwide clarinet community. While boldly and deliberately carving his musical path, Agid says he is simply, "building upon the innovations of his heroes."

Get to know Gregory:

- [Gregory Agid Website](#)
- [Instagram](#)
- [Facebook](#)
- [TikTok](#)
- [Spotify](#)
- [Downbeat Article](#)
- [Nola.com Article](#)

We would be delighted to discuss any further details and tailor our performance to meet the needs of your event. Please let us know if there are any specific requirements or additional information you need.

Thank you for your time and consideration. We look forward to the opportunity to bring our music to your audience. Please feel free to contact me directly at 504-444-4444 or reply to this email (tombooking@gmail.com) to discuss this booking in more detail.

Best regards,

Tom

Tom's Management



Gregory Agid

CLARINET | SAXOPHONE | EDUCATION



@GREGORYAGID

[Website](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[Spotify](#)

[Downbeat Feature](#)

[Nola.com Press](#)

[Legère Jazz Jam](#)

[Delfeayo Marsalis UJO](#)

[Michael Buble on NBC](#)

"The lanky musician has a warm, infectious personality that seems to lift the mood of anyone he comes into contact with. His playing reflects that spirit."

—Downbeat

Gregory Agid is emerging as the preeminent jazz clarinetist of his generation. The New Orleans based multi-instrumentalist maintains an extremely active performance schedule playing both clarinet and saxophone with GRAMMY award-winning artist Michael Buble, Delfeayo Marsalis' Uptown Jazz Orchestra, and his own Gregory Agid Quartet. As the protégée of clarinet guru Alvin Batiste, it is only natural that Agid has found great success and fulfillment as an educator. While boldly and deliberately carving his musical path, Agid says he is simply, "building upon the innovations of his heroes."



gregoryagid@gmail.com

www.gregoryagid.com

(504) 339-1713



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9 LLC AND BUSINESS BANK ACCOUNT

LLC AND BUSINESS BANK ACCOUNT

- **LLC**

- A limited liability company (LLC) is a business structure in the U.S. that protects the assets of its owners from lawsuits and creditors concerned with the company's business debts.
- LLC legally separates you from your business. You and your business are two separate entities in the eyes of the law.
- Regulation of LLCs varies from state to state
- Any entity or individual can be a member of an LLC with the notable exceptions of banks and insurance companies
- LLCs do not pay taxes on their profits directly
- Their profits and losses are passed through to members, who report them on their individual tax returns.



LLC AND BUSINESS BANK ACCOUNT

- **LLC**

- Let's say you do not have a legal separation: If your band gets hired to play a gig, you break your contract and the client decides to sue you for breach of contract. They are suing you the person and all of your personal assets can be seized as form of repayment; all the money in your bank account, car, home, instruments, anything you own.
- If you have an LLC and an incident occurs, you the persona are not liable for what happens. The LLC is responsible and the client can only go after business assets as forms of repayment.



LLC AND BUSINESS BANK ACCOUNT

- **LLC**

- In Louisiana, you can file LLC paperwork directly through:
 - <https://geauxbiz.sos.la.gov/>
 - If you use google to search for LLC, you will be redirected to services that will charge you to help you file.
 - File directly with the state to save \$
- Rich people use LLC's and other business destinations to save money and protect themselves
- USE THIS KNOWLEDGE TO HELP YOU
- During the pandemic, you could file for finds as a person and business



LLC AND BUSINESS BANK ACCOUNT

- Business Bank Account
 - Once you have established an LLC, you can create a business bank account
 - You can also file for a business credit card
- This will help you separate your personal finances and business finances



10

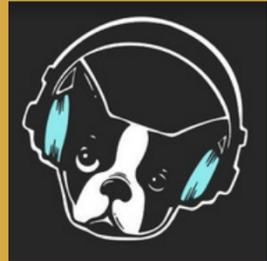
CREATE A LOGO COHESIVE BRANDING



SECOND LINE
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CREATE A LOGO/COHESIVE BRANDING

- Create a logo
 - Every brand has a logo



SECOND LINE
ARTS COLLECTIVE

CREATE A LOGO/COHESIVE BRANDING

- **Create a logo**
 - Every major brand has a logo
- **Merchandise**
 - You can create items with your logo for sale
- **Brand recognition**
 - It can be used to help your audience recognize your brand
- **Differentiation**
 - Stand out from your competition
- **Emotional connection**
 - A logo can invoke emotion and create a sense of connection between you and your audience
- **Communication**
 - It can communicate your essence, values, and benefits
- **Loyalty**
 - Gives your audience an opportunity to show loyalty



CREATE A LOGO/COHESIVE BRANDING

- **Cohesive Branding**
 - Use one photo for all of your profile pictures
 - All socials, website, performances
- **Create one experience**
 - It allows you to be INSTANTLY recognizable
 - It creates a sense of safety and familiarity
 - If people hesitate or ask who is that? That may be the moment where you lose them
- **You only have a moment to connect with someone, make it count!**

DOWNLOADS

- **Downloads**
 - **Download Course Materials**
 - Invoice
 - Gig Agreement
 - Booking Email
 - One Sheet



CHECK LIST

- **How many items have you accomplished?**

- **Use this check list as a ‘to do’ list**

1. Social Media

2. Register with a PRO Agency

3. Recordings

4. Invoice and contract template

5. Press Photos

6. Biography

7. Website

8. Booking email and one sheet

9. LLC or S-Corp

10. Create a logo/cohesive branding



Thank you!

Please complete our three question survey

www.secondlinearts.org

[Donate Here](#)



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