Performer Booking Page Checklist

One clear link. Your sound, your story and a way to enquire.

For solo singers, duos and bands. Open your page on a phone and tick what a first-time visitor can find. Use this with any website platform, a press kit or your existing profile.

- [ ] **Your act in one sentence**
  Say what you perform and which events you play.
- [ ] **Your base and travel area**
  Make it clear where you are available to perform.
- [ ] **A representative performance clip**
  Check that the link works and the sound reflects your act.
- [ ] **Your repertoire and options**
  Show sample songs, genres and the sets or services you offer.
- [ ] **Clear, current photographs**
  Use images you have permission to publish.
- [ ] **Genuine proof**
  Include an approved testimonial or relevant experience; never invent it.
- [ ] **Practical booking details**
  Explain useful details such as set options or how to check availability.
- [ ] **An obvious enquiry button**
  Make it easy to find on a phone, without hunting through menus.
- [ ] **A working contact route**
  Submit your own test enquiry and check that it reaches your inbox.
- [ ] **One consistent identity**
  Check your act name, contact details and links across your profiles.

Start with clarity.
Then remove friction.

These are practical suggestions, not a promise of more bookings. Prioritise the gaps you found on page 1.

01 Make your opening line specific

Try: “Acoustic duo for wedding drinks receptions and private events across Northern Ireland.”

Replace the act type, events and area with your own accurate details. Avoid unsupported claims such as “the best” or “award-winning”.

02 Put your sound within easy reach

Choose one clear, representative performance clip near the top of the page.

Use a descriptive link such as “Watch our acoustic set”. Check it while signed out. Avoid autoplay and heavy files; a linked thumbnail can keep the page lighter.

03 Make the next step obvious

Try a button labelled “Ask about your date”.

For a booking enquiry, ask for only what you need: contact details, event date, location and a short message. Explain how you use the information and test the full route yourself.

No website yet?

Collect these same essentials in one folder: a short biography, authorised photos, a performance link, sample repertoire and contact details. You can use them in a simple page or a PDF press kit.

Pick one fix.
Make it this week.

Write directly on this page after printing, or copy the headings into your own notes.

My clearest opening line

Act type + event types + area served

The link I want people to hear or watch

Check it works without needing to sign in

The most important gap to fix

Choose one item from page 1

My next action and the day I will do it

Keep the task small enough to finish

Want a hand putting it together?

GigPolish creates websites and booking packs for performers.
See the packages or ask which option fits your act.

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