



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 & Website**

Transform your band into a *brand* – positioning yourself as a premier choice for events.

☐ **Tool 2 - Your Social Media Profiles.**

Optimize your socials and website for high-end clients.

☐ **Tool 3 - Your Content and Messaging**


Streamline content creation and highlight moments that sell.

☐ **Tool 4 - Your Highlight Reel.**

Create your own 'booking agent' – your sizzle reel (and/or EPK).



TOOL #1: Your Brand & Website

 **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. **We'll start with your website.***


Actions to Take:

Establish (or at least review) Your Brand's Direction

- ☐ Decide if you're going to pitch yourself for weddings, corporate events, conferences, or all of the above.
- ☐ Determine how you want to position your band in the event market – energetic and hype, chill, elite, genre-specific, flashy or classy, etc.
- ☐ Take a 'Brand Personality Quiz' to get insight on your messaging, aesthetics, and style.

[Here's a 7-question Brand Personality Quiz](#)



 **Use the insights from this quiz to help guide how you'll communicate with future clients and establish your online presence.**

- ☐ Update your website copy
- ☐ Use for social media posts
- ☐ Consider using in emails and responses




Website. OK, if you don't have one – get one.

- ☐ Check the resources section of the Toolkit for affordable website options and platforms
- ☐ Secure your band's name (or some variation) as a .com if possible
- ☐ Keep the name short, easy to remember, and try to make it the same as your social handles if at all possible
- ☐ 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

CLIENT SPOTLIGHT

Our client Karma (<https://www.karmaliveband.com/events>) indicated they started booking a lot more corporate events once we implemented this.

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.



Tell Us About Your Event	
<small>First Name</small>	<small>Last Name</small>
<small>Email</small>	<small>Phone</small>
<small>Tell us about your event...</small>	
<small>Type your message here...</small>	
<small>When is your event?</small>	
<small>MM/DD/YYYY</small>	
<small>What type of event?</small>	
<small>ex: wedding, corp. event, club...</small>	
<small>Submit</small>	



Get Your Website ‘SEO-Ready’

SEO (Search Engine Optimization) helps your website show up on Google when people search for what you offer—so more of the right people can find and book you.

Here’s a quick and simple SEO checklist for you 🖱️

✅ 5-Step Checklist to SEO Your Website

1. Use Clear Page Titles

- Each page should have a *unique title*.
- Examples:
 - “Book Our Band for Weddings & Private Events”
 - “Live Party Band in Indianapolis | [Band Name]”

2. Write Descriptive Headers (H1s)

- Use a clear headline at the top of every page (only one H1).
- Example: “High-Energy Wedding Entertainment”

3. Add Keywords Naturally to Page Text

Use phrases like:

- wedding band in [your city]
- live music for corporate events
- high-energy cover band for hire

4. Use Alt Text on Every Image

- Describe what's in the image (great for Google and accessibility).
- Example: `alt="Living proof band performing at outdoor wedding in Indianapolis"`

5. Name Your Image Files Before Uploading

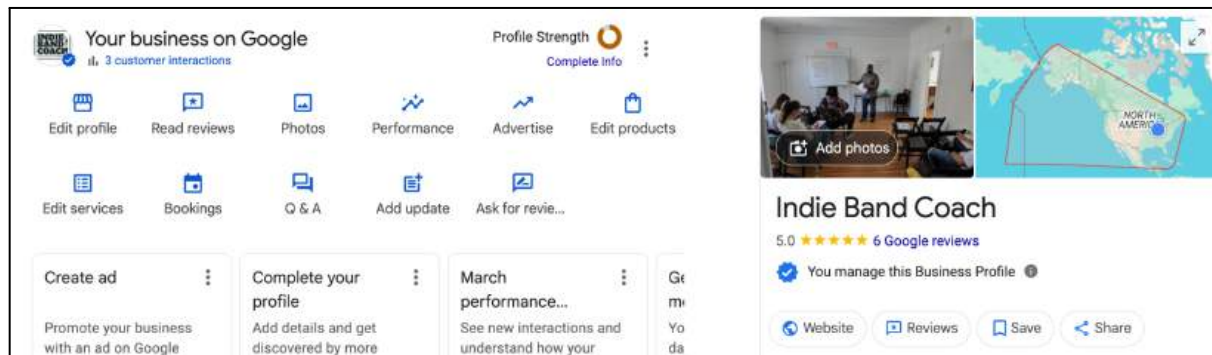
- Instead of “IMG_1234.jpg,” use “indie-band-wedding-performance.jpg”
- This helps Google understand what your content is about.




