



INDIE
BAND!
COACH

Bars to Ballrooms TOOLKIT

For Bands Ready for More
Private Events and Weddings:
4 Tools You Need to Succeed
(and Get Booked)

@indiebandcoach



Hey, I'm Leonard!



I'm a dedicated business coach, certified digital marketer, and long-time booking agent. In my 'pre-music life' I served as a corporate trainer and e-learning developer for several Fortune 500 companies.

But my passion has always been music, songwriting, and performing.

I'm the Founder and one of the lead singers in the 8-piece party band Living Proof. We are a 6-figure cover band playing clubs, corporate events, festivals, and weddings, currently in our 22nd year in Indianapolis, IN.



Photo credit: @kristiswangophotography :: LivingProofMusic.com



I started Indie Band Coach in 2017 as a way to pass along everything I was learning about performing, booking bands, and using social media.

I've had the privilege of working on 1000s of shows with 100s of acts, and the ONE thing that held most bands back from securing high-paying events wasn't their onstage presence, it was their online presence.

If talent buyers, coordinators, planners, and future couples don't like what they see **online**, chances are they'll never see you **onstage**.

That's where the "Bars to Ballroom Toolkit" comes in.

It's the roadmap you need to break free from the bar scene and start getting ready for high-end weddings and private event gigs.

So if you're ready, let's crack open this toolkit already. Here are the tools we'll focus on to get you ready:

- ☐ **Tool 1 - Your Brand.**
Transform your band into a *brand* – positioning yourself as a premier choice for events.
- ☐ **Tool 2 - Your Profiles.**
Optimize your socials and website for high-end clients.
- ☐ **Tool 3 - Your Content.**
Streamline content creation and highlight moments that sell.
- ☐ **Tool 4 - Your Reel.**
Create your own 'booking agent' – your sizzle reel (and/or EPK).



TOOL #1: Your Brand

🔥 Why is this tool important? *Future clients need to see that you look & feel like a wedding/private event band—not a group that just started playing last week.*


🔧 Actions to Take:

Create a Simple “Weddings & Events” Page on Your Website

- ☐ List what you offer (wedding packages, genres, special requests, etc.)
- ☐ Add testimonials (even if it's just from bar gigs for now)
- ☐ Embed best live performance videos (even if they're from fans / bars).

CLIENT SPOTLIGHT

Our client Karma (<https://www.karmaliveband.com/events>) indicated they started booking a lot more corporate events once we implemented a page speaking specifically to that crowd.



Tell Us About Your Event

First Name	Last Name
Email	Phone

Tell us about your event...

Type your message here...

When is your event?

MM/DD/YYYY

What type of event?

ex: wedding, corp. event, club...

Submit

We added a form for interested clients to complete. This achieved two things: it helped simplify the booking process for future clients and gave the band more information when responding to requests.



Rework Your Band Bio & Branding for Weddings

- ☐ Shift language from “live bar band” to “high-energy wedding & private event entertainment.”
- ☐ Pin posts to the top of your FB/IG Profiles that highlight engaging shows or professional images
- ☐ Update bios on Facebook & Instagram to focus on weddings & private events.
- ☐ **Simple example Instagram bio:**
🎵 High-Energy Wedding & Event Band | 🎤 Booking 2025 Dates Now →
[Link to Event Page]

INSTAGRAM BIO EXAMPLES



628 posts 1,556 followers 667 following

Endless Summer Band

@esbband

Award winning special event and wedding entertainment professionals celebrating over 30 years of bringing the happy! Indianapolis, IN
www.esbband.com

Followed by leonardp.wam, tompadgett_music + 108 more



1,209 posts 11.6K followers 1,787 following

Bluewater Kings Band

Musician/band

🏆 Premium, high-energy live music for any event!

📍 Performing in IL, MI, MN, WI, OH, IN, KY

🏆 @theknot Hall of Fame

📸 Ask about our Photo/Video services!

bit.ly/BWKinsta + 4



458 posts 1,465 followers 1,016 following

Your Wedding + Event + Party Band

@livingproofindy

🎵 22 years of love, laughs, & live music

🏆 Voted Indy's #1 Cover & Wedding Band

Let's book your 2025/26 date

📅 Plan Ur Plans with us 📅


www.livingproofmusic.com



Update Your Band Name on Socials (if needed)




- ☐ If your current name screams “bar band” (e.g., “The Drunk Jukebox”), consider if you need a different version of your name
- ☐ Try to get the exact same @handle for all of your social channels

Tool #2: Your Profiles

 **Why?** *A messy or incomplete social media profile = a moment of hesitation; a question of professionalism*

Actions to Take:

