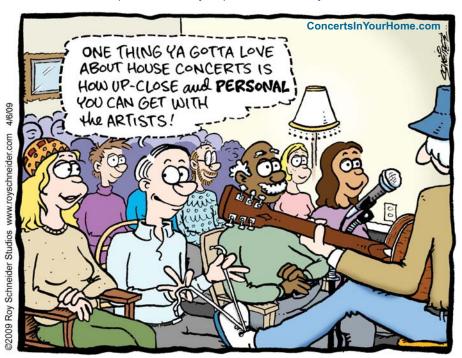


# House Concerts Guide and 2010 Calendar

Calendar available on print version only: http://www.concertsinyourhome.com/booklet.html



# by Fran Snyder ConcertsInYourHome.com

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# What is our purpose here?

After many years of playing house concerts, and four years of conversations with house concert presenters, artists, and music people, I could write an entire book about house concerts. Maybe I will, but this is not it.

The purpose of this guide is to thank you, to nudge you, and to support you on a worthwhile journey.

I want to thank you for your interest, because it is vitally important. Almost everywhere you turn these days, there are talented artists performing for people who are not interested. That needs to change. You can be a part of that change while enriching the lives of your friends as well as your own.

I want to nudge you because this can be scary. But it doesn't have to be. Music in the home is a very natural thing — it's been happening for a thousand years, and even the modern house concert has a legacy of many decades. Following these basic guidelines and helpful tips can get you from the urge of putting on your first show, to the completion of several events you'll remember for a lifetime.

I want to support you because you are supporting me, and a thousand artists like me. We study our craft, we test our material, we record our dreams in song, and you give us the privilege to share our gifts in your home. As a house concert host, you provide us a safety net on the road, as well as an income that is respectful of our dedication and talent. Thank you.

# Momma said be grateful.

This booklet would still be possible without the help of many people. However, I want to thank them anyway. **Jeff Robertson** and **James Casto** have been asked for their opinions more often then Marilyn Monroe was asked her sign.

Roy Schneider allows me to express my innate silliness with pictures, and has made each of my "let's make them chuckle" ideas better than I could have imagined. His cartoons add richness to our newsletters, and now to this calendar/booklet. Much of the motivation to complete this guide came from the knowledge that it would allow me to share his work with more people.

**Bryan Tilford** should also be thanked for his photoshop work, skillfully stealing great images from the web and altering them just enough to keep us out of legal trouble. If we've overstepped the legal boundary, I can provide his address in exchange for personal amnesty.

**Ryan Simmons** also provided some great pictures and kind hospitality.

Russ and Julie Paris are not only the most popular, giving, and sharing house concert presenters in America, but they prepared the design of this book for printing.

Finally, the hosts and artists who've joined our ConcertsInYourHome community provide consistent inspiration, and they continue to point the way for me. As long as I keep my focus on their needs and desires, this community will continue to grow and thrive.

There's little chance my wife will read this, but just in case, thanks honey.

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# **House Concerts Guide** and 2010 Calendar

Calendar available on print version only: http://www.concertsinyourhome.com/booklet.html

Here is a 30-minute read on how to start a house concert series. If you move your lips while you read, it could take longer.

# What is a House Concert?

It's an invitation-only concert in someone's home, presented by a host who does not profit from the event.

#### Most house concerts are:

- held indoors and on weekends
- attended by 20-50 people
- paid for by a \$10-20 donation per guest (to the performer)
- known to include light snacks, beverages or a pot-luck dinner
- attended by the host's friends, neighbors, co-workers, and maybe a few fans of the artist
- attended by a 25-60 age group
- performed by solo acts, duos and small groups
- performed with a very small sound system or no amplification
- very intimate the audiences sit close and are attentive
- performed in two, 40-minute sets with a 20-minute break
- stronger for artist's merchandise sales than traditional venues
- known to house and feed the artist for the night

Although house concerts will adhere to most of these traditions, you may not find any house concerts that run exactly according to the list above. Each house concert is a collaboration between an artist, a host/presenter, and their friends and supporters. What will yours be like?



David Glaser and Fran Snyder at Bonnie Branch.

# Where, When, and Who?

These are the first three decisions you'll probably make regarding your house concerts. The fourth decision is: thin or stuffed-crust?