Sign Up for Google Business Profile

Another way to improve your searchability is to create your Google Business Profile. *It's free and will help drive traffic to your website.*

[Click here to Start Yours.](#)






TOOL #2: Your Social 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 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.



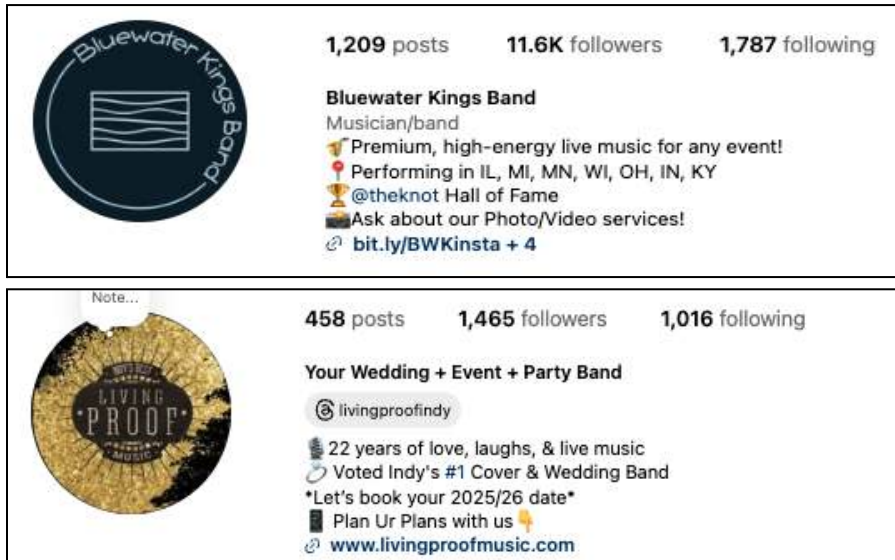
Update Your Band Bio & Messaging for Weddings

- ☐ 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 your bios on Facebook & Instagram to describe your band in a way that speaks directly to potential clients. Like...
 - ➔ Creating nonstop ‘90s dance parties
 - ➔ Helping newlyweds live their dream day
 - ➔ Serving up classic crooners for cocktail and dinner

CHECK THE RESOURCES SECTION at the end of the toolkit for 43 examples of how you can describe your band.

OTHER BIO EXAMPLES





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 same @handle for all of your social channels
- ☐ Research hashtags in the search bar – like #weddings #liveweddingmusic #eventband
- ☐ Use 1-2 of these hashtags or keywords in your bio to improve searchability on social media




TOOL #3: Your Content & Messaging

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



Actions to Take:

Post More 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.



WHY 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](https://unsplash.com/) or [Pexels](https://pexels.com/).



- **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 backgrounds your website.

DESIGN CONTENT WITH POSTERMYWALL

In addition to stock images, consider marketing resources like www.postermywall.com. What I like about the platform (*let's say vs. Canva*) is its ease of use and inclusion of “concerts, bands, and music” as central themes.

As a musician, I can search their templates for ‘Concerts and Bands’ and access literally 1000s of examples of branded content aimed at attracting my audience.

[Templates](#) > Concerts and Bands

79,600+ Free Concert/Band Flyer Templates

Rock your band's marketing with awesome flyers, videos, social media graphics and album covers. Perfect for printing and sharing online!



PREMIUM ELEMENTS

For clients with \$5,000 vs. \$500 budgets, however, the real secret is using PosterMyWall's search feature to find ready-made templates that might not look like a typical band flyer.

The goal with the Bars to Ballrooms Toolkit is to help you appeal to coordinators, planners, and future couples. Here's how PosterMyWall can help.

Create a free account on PosterMyWall.com, then try these 'non-musician related' search terms to position yourself as a high-end, premium event band (of course, always use your style and messaging as a focus to start).

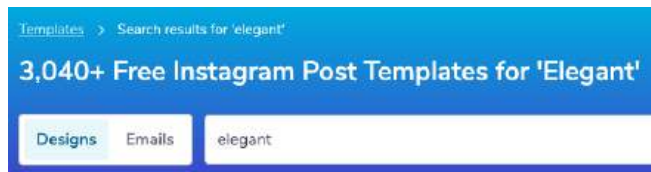
Search Term: Wedding

Look for designs that reflect your vibe or have wedding-esque elements that can accent your content.



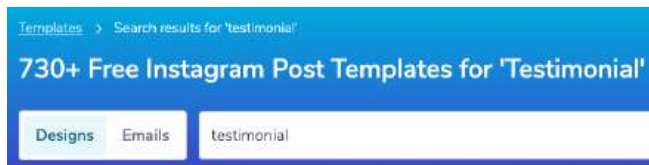
Search Term: Elegant

This will highlight designs with premium backgrounds and other elements that project a polished image.



