

# Gig Economy:

Pay, Negotiation, Contracts

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**FOR MUSICIANS**

[www.secondlinearts.org](http://www.secondlinearts.org)



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ARTS COLLECTIVE

# SECOND LINE ARTS COLLECTIVE

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- 501(c)(3)
- Founded in 2017
- Music Education from Recess to Record Deals
- [Sanaa Music Workshop](#)
- [Little Stompers](#)
- [www.secondlinearts.org](http://www.secondlinearts.org)
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# THANK YOU!

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- Special thanks to AFM Local 174-496  
(Musicians Union)



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# GREGORY AGID

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- 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](http://www.gregoryagid.com)



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# DARRIAN DOUGLAS

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- Drum Set, Band Leader, Sideman, Educator, Executive Director
- Performing professionally since 2004
- Co-founder of Second Line Arts

[www.darriandouglas.com](http://www.darriandouglas.com)



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# GIG ECONOMY

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- Everything can be negotiated
- Building Value
- Win-Win Mentality
- You can always say no... and you should
- Gig agreements
- Invoices

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What is Negotiation?  
Why does it matter?



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# GIG ECONOMY

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- **What is a Negotiation?**
  - Negotiation- a discussion aimed at reaching an agreement
    - Key point is ‘aimed at reaching an agreement.’
    - If you make ridiculous requests, are you trying to reach an agreement?
- **Why does it matter?**
  - Building a career on fair compensation and respect
  - Musicians often struggle to get fair pay and working conditions
  - Negotiation skills empower you to advocate for yourself



# GIG ECONOMY

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- **When Do I Negotiate?**
- You can negotiate almost anything.
- Negotiation is a means of communication.
- **Golden Rule** (for accepting a deal)
  - Only accept a deal that you feel comfortable with.
  - Accept a deal that you feel is fair for you. Make sure your deal is fair knowing the person next to you may be getting a better OR worse deal.
  - NO is your superpower
- Story Time...



When can I Negotiate?  
What can I Negotiate?



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# GIG ECONOMY

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- **What are some situations when I can negotiate?**
  - Gigs, job offers, buying a car/house, relationships, team projects, bands
- **What can I negotiate?**
  - Pay, vacation time, healthcare, time commitment, responsibilities, financial commitment, retirement, benefits, travel arrangements, baggage fee, per diem, logistics, anything...



# GIG ECONOMY

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- **Building Value**

- We should always be building value
  - Internal value- how I feel about myself
  - External value- how others perceive me

- **Things that bring value**

- Money, audience, reputation, ticket sales, ideas, draw, reliability/dependability, skills, resources, personality, fixing problems, musical ability
- What do I bring to the table that is irreplaceable?
- What combination of these skills make me irreplaceable?



# GIG ECONOMY

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- **Leverage**

- the power that one side of a negotiation has to influence the other to move closer to their negotiating position
- As musicians we often only see the business through the lens of music. Unfortunately, music is often times the least likely way of building leverage.



# GIG ECONOMY

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- **Building Leverage**

- What are the other party's needs?
  - Ticket sales? Bar sales? Musicianship? Reputation? Visibility? Skilled Labor? Dependability?
  - How can I solve your problem?
- Build relationships
- Be unique and irreplaceable
- What makes me more attractive than my competitors?
- Be ready to walk away



Who should win a negotiation?



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# GIG ECONOMY

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- **Win-Win**

- Negotiating to get the best deal for you while your counterpart is also satisfied
- Put yourself in their shoes
- How can I add value to your organization?
- What do I need to make this a good deal for me?
- How can we both walk out of here feeling good about our deal
- Win-Win



# GIG ECONOMY

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- **Win-Win**

- Listen to understand rather than respond
- Most negotiations are won by truly understanding the other side
- Engage with empathy and listen to the other's needs
- Ask calibrated questions (e.g., "What's stopping you from increasing my fee?")



What are boundaries?



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# G I G E C O N O M Y

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- **What are boundraies?**
  - **What you are willing to accept or not accept in a relationship or work environment**
  - Ensures a positive and comfortable experience
  - Always know what you are willing to accept and not when entering a negotiation or relationship

# GIG ECONOMY

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- **The Power of No**

- In my opinion, you only have leverage in a negotiation if you are willing and able to say no
- If you are not able to walk away from a negotiation, you limit your leverage and ability to get what you want

- **F-U Money**

- Money in the bank to give you the flexibility to turn down bad deals
- Always create leverage for yourself by being financially independent and being irreplaceable



# GIG ECONOMY

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- **No is an opportunity**

- 'No' gives you clarity and opens up the conversation
- A 'No' can reveal the other party's concerns and lead to better offers
- Example: When a promoter says no to a higher fee, it can open the door to covering additional costs (e.g., baggage fees)
- If you cannot raise my fee, can you cover my travel?
- Phrase to use: "What about this deal isn't working for you?"



# GIG ECONOMY

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- **Negotiation Tips**

1. Never be the first person to admit the price point at which you are willing to complete the service. Always let the other person talk about their budget first.
2. After you give your price, do not say anything; don't apologize, don't soften the discomfort
3. How can my experience and expertise solve your problem
4. Learn the art of mirroring
  - a. Imitating body language, mannerisms, colloquialisms, tone
  - b. Helps build connection and comfort amongst parties



# GIG ECONOMY

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- **Never Split the Difference**
  - Incredible book on the art of negotiation



# GIG ECONOMY

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- GET EVERYTHING IN WRITING



# INVOICE AND GIG AGREEMENT



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# INVOICE AND GIG AGREEMENT

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- **Get Everything in Writing**
  - Email
  - Text
  - If you have a phone conversation immediately email the other party all the details discussed
- It is essential to document all deals in writing
- He said, she said means nothing



# INVOICE AND GIG AGREEMENT

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- **When Hiring someone please include**
  - Date
  - Time
  - Location
  - Pay
  - Attire
  - Special Requests



# INVOICE AND GIG AGREEMENT

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- **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

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- **Invoice and Gig Agreement**

- Technically, these are not ‘legally’ binding documents but they can be used in court if necessary.
- Always seek legal council if necessary
  - Ella Project New Orleans



# INVOICE AND GIG AGREEMENT

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- **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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