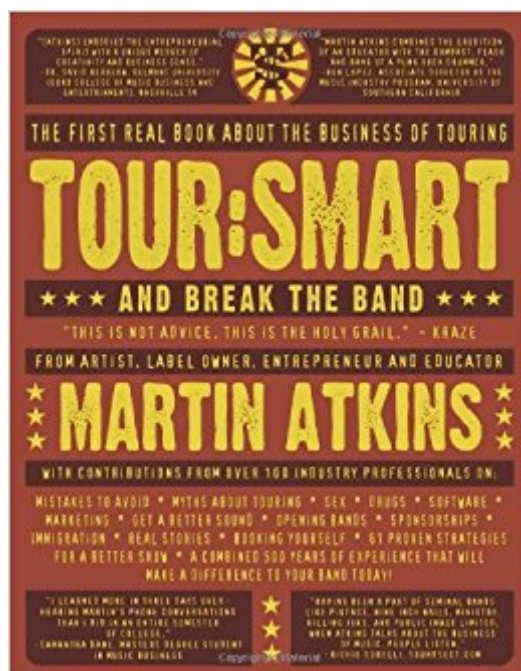


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# Tour:Smart: And Break The Band



## Synopsis

From packing the right equipment to keeping enough gas in the tank to get home, every aspect of making a successful tour with a band is addressed in this comprehensive guide. More than 100 luminaries and leading organizations from the world of touring—among them Chris Connelly, Henry Rollins, the House of Blues, and the Vans Warped Tour, as well as club owners, tour managers, and even sex advisors—provide handy insider know-how along with insight on mistakes commonly made by novice bands. Chapters address the nitty-gritty of touring, with instructions on how to secure venues and publicity, how to stay healthy on the road, and how to keep the budget in the black. Loaded with hundreds of years' worth of collective hands-on experience from those steeped in the music business, this is a must-have resource for creating an unforgettable tour.

## Book Information

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## Customer Reviews

Man, I wanted to like this book, but I was really disappointed. I'm in a band that tours the country about twice a year, and has for the last few years, and I'd hoped this book would have some good advice. However, this book is aimed at bands who already play to a few hundred people a night, rather than for someone at my level. Also, it doesn't give you much advice on doing things without a big team behind you: for example, it tells you that you could book a tour without a booking agent, but doesn't give you much advice on how to actually do that. I also felt like this book was aimed at men, and assumed that the audience it was speaking to was male (lots of sections seemed unnecessarily gendered) and HATED HATED HATED a lot of the sections about being a woman on

tour. Ugh. The advice was things like "Don't pack too much makeup" and "Don't lose your keys." Srsly? I've been booking tours and in touring bands for about 5 years now, and I felt like this was an interesting read for a peek into the life of a big band on tour, but was pretty irrelevant to a small band, and kind of insulting to female musicians.

Wonderful book with real life anecdotes and stories that apply to all facets of being in a band. It is a bit dated as it was written some years back, but doesn't affect most content- it mentions Myspace rather than Facebook, Twitter, etc. Lots of great ideas and good advice.

After reading this book, it's almost painful to look back at some of the mistakes I've made and the money I've lost over the past several years, and to think about how many of them I could have easily avoided by using the advice and tips that are in this book. This book is enormous, and every page seems to contain information that could have helped me out at least once. It's great to finally have this book available, and I can't wait to start using some of the strategies it outlines. Could not be more highly recommended for anyone in a band, with a label, or in any way involved in or interested in the music business.

Musicians, Promoters, Roadies, Club Owners, Merch Teamers, Street Teamers, Tour Managers, Band Managers, Production Managers and everyone else that ever thought about having anything to do in the performance music circuit..... meet your holy grail. This book is AWESOME! It is an extremely thorough overview of the gears that make up the live music and touring scene. It's not all polished up and proper - but that's what I love about it. The language and narration are real with sometimes crude or cliché phrases that are direct to the point but proficient in painting a picture. Most of all, it is evident that the information provided is backed up by tried and true experience of a rainbow of contributors organized in a way THAT MAKES SENSE. I wish all industry books were written this way. All too often I pick up a book that some random guy wrote from his basement providing tunnel vision perspective with a 2+2=4 attitude. Arithmetic is great and common logic is important but it's the experience that lies between the text that reference books fail to capture. Not this one. Perhaps you are trying to research a specific part of the industry such as a musician's perspective or a promoter and happened to stumble upon this. GET IT ANYWAY. To understand your gear's specific role, you have to understand the entire machine and there is probably some information in here to help you. I am an Audio Engineer. Before that I was a performing musician. I have managed a technical team on the road and now I am researching

perhaps opening a music venue. Although I could have just skimmed through this book to find the information that pertains to me, I find I am glued to every page with thoughts like, "huh, why didn't I think of that?" You get my point. Buy it and pass it along.

This book has everything you need to know about touring. If you plan on going on a tour, I highly recommend you read this book first. Martin Atkins gives readers an inside look at touring. He lists real world examples from himself and other artists he has worked with. This book includes everything from what vehicle to take, how to allocate your money, what not to do, and so much more.

If you want to be a music professional, Tour Smart is a must have for any band, manager, venue owner or pretty much anyone in the music business. Tour Smart is well organized, a great read and packed full of vital information. Listen to Martin. He can save you a lot of time, energy and frustration and make life easier for yourself and everyone around you.

Very good tips for anyone who has tried to help a band tour, or who has been in a band. People who have not done it probably wouldn't understand some of the finer points, but overall extremely helpful and amusing.

This book is a legitimate how-to guide for any musical group that wants to tour. Where it fell short for me was the process of going from group of musicians with successful day jobs to successful touring musicians. It appears there is no way of making the jump without either financial support from your family or the willingness to dump your current life and live on the road. Our group was living in Manhattan/Brooklyn and would not have been able to tour for a month without quitting our jobs that paid our rent. This book does not provide an answer to these questions.

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