Search Term: Testimonial

Got feedback? Look for designs that match your style or customize any part of the graphic in the editor.




Need more inspiration? Check out the results for these additional designs to level up your band and transform it into a visually stunning brand.

- [Black & White designs](#) Size selected = Social Media Graphics > Instagram Post
- [Corporate designs](#) Size selected = Social Media Graphics > Instagram Reel
- [Blank backgrounds](#) Size selected = Flyers
- [Wedding backgrounds](#) Size selected = Posters



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 for easy sharing! 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

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

NOTE: PosterMyWall's designs also include video elements, overlays, and animated designs you can use to add to your sizzle reel.



RESOURCES


Use the following lists of resources to help with research and to execute items in the Bars to Ballrooms Toolkit.

Easy Website Builders for Bands (with Pricing)

Platform	Free Plan?	Notable Features	Paid Starting At
Bandzoogle	✓ 30-day trial	Built for musicians: EPK, music store, gig calendar	\$8.29/mo billed yearly
Wix	✓	Drag-and-drop, tons of templates	\$16/mo
Squarespace	✗	Sleek modern designs, great for visual brands	\$16/mo
Weebly	✓	Simple, fast, includes basic SEO	\$10/mo
Carrrd	✓	Best for 1-page sites or link-in-bio landing pages	\$9/year
WordPress	✓	Flexible, plugin-rich, tons of templates	\$4/mo

My band's website is hosted on BandZoogle.com and has been for over 15 years. Our site: www.LivingProofMusic.com

It may not have a ton of bells and whistles, but if you just want an easily customizable site with dozens of music related templates, you can't go wrong.

 *Pro Tip: Start free, then upgrade when you're ready to integrate your booking form, domain, and media gallery.*




Wedding + Event Sites with Free Band Listings

These platforms offer *free forever* or freemium listings for musicians and event pros:

Platform	Free Plan?	Key Features
TheKnot	✓	Couples looking for all types of wedding vendors
WeddingWire	✓	Easily searchable vendor database and storefront
Zola	✓	Vendor and engaged couples database
GigSalad	✓	Directory listing, reviews, and quote system
The Bash	✓	Couples and planners browse acts by region
Thumbtack	✓	Lead generation + quote requests
Encore Musicians	✓ (UK-based)	Ideal for wedding/event musicians

One of the key things to remember if you don't have an established web presence (or even if you do), is that you want to be in places couples and planners are already searching.

Enter: SEO-ready gig, event, and wedding sites.

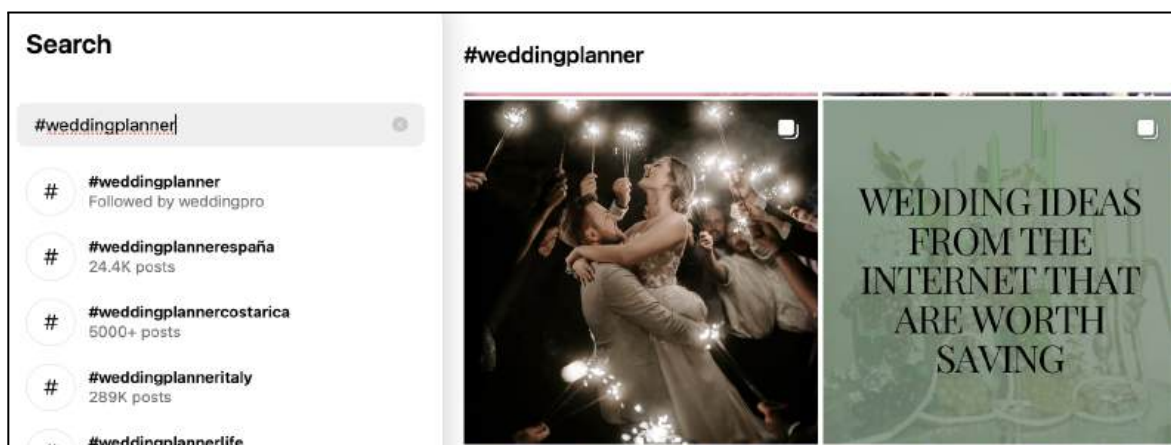
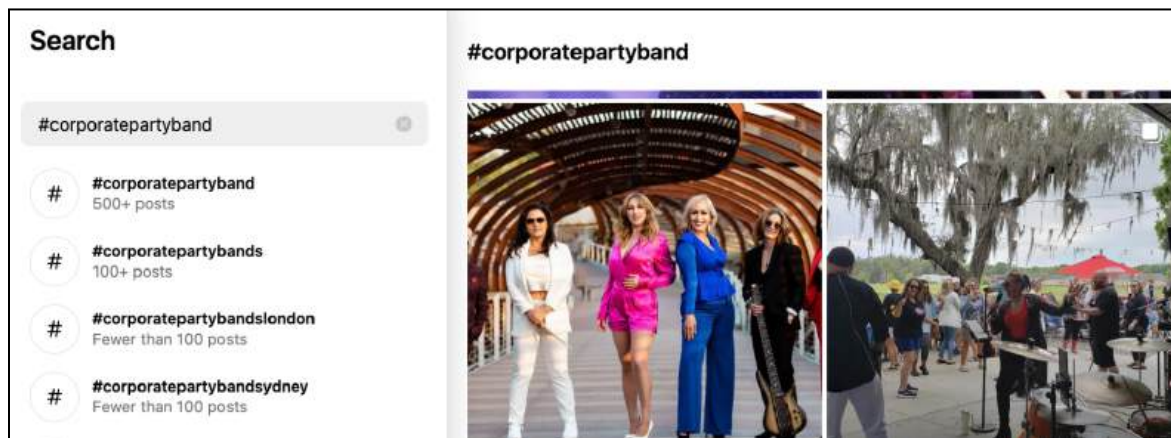
 **Pro Tip:** *DO NOT feel pressure to spend money for premium placements or paid ads on these sites. For now, just focus on free listings on 1-2 wedding and/or event sites to get started to improve your SEO.*



