

And Now for Some Advice for The Band.... Your Street Team Called...

I decided to write this when I was asked to pass along "rules" used for Panzer Princess's street teams and realized how USELESS many bands so-called "teams" are...

The concept of Street Teams is as old as the Sunset Strip. In the good old days, "Flyer Throwers" worked diligently to spread the word of upcoming shows plastering everything that didn't move with 8x10 hand-drawn billboards of favorite bands. Today, the internet throws a whole new category of coast to coast contacts for bands to have at their disposal. Modern day street teamers can simply post Myspace bulletins or print out pre-printed flyers from "Street Team Central" or the band themselves. Photoshop has allowed the poorest bands to have professional looking promo at their disposal and email and IM's have allowed for immediate transmission of all materials. Anywhere a band tours, they have promo preceding them.

So why are so many really good bands struggling to tour? With all this promo going on and all these street teamers at your disposal, HOW can it go wrong?

Simple. Your street teams suck!

But don't despair... Draven is here to help.

Below are some simple guidelines to follow when creating or re-creating your street teams.

Street Team Rules / Requirements

Street Team Leaders –

Street Team Leaders must be able to organize and lead street team members. This includes recruiting.

Street Team Leaders are responsible for the printing and distributing of all promotional materials. This includes posters/flyers for all regional shows as well as random promotion for CDs and other Merchandise.

Street Team Leaders are responsible for obtaining and keeping updated lists of all viable venues including contact / booking information in and around their assigned region.

Street Team Leaders are expected to contact viable venues for booking purposes to aid in the preparation of tours. This requires a high quality of professionalism as they are representing the band when speaking to owners / managers of said venues.

Street Team Leaders are responsible for finding or offering food and housing for the band when they are touring/staying in their region. The care of the band shall become the number one priority when they visit. All appropriate provisions should be ready before the bands arrival, including clean towels, blankets, pillows etc. if the band is staying in their home.

If the band opts for a hotel, reservations should be made well in advance, and the appropriate budget should be closely followed.

Street Team Leaders should be prepared to raise money if necessary for the band should unforeseen expenses arise. The type of fundraising should be discussed with and ultimately decided on by the band.

Street Team Members ~

Street Team Members are responsible for the distribution of posters / flyers for all regional shows for the band

Street Team Members are responsible for the promotion of the bands CDs and other Merchandise through random methods including wearing, offering, and selling said Merchandise.

Street Team Members are required to follow all reasonable requests from their Street Team Leader.

Street Team Members should be willing to offer assistance to the band in any means possible. (within reason)

Street Team Members are required to attend all regional shows.

Street Team Pages ~

Myspace Street Team Pages should all visually be alike or similar. All backgrounds and Default Pics should be chosen by the band.

All new pages / chapters / regions will be approved by the band prior to inception.

Only active members and clubs should be added to Street Team Page. It's not about the number of "friends" but about the actual number of active members.

Bands... I beg of you, do NOT be afraid to scrap your existing street teams and start over. Your loyal followers WILL stick with you.

Choose your leaders wisely, without prejudice and USE THEM to make your tours successful ones...

CHEERS!

- Draven