# **Choosing a Location**

#### Basics:

Although similar results can be achieved in different locations, a house concert takes place at a house. When the weather turns seasonally ideal, some hosts do patio, garden, or backyard shows, but you always need a backup (inside) in case the weather doesn't cooperate. Indoors,



Photo by Jan Hoak

the living room is usually the best choice, often providing a balance between a cozy spot and the opportunity to stretch into an adjoining area. Also, a window or fireplace can make a nice background scene for the performer.

#### Consider:

You'll probably need to re-arrange some furniture, like removing the coffee table and pushing the couches to the side of the room. You'll most likely use every chair in the house (dining room chairs, barstools, ottomans, office chairs, etc.) Your neighbors can be a great resource for free chairs (especially barstools — which make a great back row.) They are coming over anyway, aren't they?

Don't feel obligated to overdo it — just make the room comfortable and accessible. You don't have to create Carnegie Hall in your home.

## Options:

There are few spaces more cozy than a living room. However, basements work too. If you live in an apartment or condo, there is often a clubhouse or common area that can be reserved at little or no expense. Some hosts, who aren't satisfied with their space, recruit like-minded friends to co-host the shows in their homes. It can be terrific to work with a close friend as a partner in these events.

## Tip:

Most people underestimate the number of guests they can comfortably fit in their living room. To estimate your capacity, clear the middle of the room (coffee table, etc.) and move the couches to the side or against a wall if possible. Then, start arranging available chairs (dining room, kitchen, breakfast nook, office chairs) to get an idea of the number of people your space could hold. Once you've set up a few rows, it's easy to imagine how the rest of it would fall into place. Remember to allow at least a 4' by 6' area for the performer — more if it's a duo or group.

# Choose the Date/Day of your House Concert

Although some great events have been thrown together with little advance notice, it's best to allow at least six weeks to promote your house concerts. Many hosts book their schedules three to twelve months in advance to secure shows with great acts.

# 15 16 17 24

#### Basics:

If you choose the act first, then you'll need to collaborate with them to choose a date that works with their touring schedule.

However, if you plan on hosting house concerts on a regular basis, it can be helpful to choose a consistent schedule that makes it easier to plan and build a strong repeat audience. For example, you could decide to host events on the first Thursday of every month, except for the winter months. That would give you 8 or 9 shows per year.

#### Consider:

For most people, hosting weekend shows (Saturdays are very popular) makes it easier to draw a larger crowd. It also keeps them from having to pull things together quickly at the end of a long day at work. However, choosing other times (Sunday afternoon, Thursday evenings) can give you a great edge for capturing amazing talent when they tour through your area. You will be astonished at the caliber of artists who would be grateful to fill a Thursday night show for a modest crowd and a free place to stay.

#### Tip:

Be aware of local events and celebrations in your area that could interfere with the audience turnout of your event. Sporting events (especially playoffs) can wreak havoc on concert attendance. It's also very challenging to keep a concert/listening atmosphere if you combine your house concerts with birthday celebrations. It's best (at least until you have an established audience) to keep your guests focused on the music.

# Choose the Performer/Artist/Group

#### Basics:

Be picky. There is so much fantastic talent available that there is absolutely no reason to book an artist that you aren't thrilled about. Got that? No favors! Only book acts that thrill you.

#### Consider:

• Genre: Do you have at least thirty friends that would ALSO be into this kind of music? Face it, if you love jazz, but you don't know anyone else who does, you'll have a tough time getting an audience for that kind of show.

"Your living room was made for live music." ~ Fran Snyder

Concerts In Your Home

• Act size: If your space is not large (30 or less people), you'll probably want to stick with solo acts and duos, since larger groups will take up valuable seating space and limit the size (and comfort) of the audience. Drum kits and horn sections take up space and bring the volume way up!

• Energy level and content: There are some fantastic artists that are very low-key and rely on the power of their words to connect with the audience. If you and your friends need an act with more physical energy and liveliness, you should keep that in mind. Also,

some acts may include mild profanity, political songs, or suggestive material, and it's important to let them know what is or is not acceptable in your home — before you book the show.