Social Media Hashtags for Wedding + Event Bands

When searching hashtags, there are a couple of things to keep in mind. For hashtags *you'll use on your posts*, the purpose is for your band to start appearing in the feeds of vendors and future clients. You'll want to balance 'popular' hashtags with more niche and location-based examples.

- Hashtags with 1000s of posts mean that they're the most popular, but also will be more difficult for your content to show.
- Hashtags with a lesser number of posts might not be searched a ton, but can still provide a lot of insight and inspiration for your content.
- Combine these hashtags with location-based examples to put yourself in a position to be a suggested page on Instagram, as couples and clients are searching for entertainment.

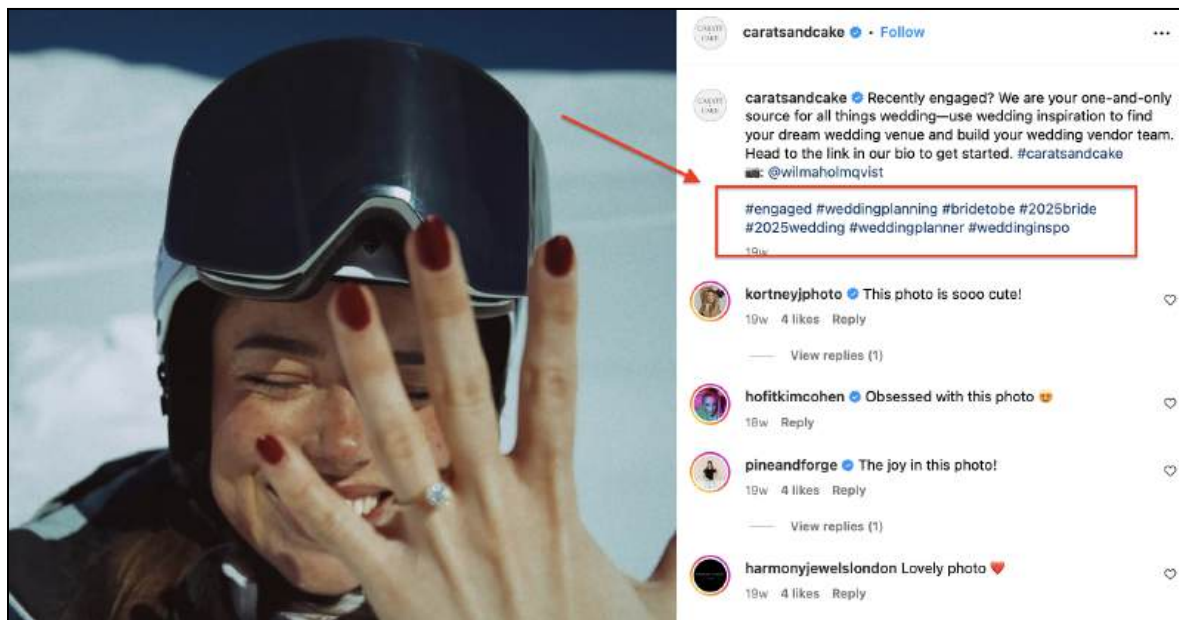




WEDDING PLANNING HASHTAGS

Ok, here's what you want to keep in mind with hashtags. If you are looking to position yourself for weddings, you'll want to be in the conversation anywhere from 9 months to 18 months out.