Update Your Instagram & Facebook Layout

- ☐ Update your profile photo & banner to look polished.
- ☐ Ensure contact info – name, email, phone # – are all listed.
- ☐ Use the ‘Pin Post’ feature to highlight your best posts to the top of your profile. It’s what they’ll see first when browsing.
- ☐ Create IG Story Highlights:
 -  Weddings (or Events) → Live clips from events
 -  Testimonials → Quotes from past clients or even fans
 -  BTS → Shots from practice or other behind-the-scenes moments


Update Your Facebook Call-to-Action Button

- ☐ Click on the 3-dotted menu on the right under your profile picture and select the Edit Action Button.
- ☐ Select Book Now, Contact Us, or Send Email as an option.
- ☐ Connect the button to your Website to make it easy for social media followers to contact you directly.








Tool #3: Your Content

 **Why?** Planners & couples book with their eyes first. Your content is your chance to brand your band and connect.

Actions to Take:

Post More High-Quality Video Content

- ☐ Get one solid 60-second “hype reel” of live footage.
- ☐ Clip your performances into short, engaging reels.
- ☐ Example post caption:
“Packed dance floor  Singalongs  Unforgettable memories  This is what we bring to every event. Just got engaged? Let’s talk about your wedding 🎵”

Turn One Gig Into 5+ Pieces of Content

- ☐ Show clips of crowd engagement, solos, and band interaction.
- ☐ Create a short “behind the scenes” video – entering the venue, load in, empty stage, empty room, full stage, full room, etc.
- ☐ Post a testimonial from a fan or past client

Start Using Instagram to Reach a New Audience

There’s no reason you shouldn’t have a presence on Instagram. It’s no longer something nice to have, it’s a must if you want to book weddings and events.

- ☐ Create a weekly calendar with ‘content pillars’ to make it easier to generate ideas – *Music Monday, Wedding Wednesday, etc.*
- ☐ Post 3x a week: 1 performance clip, 1 engagement post (polls, questions), 1 testimonial or behind-the-scenes.
- ☐ Use Reels & Stories to maximize visibility.
- ☐ Follow and engage with wedding vendors & venues in your area.



IMAGE MATTERS

Private events and weddings are very visual experiences. Even if you haven't played any weddings or corporate events, your online presence should match the level of budget that clients are planning to spend.

No professional pics (or just a few)? Here's what you can do 📌

- **Stock Photos:** Enhance your promotional materials with professional images (like these) from free photo websites like [Unsplash](#) or [Pexels](#).



- **Authentically Speaking:** Choose natural, artistic wedding imagery that aligns with your band's vibe.
- **Consistent Branding:** Ensure the images used are consistent with your band's branding – consider using them as a background on part of your page or in a header to clearly point out the intent of the page.

NOTE FOR CANVA USERS

In addition to tons of other integrations, **Canva now has stock photo and video libraries built into its search.** You can search for images through the elements tab by scrolling down on your side menu, selecting Apps > Click Design Essentials > and scrolling to Pexels and Pixabay to see the libraries separately.



Pexels

Add beautiful free photos from Pexels to your designs.




Pixabay

Add beautiful free photos from Pixabay to your designs.



Tool #4: Your Sizzle Reel

 **Why?** *A high-energy promo video is one of the most important things planners & couples look for when researching a band.*

Actions to Take:

Shoot or Edit a Simple 60-90 Second Promo Video

- ☐ Show high-energy moments, crowd interaction, and professional performance shots.
- ☐ Include your best 2-3 clips (even if from bar gigs).
- ☐ Add a call to action: *“Now booking weddings & private events! DM us to check availability.”*

TIPS FOR SIZZLE REEL

- Keep it simple and start with what you have (*i.e. you don't have to hire a videographer if you don't have gigs yet*)
- The quality of the performance is more important than the quality of the video/audio.
- Capture short clips of several songs – verse/chorus or :30 seconds each is fine
- Upload to YouTube! Do not make people download anything or need a special app to listen

Pin This Video to your Website and Social Profiles

- ☐ Upload to Youtube and Make it your ‘Channel Trailer’
- ☐ Pin it to your Facebook and Instagram Profiles
- ☐ Highlight it on the Homepage and Event page on your website

Bonus: *Periodically share this video as a post on social media with a call to action to book.*

Follow this checklist and start making progress towards landing your first (or next) private event or wedding. If you need help, have questions, or just want to get it done faster – *I'm here to help: leonard@indiebandcoach.com*



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Follow for More *@indiebandcoach*

I'm looking forward to seeing your
content and helping you elevate your
online presence.

Email **leonard@indiebandcoach.com**
for a private consultation.