#### Options for finding talent:

- Seek acts you already know and enjoy, and contact them through their websites. Also, CIYH lists hundreds of talented artists who love to perform house concerts. With CIYH, you can even see if the performers have been recommended by other hosts.
- Attend other house concerts in your area (see CIYH listings) and music festivals/conferences such as those put on by Folk Alliance (folk.org).
- List yourself on the web so artists can find you. You can create a website or join a social network if you like, but there are some disadvantages to this. You are likely to hear from many more artists than you care to, and many of them will not be appropriate for your tastes, despite the details you provide.
- Another option is to list your house concert "series" at CIYH. ConcertsInYourHome provides an ideal template for you to attract the right kinds of artists, and to easily indicate how receptive you are to booking requests at any given time. CIYH also filters out many unprofessional artists, and other types of visitors that you might not prefer to have contact with.

Fun Tip: Get some friends involved in helping you choose performers. Once you've chosen a handful of artists who interest you, have a "listening party" or share website links with friends who might be interested in attending your shows. It's a great way to get people involved, committed to attend, and eager to help you promote your event to their friends as well.

#### Your Invitation List — Let's Get it Started

Basics: One of the first steps to take as a house concert host is to compile a list of as many invitees as possible.

Attendance, for many hosts, is the most challenging part of hosting house concerts. For some people, throwing a party and getting people to attend is second-nature. They have tons of acquaintances, are involved with many clubs, groups, charities and maybe even a reputation for holding great events. For most of us, however, it takes a bit of work and some planning.



A full room adds so much to the feeling of a concert — whether that number is 15 or 1500. Performers really sense and feed off the energy in a room when they play. Empty seats, however, suck the energy out of any event. Whatever the size of your space, do your best to avoid empty seats, even if you have to hide some chairs!

There's a common expression in music — "the crowd made the show," and you'll see it happen first-hand when you host your events.

Consider: First, it's important to get some leverage. If you think purely in terms of people you see consistently and know personally, you will seriously limit your resources. List everyone you could invite.

Second, don't neglect to invite someone simply because you don't think they'll be into it. Time and time again the biggest compliments come from people who thought a house concert wasn't their kind of thing, who then were blown away by the quality and fun-factor of the show. Your invitations will provide information and links to the artist's music, and let people decide for themselves if they should come.

Finally, your invitation list will always be a work in progress. You'll have a nice sign-up form to display at each of your events to enlist anyone who may have come as an invitee of one of your friends. As your list grows, your events will become easier to promote.

#### Options:

Most house concert presenters use their email accounts to create a list from their address books, and use our free, attractive e-flyers to promote their events. However, in addition to your current email program, there are many websites and programs (like Evite, or Punchbowl) that can also help you do this.

Create a list of everyone you know within an hour's drive of your home. List your friends, neighbors, co-workers, club members, parents of your kids friends, and soccer-moms. Even the fantasy-football buddies? Well, maybe not *them*.

Gather any missing email addresses (and phone numbers if you like).

## Tip:

Keep a notepad, index card, or some visual reminder with you for the next 3 weeks. Get in the habit of adding people you meet, or have overlooked in your invite list. You'll be amazed at how many people you meet or bump into each day that escaped your mind when you made the initial list. "I'm hosting a music event soon, and I'd like to invite you, can I get your email address?"

# **Suggested Donations**

Technically, house concerts are free. You are not selling tickets. You are not running a business. And the best way to make that point (to those who would be concerned) is to have a "suggested donation."

However, it should be clearly understood by all your guests that their donations are how the artist is being paid. You might announce before you introduce the artist, "If you can't afford the suggested donation this evening, that's O.K., but please pull me aside sometime tonight so that I can make up the difference in the donations jar."

That'll get the point across, and very few people (if any) will take you up on your generous offer.



Beaucoup Blue

note by Ayar

# How much should you suggest?

\$10-20 per person is the usual range, depending on the caliber/requirement of the artist, and the comfort level of your guests. You can choose a fixed number like \$10 per person, or a range (\$10-15.)

#### **Guarantees**

Some artists may ask for a minimum guarantee payment in case the audience turnout is small. Usually, the amount is quite reasonable but it is completely your right to decide if and how much to guarantee.

You would only make up the difference if the donations fell short of the guaranteed amount. \$200 guarantee - \$150 in collected donations = \$50 payment from the host.

