



*The*  
ULTIMATE  
SHOW DESIGN  
CHECKLIST



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## **THE AUDIENCE CONNECTION MASTERCLASS CONNECTS YOU WITH THE SECRET BEHIND TRULY CONNECTING WITH AN AUDIENCE**

If you're looking for a simple way to develop authentic stage presence, magnetize your audiences, and make more fans every time you play, then click the button below to get started now...

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# SHOW DESIGN CHECKLISTS...

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**WHAT DOES THE  
BEST GIG YOU'VE  
EVER HAD  
LOOK LIKE?**

- You connect with the audience right off the bat.
- You make eye contact with people and see who they are.
- You're genuinely interested in the people in the audience.
- You're opened up to the audience and feel free on stage.
- You do everything you planned on stage just like you envisioned it.
- You're carried by a powerful energy while on stage and it's fun to be in the zone.
- You keep the audience's attention from start to finish.
- You're able to tell your stories and be vulnerable on stage.
- You get massive audience participation.

- You invite people to sing parts of your songs with you during the show and they do.
- You help the audience have many valuable experiences including having fun, being blown away, feeling emotional, feeling a sense of something greater, being entertained, dancing, releasing emotions, and more.
- People sign up to your mailing list in droves and buy your merchandise.
- You get a standing ovation and calls for encore.
- People come up to you afterwards and can't help telling you how much they enjoyed the show. They admire you and want to celebrate with you and you don't quite know how to take it.

- People talk about it for days on social media.
- It's easy to connect with the people who were at the show after the show and keep the ball rolling.

Add your bullets here...

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



**WHAT DO YOU  
USUALLY FOCUS  
ON BEFORE  
PLAYING LIVE?**

## 1. Your songs...

- Do I have enough songs?
- Are my songs good enough?

## 2. Your chops...

- How well do I play my songs?
- How well do I sing?
- How well do I play them and sing them at the same time?
- How tight is the band?

## **3. Show logistics...**

- Where am I going to play?
- What do I need to do or have to get the booking?
- What gear will I need?
- How much is it going to cost me to put on the show?

## **4. Your show design...**

- Which songs am I going to play?
- In what order am I going to play them?

## 5. Your marketing...

- How am I going to get people out to the show?
- What am I going to charge and how am I going to collect it?
- Where am I going to put my merchandise for sale?
- Where am I going to put my sign-up sheet?

You FEEL like you're ready. And in many respects you ARE ready...  
You're ready for the next experience.

But is this gig likely to be the best gig you've ever had?  
Is this gig likely to live up to your vision?

What happens when it doesn't? How do you feel then?  
What does this do to your mojo?

Well, it may take you awhile to get back on the horse.

You can work on your songs and chops forever and never be satisfied that they're perfect enough. You can blame these things when the show isn't as successful as you hoped...

But in fact, there are two additional dimensions you need to focus on.

The first one is... **Keeping the audience's attention.**

and the second is about... **Connecting with the audience.**



**HOW DO YOU KEEP  
THE AUDIENCE'S  
ATTENTION?**

## 1. Your songs...

- Are my songs arranged for live in a way that's going to keep the audience's attention?

...You might step away from the mic and do

- an extended intro
- extended groove
- extended/shortened instrumental or vocal solo.

...You might incorporate

- call and response
- audience participation
- extended/shortened chorus
- fewer verses
- more dynamic contrast
- spoken word
- guest musicians...

## 2. Your chops...

- What special talent or variety of talents can I feature that will attract the attention of the audience?

## 3. Show logistics...

- What venue would encourage a listening audience?
  - Size
  - Location
  - Type (e.g. Bar, Cafe, House, Festival, Concert Hall etc.)

## 4. Your show design...

- How am I going to provide a variety of energies and experiences for the audience during the show?
  - Are the songs I've chosen different enough to keep the audience's attention?
  - Are the songs ordered in a way that will keep the audience's attention?
- What am I going to do visually to keep the audience's attention?
  - e.g. change or add instruments
  - e.g. change where I stand on stage during/between songs
  - e.g. change the direction I'm facing during a song
  - e.g. sit on a stool for a certain song(s)
  - e.g. play a solo at the corner or front of stage
  - e.g. include dance elements...

## 4. Your show design (cont...)

- How will I change my physical appearance during the show to keep the audience's attention?
  - e.g. wear/remove a hat, bandana, sunglasses, other clothes/costumes?
- What props will I use to keep the audience's attention?
  - e.g. video, candles, decorations?
- How will I use audience participation elements to get the audience involved?
- How will I use storytelling or humor to bring the audience in?
- How will I use contests or draws to focus the audience's attention?
- How will I use calls to action to focus the audience's attention?

## 5. Your marketing...

- How am I going to ensure people are aware of who I am?
- How am I going to ensure people are aware of my mailing list?
- How am I going to ensure people are aware of my merchandise for sale?

But there's still something missing here...

You still need to **connect** with the audience when they're paying attention to you.

You see, you can't have one without the other.

Attention by itself doesn't get you very far if you don't make a connection.

It's fleeting and then it's gone. Nothing sticks...