So searching terms like #BridalShower #YestotheDress or (obviously) #JustMarried are going to be waaaay too late in the process. More than likely, their vendors are already booked and deep in the planning stages.




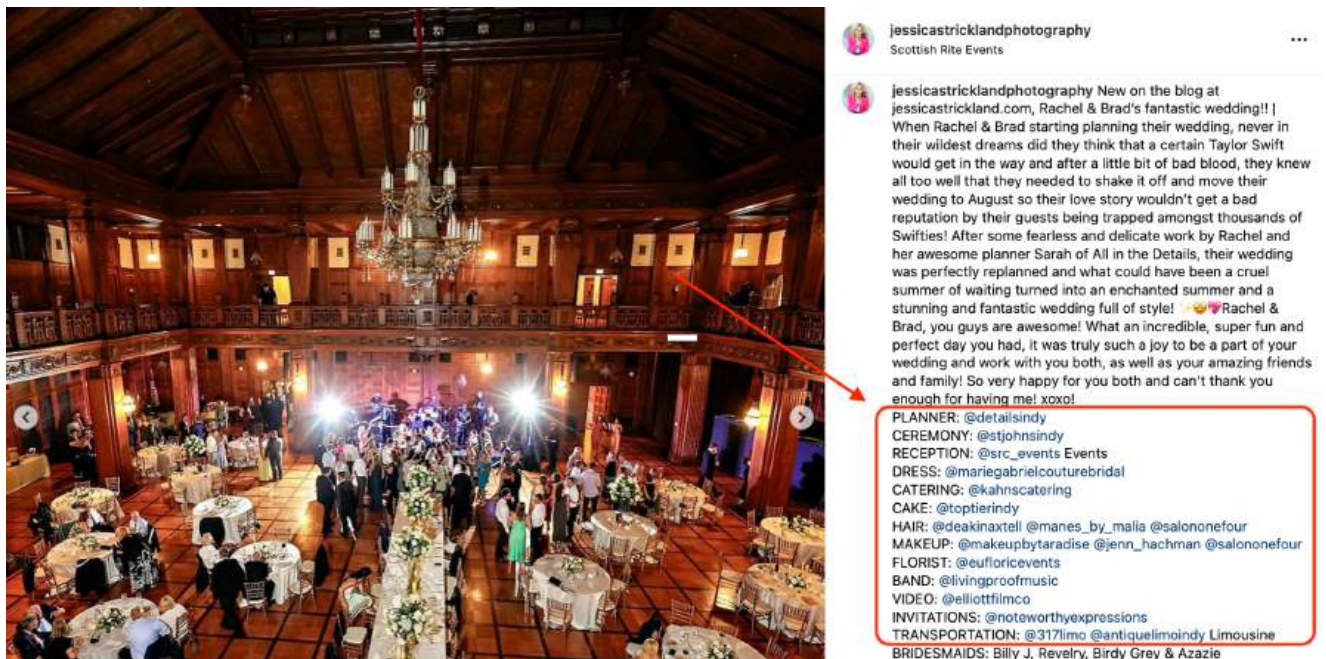
- ☐ #Engaged
- ☐ #WeddingInspo
- ☐ #BrideToBe
- ☐ #EngagedCouple
- ☐ #2025Wedding / #2026Wedding
- ☐ #2025Bride / #2026Bride




- ☐ #WeddingReceptionIdeas
- ☐ #WeddingDayInspo
- ☐ #BrideAndGroomGoals
- ☐ #WeddingParty
- ☐ #DreamWedding

When you search for specific hashtags, take a few minutes to browse through the posts, get inspiration, and take note of additional hashtags used in the post.