I encourage you to read our special blog for presenters, which also has information and suggestions about guarantees: www.houseconcerthost.com

# As the House Concert Date Approaches

#### Guest List:

Use a notepad, spreadsheet, or program to keep track of RSVPs. Be aware that 10-20 percent of the people who say they will attend will not show up on the day of the show. In time, you'll come up with fun adjectives to describe them.

#### Waiting List:

If you are uneasy about over-booking (accepting more RSVPs than you can seat), start a waiting list and promise to contact those folks when seats open up. You'll send a reminder email 2-3 days before the show to confirm everyone.

# Two to Four Weeks Before the Show

You'll want to check in with the artist, and take care of last minute details. What time should they arrive? Give them a reasonable time window of at least a few hours.

#### Additional Details:

- Do they have accurate directions to your place?
- Are you both promoting the same date and time? (mistakes happen!)
- Do you have each other's cell phones in case of last minute delays/emergencies?
- Do you have a reasonable amount of guests interested in attending the show?

#### Weak List?

If you are having trouble getting RSVPs, and sense that the artist could be disappointed with the turnout, let them know. This is an opportunity for you to brainstorm a few ideas to make the event more appealing, or to give the artist the option to look for other opportunities in the area.

Do NOT just cancel... most often it will be too late for the artist to re-route their travel plans. It's possible that some of your guests will RSVP late, and for an artist with heavy travel expenses, sometimes a low-turnout house concert is better than none at all. But it's still worth having the conversation.

# Two or Three Days Before the Show

#### Send out the reminders.

Let your RSVP'd guests know that they are expected, and remind them how special this event will be. Tell them how much it means to you and the artist that they will be there. If they have doubts about attending, now is the time for them to tell you so that you can try to find someone else to fill their seat. You might say something like, "We're so excited to have such a great artist playing in our living room, it's very important we give him/her a full house."

# What should I provide?

Some hosts love to have a pot-luck dinner before the show, and others find it to be a distraction. I've seen great house concerts that provide only tea and cookies, and some where the food almost eclipses the music. Many of your invitees will ask if they can bring something, so it's good to decide ahead of time. Alcohol will be covered later in this booklet.

# Make up signs for the event.

## A few examples:

- "Suggested Donation: \$10-15 per person"
- "Additional bathroom downstairs"
- "Don't let the cat out."
- For the front door... "Please come in quietly if the show has already started."

# Day of Show

# Prepare the rooms — for the artist and for the show.

Artists really enjoy having a secluded place to warm-up and relax before the show. If you don't have a dedicated guest bedroom for them, try to find a space (basement, office, etc) where they can have some uninterrupted time alone for an hour or so. It really helps artists perform at their best if they don't have to be constantly in "mingle-mode" for the entire visit.

Artists will appreciate a few bottles of water, and an available light snack could hold them over until the potluck. Tea and coffee are good to have on hand as well.



hoto by Ryan Simmons

If you are providing snacks and beverages for your guests, you'll want to have that set up ahead of time. Make it easy for people to serve themselves. Mind the alcohol though, if it's part of your event. This responsibility is a great thing to hand off to a trusted volunteer.

**Property, and your property:** Although you'll be acquainted with most of the people who attend, it's still good to take a few precautions. Valuables and breakables should be stowed, and safety hazards addressed. Check outside lights, clear the walkway, tighten the toilet seat and handrail to the stairs. You get the idea.

# Setting up the Performance Room

## **Key points:**

- Leave enough room for the performer (and speakers if needed!)
- Make sure there's an aisle
- Use the shortest chairs down front, taller chairs and barstools in the back.
- Try to face all chairs toward the performer.
- Try to aim some light toward the performer, and have the rest of the room a bit darker. An adjustable desk-lamp on the mantle, or a clamp-on light from Home Depot can do wonders.

#### Merchandise Table

Make sure the artist has a highvisibility table for their CDs and other merchandise.

# Greet guests, collect donations, re-establish expectations.

Have your RSVP list handy as the guests arrive, and have the donations jar/hat in an obvious place where you can direct them. "Hi Pete, Hi Sally,



noto by Ryan Simmons

welcome. If you'll step over here and take care of the donation right away that would be great. Then help yourself to the refreshments..."

Showtime!

