

PREMIER ENTERTAINMENT CONSULTANTS, INC.

HOW TO FORMULATE AN OFFER

- STEP 1:** Obtain a national availabilities list from your agent and pick your favorite groups which fall within or close to your budget.
- STEP 2:** Call local radio stations and record stores to see which of your choices are most popular in your district market.
- STEP 3:** Narrow your list to five (or so) acts.
- STEP 4:** Ask your agent for any more specific information.
- STEP 5:** Prioritize your list and submit offer on your first choice.
- STEP 6:** Keep in touch with your agent at least 1-2 times a week for any updates. Remember you may often hear “No word yet,” but don’t get discouraged; buying national talent requires patience. Also, be sure to return calls to your agent promptly because immediate action may be necessary to increase the chance of confirming your offer.
- STEP 7:** Be ready to submit offer on your next choice when you hear an offer has been declined.

Remember, the quicker you act, the better the chance of securing the act of your choice!