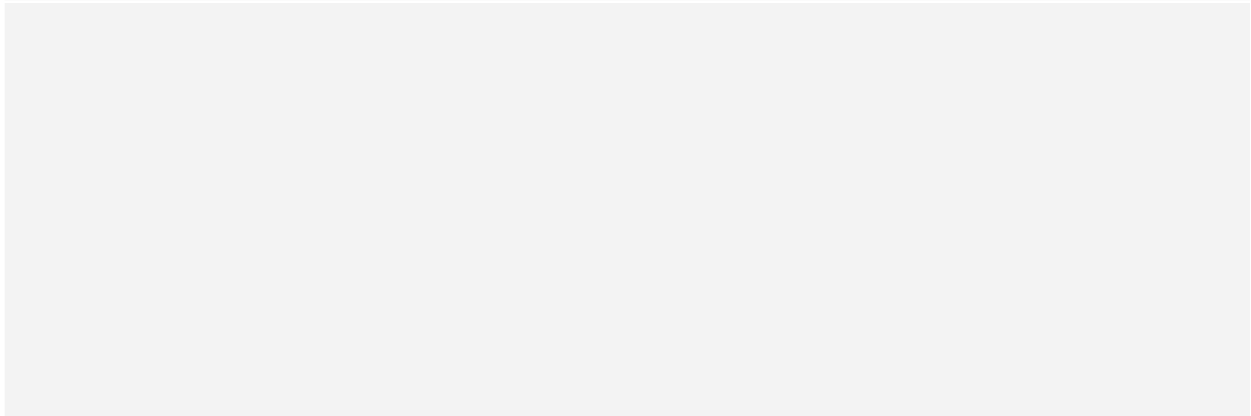
 *Pro Tip: Many wedding posts will feature a shout out / list of vendors who helped bring that event together. Especially if they're in your area, look up the vendors (and maybe follow) to see what kind of events they're involved in.*



 Pictured: a post from @jessicatracklandphotography featuring all of the vendors (including us @livingproofindy) at a wonderful wedding last fall.



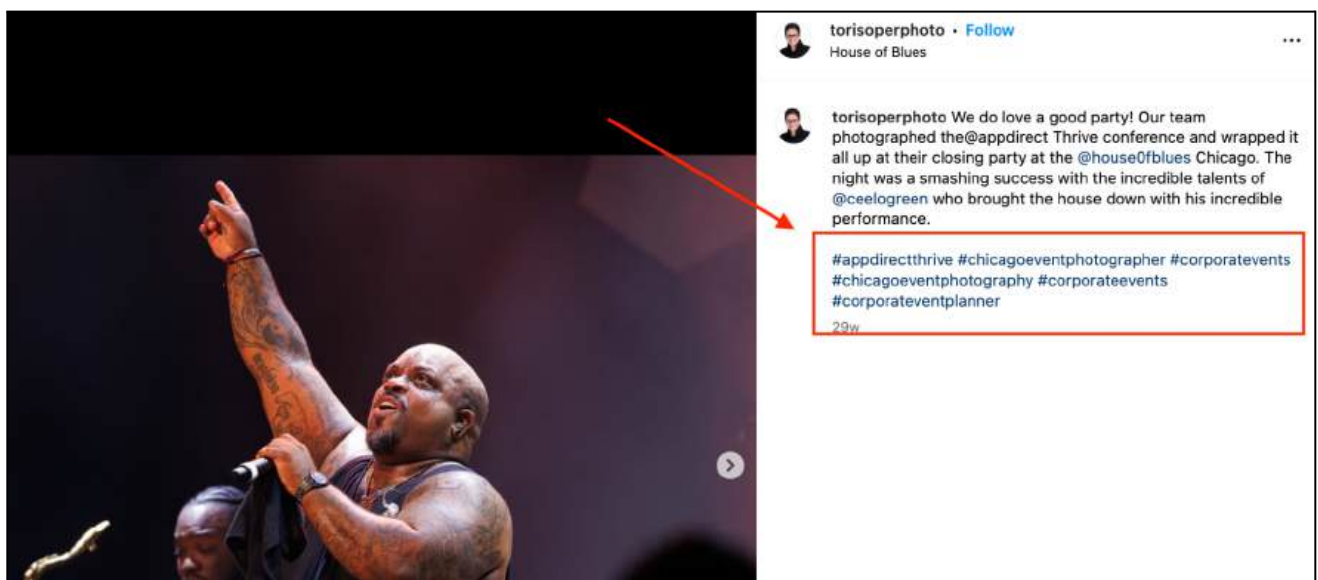
Additional Wedding Planning hashtags:



CORPORATE EVENT HASHTAGS

With corporate events, holiday parties, and galas, you're going to run into a wide variety of vendors – like production companies, party rentals, audio/visual, and tech companies, and more.

Also, note that there is a special niche in the corporate market for themed shows and tribute acts. Some companies have budgets to afford major artists, *like Cee Lo Green pictured below*, but others are looking for a musical experience that ties into their theme that year.