# The Host in Control: **Turning a Crowd into an Audience**

What should a host do to gather a respectful and attentive audience for a house concert?

#### Basics:

As a house concert host, it is your responsibility to educate your invitees, and to

manage their expectations. This is especially true for your first events, when you haven't yet built a core audience that will set the right example at every show.

Set the right expectations with the first email. Reinforce the concert message with every conversation and every invitation. It should be part of the show's introduction and the intermission. It's a CONCERT. Emphasize the word. Don't let anyone get the impression that it's a party with music.



Hillbilly Haiku

Accomplish this, and your new attendees will behave like an audience. Remember, you'll ask them to bring a spouse or some friends, so be clear and consistent to help them explain it to others. Using the CIYH e-flyers with the embedded video can really help them understand what's expected.

#### Consider:

Even the most seasoned performer can lose their spark when they have to work to get the crowd's attention. Instead of playing music, being warm and comfortable, they start spotting audience problems and plotting solutions, and this lovely experience we call music starts to look and feel like a job.

If that job necessitates announcements for people to shut up and be respectful, no one wins. The artist will not sell as many CDs, and your audience will have missed the opportunity for a truly inspiring experience. Some may not come back next time.

Tip: Make sure your flyers, invitations, and emails say "concert" and not "party." Even though house concerts can turn into very festive events (with certain performers) - let that be the surprise.

As people arrive (or ahead of time) pull a few of your friends aside and ask them to take seats in the front row when the time comes. Unless the artist is well-known, new audience members have a tendency to select seats like they are entering algebra class. Have a few "good students" set the example early.

Twenty minutes before the show, make an announcement like this...

"Hi everyone. In about 10-15 minutes we'll need to have everyone seated before the concert starts. If you want to use the restroom, or refill your drink, please do that in the next few minutes."

A few minutes before the show, make the next announcement.

"O.K. everyone, please find a seat as we're about to start the show. The first set will be about 40 minutes, and then



K.C. Clifford

you'll have a break to stretch your legs, use the restroom or get a refill. Please help us keep distractions to a minimum, silence your phones, and get comfortable."

Photo by Drew Landmar

#### Introduce the Artist

There is no penalty for being brief. "Hi Everyone, thanks so much for joining us at our (first?) house concert. Tonight we're pleased to bring you, all the way from Lawrence, Kansas, Fran Snyder!" Hopefully, you won't have to goad them for applause.

The introduction is a great way for you to stall as the last few people settle in. But wait until they are quiet... make them uncomfortable with your silence if you have to, then smile. "Welcome everybody!..."



Sonia Lee

Tip: Even if you are comfortable as a public speaker (OK - it's a living room), this is a great way to get one of your guests involved. If you sense that one of your friends would be good at (or even enjoy) the role of announcer – delegate! Give them the

# During the Break: Encourage CD Sales and Mailing List Signatures

Artists can sometimes sell as much merchandise during the break as they do at the end of the show. Encourage this, nurture it if you can... (help unwrap CDs for them to sign, etc.) Have a Sharpie on hand for the musician to autograph CDs.

scripted lines above so they are prepared, and share the spotlight. Choose someone with a strong and clear voice, who can speak with some authority and a friendly vibe.

# **Starting the Second Set**

After 15-20 minutes, dim the lights and make the announcements to get people back in their seats.

#### After the Show

If you had alcohol at your event, this is your last chance to spot guests who've had too much. This is not a problem unique to house concerts, but it's worth mentioning.

As your friends tell you they had a wonderful time, see if you can muster up your best "Aw shucks." Encourage them to sign your guest list if they didn't get invited directly from your emails. Follow up with a thank you email, ask for more help, and promote the next show.



# How to Build an Audience for Your House Concert Series: Cheat

# Book great artists every time.

Don't assume that every talented artist has the personality and rapport necessary to connect with a house concert audience. Some artists are not comfortable being so close to the audience.

Do your homework. Watch their YouTube videos, get testimonials from other hosts, see them live if possible. Great artists are what make people fall in love with house concerts and make them look forward to the next one.

Cheat: Check CIYH for artists who've been recommended by experienced hosts.

# Book artists who have a fan base in your area.

Even a modest following could turn up a handful of guests that make the difference between "mostly empty" and "mostly full." Small localities can have some prime talent, but you should especially look out for regional and national acts that tour your area regularly. Many times they love the town, but can't get enough work in the area to make the trip financially possible.