**HOW DO YOU  
CONNECT WITH  
THE AUDIENCE?**

## 1. Your songs...

- How well do my songs fit into the vision I have for my show?
- Do my songs celebrate and highlight special talents I have to share?

## 2. Your chops...

- What is my body language telling the audience?
- How well do I introduce myself?
- How well do I receive applause?
- Am I present with the audience?
- Am I willing to lead the audience in audience participation?

## 2. Your chops (cont...)

- What is going through my head before, during and after the show and between songs?
- Is my attention on the audience or on me?
- What am I going to say or do to *acknowledge* people in the audience?
- What am I going to say or do to show my *curiosity* about people in the audience?
- Am I willing to be vulnerable?
- Am I willing to share my important message with the audience?
- Am I willing to share who I am on stage?
- Am I able to look people in the eye?

## 2. Your chops (cont...)

- Do I know what it means to look people in the eye and see them and let them know it's *me*?
- Am I able to spontaneously interact with the audience?

## 3. Show logistics...

- How can I best serve the needs of the venue while meeting my needs and build on that relationship?
- Am I willing to invest in my show to make it the best it can be?

## 4. Your show design...

- Am I willing to create and deliver an experience the audience has never had before?
- Do I have a vision for my show?
- Do I know what my show is about?
- Do I like my show?
- What service am I providing for my audience?
- What emotional experiences am I creating for the audience?
- Is there a personal story I can share with the audience?

## 5. Your marketing...

- How am I going to *give people a choice* to sign up for my mailing list?
- How am I going to *give people a choice* to buy my merchandise?
- How am I going to continue the relationship with people after the show?
- How am I going to give them opportunities to support me?

Willingness is a key word here in the world of connection.

You need to improve your relationship with your dream enough so that you're willing to go out and inspire people.

This is where things come around full circle. Your relationship to your dream not only impacts your ability to connect with the audience, but it also impacts whether you book that gig in the first place.

If your gig is a one-off or a lark or a testing of the waters in your mind's eye, well then, that's what you're going to deliver.

And when all is said and done, it won't feel right. It'll come up short. It won't compare with the spirit of the dream that's driving you.

It won't compare with the experience you had that got you into music in the first place.



**HOW DO YOU WORK  
ON YOUR ABILITY TO  
CONNECT WITH THE  
AUDIENCE?**

Why can't you just read that section above and *be* it?

Because that's what we're talking about here,  
we're talking about a way of being.

It's a way of being that's already you.

It's the dream you can't quite get yourself to fully accept.

I'm going to tell you something now that you already know inside...

**What you need to do is align yourself with your dream.**

**That's your life's mission.**

But it's one thing to know this stuff intellectually, it's another thing to feel it. It's a knowing that you have to feel, if you're going to be it and answer the call of your dream and turn your music career around.

How do you change your relationship to your dream?

How do you change *anything*?

The only way to change anything is to change how you act, think, or feel toward it.

But starting with action is hard.

It's exactly because of your awareness of your lack of action that you're reading this right now!

Avoidance is a key feature here.

Trying to believe in other dreams. Believing that everything's going to come together sometime tomorrow. Trying to make big money or a big break with some one-off scattershot tactic...

The truth is, if your thoughts and feelings are at odds with the action you need to take to follow your dream, taking that action becomes a struggle. And the results of the action you do take will tend to confirm for you your underlying negative thoughts and feelings.

Because that's exactly how your brain works – it looks for confirmation in the environment of what you *already* believe! And a belief is just how you expect to think and feel based on your prior experience.

This makes it difficult for you to have a new experience of an old activity... Being on stage for example.

Layered on to the powerful connection you experienced when you first got into music is every other disappointing experience you've ever had since...

...PLUS every other negative expectation you've ever received from powerful influencers such as parents and society about the life of a musician.

This is the real reason only 1% of musicians make it.

But interestingly it IS possible for the other 99% to live their dream too.

Your life is NOT over :)

The way forward is to align your thoughts and feelings with the feeling at the core of your dream. This is a part of you too.

This is a part of your experience.

Is it serving you for these things to be in conflict? No, it's not.

How do you change your thoughts and feelings about music, musicians, and music careers?

How do you change how you think and feel about getting up on stage, the value of music, the life of a musician and what it means, and the experience of sharing who you are with the world?

How do you overcome the internal conflict that's put you at odds with your music dream?

You need to go to the very heart of the dream. And own THAT feeling. And re-associate that with the steps you need to take to grow your music career.

Is this the most important thing you can do for yourself right now?

You bet it is.

It's up to you. It's something you can do consciously, at your own pace, in your own way.

Click [here](#) right now to learn more!

I can't stand the idea that there are so many real dreamers out there, real artists, that know what this connection is, if only in a vague sort of way, and know that they want it, but can't seem to find it, and live in a world of doubt, and may even become cynical about life.

It's time for you to have [the best gig you've ever had](#). You feeling the success you've always wanted, you connecting with your audience, and you knowing your efforts are meaningful and are building something magical. It's time for you to get as big as you want!

Click [here](#) right now to learn more!