- ☐ #CorporateEventPlanning
- ☐ #CorporateEventPlanner
- ☐ #CorporateParty
- ☐ #BusinessEvent
- ☐ #PrivateEventBand
- ☐ #ConferenceEntertainment
- ☐ #CompanyPartyIdeas
- ☐ #AnnualGalaEntertainment
- ☐ #HolidayParty / #HolidayPartyBand
- ☐ #TeamCelebration
- ☐ #LuxuryEventEntertainment
- ☐ #NetworkingEvent

With events and weddings always be sure to mix and match terms and include city or state location details as well. You used to be able to follow #hashtags which would then show in your feed, but now you'll just want to follow specific accounts.



Additional Corporate Event Hashtags:

LOCATION-BASED HASHTAGS

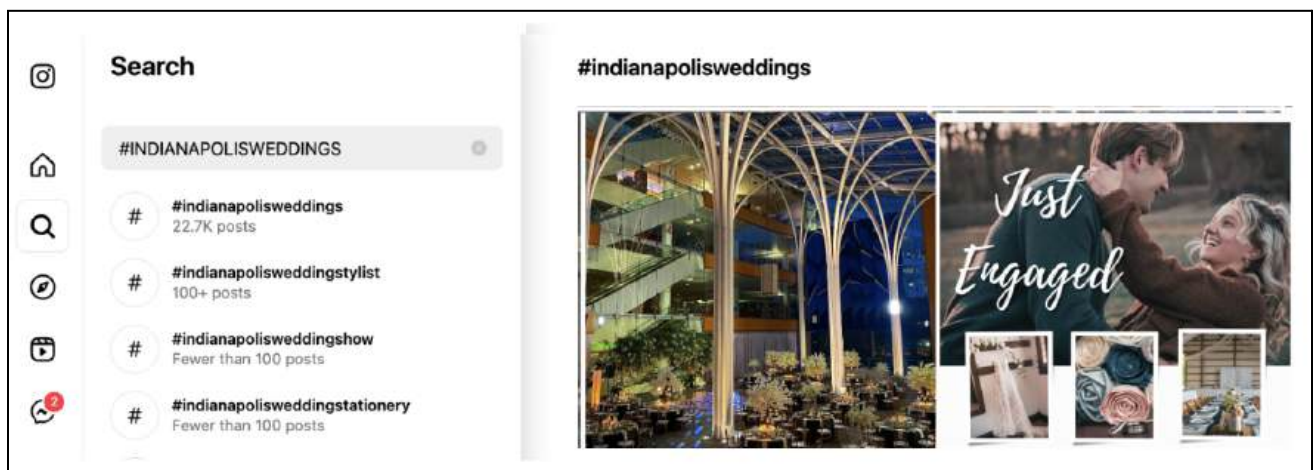
This is where you make your mark on your scene. While competition can be tight in your area, it is not about who is the best band. It's about visibility and timing and hashtags are just one small way to get in the conversation.

Search tags related to your state, city, or even neighborhood. Some places like NY have the 5 boroughs, or more specific to me, even in Indianapolis IN there are unofficial locations with their own identity – like Broad Ripple, Downtown, or even Hamilton County.

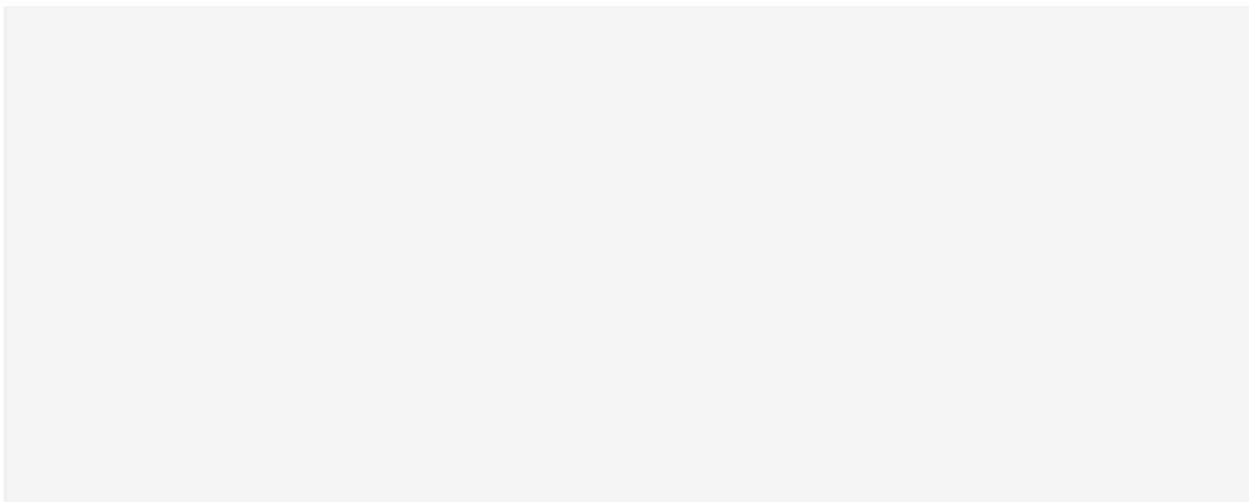
- ☐ #IndyWeddingBand
- ☐ #IndianapolisLiveMusic
- ☐ #NashvilleEventBand
- ☐ #ChicagoWeddingEntertainment
- ☐ #AustinPartyBand
- ☐ #DallasWeddingBand