Cheat: Try locals as an opening act (3-5 songs) if they convince you they'll bring in at least 5 people. Most house concerts do not use openers because they tend to stretch the event too long and detract from CD sales of the main act. Wait until you've hosted a few events before trying this.

# Keep track.

Create your own email list form and make sure everyone sees it during each event. Hosts and artists will tell you that building an email list is one of the key factors in building an audience.

Cheat: Use the fun mailing list form at the end of this booklet. (Page 43)

# Don't be shy, be silly!

Wear a shirt or hat or pin (in public) that encourages you to talk about your series when people ask questions. If you aren't a "natural" at promoting, admit it, and compensate by being crafty.

Cheat: Some great conversation-starters are available at CIYH.



#### Become more social.

Join a book club, wine tasting club, maybe even a folk music club. The more you grow your circle of friends, the easier it is to promote your events.

Cheat: Create a new group at Meetup.com. It's only \$15 per month, and it's a great way to connect house concerts with your other interests. One of the most successful house concert series was started by a couple who ran a big club for ski enthusiasts. Why not your "Pugs Are People Too" group?

#### Make the most of each event.

Get the best acts you can get, make people as comfortable as you can, and make sure you (yourself) are having a noticeably good time. With some preparation and forethought, you don't have to be stressed during the event, and your smile will be contagious.

Cheat: **Ask for help.** You are bound to have a few core friends willing to pitch in and accept some limited responsibility; collecting donations, helping the artist with merch sales, minding the guest list or mailing list, keeping an eye on bathrooms, etc.

# Rinse and Repeat

These tips were developed without the use of animal testing.

We encourage hosts to keep their events private in order to keep "Nosy-Parkers" and authorities out of their business, uh, hobby. That said, there are a few hosts who are more



public about what they do, and some of them also post flyers, connect with local radio and charities to create more awareness about their house concert series. Check the blog at CIYH for a few articles regarding safe ways to spread the word.

# Parking, Handicap Access, Insurance, and PROs

House concerts should be regarded as private parties in order to better comply with local, state and federal laws. It's important to note, however, that all it takes is one irritated neighbor to turn this fun and rewarding hobby into a real hassle.

That neighbor might accuse you of (whether it's true or not):

- running a business in your home
- obstructing the street with too many cars
- violating noise ordinances (especially if you use a sound system or have your events outside)
- being a pot-smoking hippie

No matter how outlandish the claim, it could be more trouble than it's worth to deal with city officials who are willing to deny your right of free assembly in order to humor a complaining neighbor. Keep your neighbors happy, and consider co-hosting with another homeowner if you start having a lot of house concerts.

#### Alcohol

While some hosts would suggest that alcohol is a bad idea, many hosts manage it just fine. It takes a little extra care, food, and attention, and you should only do it if your friends tend to be the responsible type.

If you have alcohol at your events, be aware that it may increase your liability risks, just as



Photo by Ryan Simmons

it would with any party/event in your home. And you'll (of course) want to make sure that none of the money donated is associated with alcohol. Selling alcohol without a permit is against the law. Many hosts are comfortable with their guests bringing a bottle of wine, but you'll need to do what feels right for you.

#### Insurance

We recommend an umbrella policy if you frequently have events (of any kind) in your home. Check with your insurance agent.

# **Handicap Access**

Since your house concert is a private party, you have no legal obligation to provide accessibility for handicapped persons. That said, you should be aware of the challenges your property could pose for elderly or challenged guests. If your driveway is unusually steep, or your staircase unusually narrow, these are things to keep in mind when inviting people to your home.

# Performing Rights Organizations

Three major corporations (ASCAP, BMI and SESAC) in the U.S. (SOCAN in Canada) have the responsibility of collecting money for the *public* performance of music, and then distributing those moneys to the songwriters and publishers that own the rights to the songs performed. Despite the fact that house concerts are private (not public) performances, some popular house concert presenters have been approached by these companies and asked to pay a licensing fee.