- ☐ #LosAngelesLiveEvents
- ☐ #OrlandoWeddingEntertainment
- ☐ #YourCityWeddings
- ☐ #YourCityWeddingPlanner
- ☐ #YourStateWeddingBand



Additional Corporate Event Hashtags:





43 Bios to Help Describe Your Vibe

A crucial part of selling your band is setting expectations. Couples, clients, and fans all want to have an idea of what they're buying. And since most everyone is going to find you online first – let's start there.

Here are short, memorable examples of how you can start painting a mental picture of your vibe before future clients ever hear a note.

1. Creating nonstop [dance parties] / [vibe sessions] / [celebrations]
2. Curating [throwback] magic for your [wedding] / [reception] / [event]
3. Helping couples live their [dream day] / [main character moment] / [perfect night]
4. Turning music into memories — one [party] / [setlist] / [song] at a time
5. Giving Gen X, Y, & Z a reason to [share the floor] / [sing in unison] / [show up]
6. Where [Gen X, Y, & Z] / [the whole fam] / [your squad] get to sing along all night long
7. Your Wedding Party Starters Blending [Motown, funk, and modern fire] / [disco, soul, and pop perfection]
8. Accenting elegant events with timeless [string covers] / [instrumentals] / [ceremony music]
9. Serving up [acoustic soul] / [jazzy vibes] / [laid-back luxury] for cocktail hour
10. Mashing up [80s hits] / [R&B bangers] / [country classics] to create full-circle energy



11. Bringing [NYC club vibes] / [Southern charm] / [West Coast flavor] to your celebration
12. Keeping the energy high from [first dance to final encore] / [toasts to last call]
13. Helping your guests forget they ever needed a DJ
14. Giving “live music” a [fresh twist] / [big upgrade] / [high-end feel]
15. Making room for singalongs, slow dances, and spontaneous hype
16. From [Sinatra to Beyoncé] / [Journey to Bruno] — we’ve got you covered
17. Making music you feel — not just hear
18. Playing the songs you forgot you loved (but now can’t stop dancing to)
19. From rooftop receptions to backyard blowouts — we do vibe control
20. Crafting the soundtrack to your most unforgettable moments
21. Music that speaks to the [heart] / [hype] / [timeline] of your night
22. From “Will you marry me?” to “Last call!” — we’re your music crew
23. More than a playlist — we’re the pulse of your party
24. Bringing ceremony elegance and reception chaos (the fun kind)
25. Transforming any space into a full-blown celebration zone
26. Turning every [venue] / [backyard] / [ballroom] into a personal dance floor
27. Creating the perfect blend of [classy vibes] / [crowd energy] / [musical nostalgia]



28. Elevating events with a mix of [live horns] / [4-part harmony] / [smooth transitions]
29. Helping your guests feel like [VIPs] / [concertgoers] / [part of the fam]
30. From cocktails to chaos — we bring [vibe shifts] / [seamless energy] / [intentional hype]
31. Making your soundtrack feel [cinematic] / [personal] / [unforgettable]
32. Bringing that “I didn’t know they’d play *that*” moment all night long
33. Serving up feel-good hits from [yesterday] / [every decade] / [then & now]
34. Making your big day sound like a [Spotify dream] / [block party] / [Hollywood montage]
35. We’ll be your band AND your DJ – nonstop music from first dance to last call
36. Taking you from [Ed Sheeran] to [Earth, Wind & Fire] in one smooth set
37. Mixing [singalongs] / [slow jams] / [surprises] into every show
38. Playing what your heart wants — not just what the playlist says
39. Delivering high-end party vibes for couples and clients since 2010
40. Soundtracking your love story with [soul] / [style] / [zero skips]
41. Giving your party a pulse with [live vocals] / [real energy] / [zero filler]
42. Creating unforgettable energy with every [note] / [smile] / [set change]
43. Turning your night into a once-in-a-lifetime company concert



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content and helping you elevate your
online presence.

Email leonard@indiebandcoach.com
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