If you promote your events publicly (hanging posters in public spaces, flyers, advertising, radio, etc.) you increase your chance of being approached by one of these companies. We recommend that you NOT put your address or phone number on any public materials. For people you don't know, you should require them to email you for an invitation (and details) if they are interested in attending your house concerts. You don't want unexpected strangers showing up at your door the day of the show.

Again, house concerts take place in a home and by invitation only. That should qualify them as a private performance.

However, if you are concerned about P.R.O. organizations contacting you, we recommend you join the **Folk Alliance**. (folk.org) It's a great organization that promotes music around the world. Also, they've negotiated an agreement with ASCAP and BMI (not SESAC, however) that could help you if you are ever approached for licensing fees.

We also recommend you attend Folk Alliance conferences, where you can hear and meet great artists as well as other house concert presenters.

We do.

# Are Sound Systems Necessary for House Concerts?

If you don't have experience with sound systems, we recommend you start with artists who can supply it if needed.

If your room is small and has good acoustics (hardwood floors, tall ceilings) and your audience is fewer than 30 people, it's quite possible your events would be better without a sound system.

Every performer is different, however, and it's common for them to want at least a little sound reinforcement. If you want to book an artist who can't provide what they need, you might reach out to a local artist or friend who has a P.A. (stands for "Public Address" system), or sound system for the show.



Photo by Drew Landman

It's best to have a few events before deciding if you'd like to purchase your own sound system. A new system of decent quality will cost at least \$500, and could easily run up to \$1500 or more depending on your needs and sonic taste.

#### Resources

Visit www.concertsinyourhome.com/booklet.html for links to:

- FREE PDF version House Concert Survey – how do other hosts do it?
- House Concert Host Blog tips to get the most from the experience
- Mailing List Form Information on Guarantees Sample "Contract"

Fair Use of this Document. Please share it. Quote from it. But do not alter it, sell it, or try to pass it on as your own work. Some member of ConcertsInYourHome lives near you. They love peace, but they would still give you a fat lip. I'm just sayin'.

Fran Snyder is a singer-songwriter and the founder of ConcertsInYourHome.com He can write a snappy tune, and you can hear many of them at fransnyder.com and fivelittlemonkeysmusic.com

**ConcertsInYourHome.com** is an online community of artists, house concert presenters, and music fans.



hoto by Sean McCormick

Our Mission: CIYH creates and nurtures opportunities that pay artists to perform in a listening environment, while bringing communities together with a renewed passion for live music.

# ConcertsInYourHome.com

# Keep in touch, we want to see you again.



Here is my **name** 

and my email, legibly written!

an snyder	fr	an@concertsinyourhome.com



Download this form at: concertsinyourhome.com/booklet.html

ConcertsInYourHome is funded largely through artist memberships. The following artists also made generous donations for the publication of this book. Find them at CIYH and consider inviting them to perform in your home.

#### C. Daniel Boling • www.danielboling.com

Daniel delights House Concert crowds with articulate finger-picked guitar and songs that tell stories of real folks we can all relate to. — 1st Place Songwriter - Woody Guthrie Folk Festival 2007





#### Mark Wayne Glasmire • www.markwayneglasmire.com

"He makes pop music steeped in the traditions of folk and country. All he needs is an acoustic guitar"

M. Tarradell - The Dallas Morning News

## Peter Cooper • www.petercoopermusic.com

Endorsed by Kris Kristofferson and Tom T. Hall, Cooper is a singing storyteller, music journalist and teacher called "A modern day Renaissance man" by radio's Bob Edwards.





# Alan Rhody • www.sonicbids.com/AlanRhody

Rhody has carved himself a place among today's best. "As tall a Texan troubadour as Guy Clark or Joe Ely, the Kentucky-born Rhody employs deceptively simple techniques."

-Eric Thom, exclaim.ca

# Joe Jencks • www.joejencks.com

Joe Jencks has been touring full time for 10 years, from Carnegie Hall to festivals, coffeehouses, and house concerts. An award-winning songwriter, he brings a unique merging of musical beauty, social awareness, and unparalleled story telling to the stage; and delivers it all with the lyrical voice that is his signature.





# Jack Brown • www.jackbrownmusic.com

Genre-busting folk/blues/jazz that makes you laugh, cry, think. On the list at Bluebird Writers Night. Has opened for Carole King. Member of FA, NSAI, ASCAP. His third studio CD is due summer 2010.

