

# TOP NINE TOURING TIPS

## (TO MAKE YOUR TRAVELS A BIT EASIER!)

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Another Freebie From **MODERN REVIVAL MEDIA™**

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Ah, touring. It's pretty spectacular when done well and spectacularly awful when it's not. Lucky for you: I have been a part of both good and bad tours. This next little bit will take you through the **TOP NINE TOURING TIPS** I wish someone had given me before my first several tours. They are in no particular order; **all of them are of equal importance!**

1. **GET A TRAILER:** You're thinking to yourself: 'No, we can shove all that gear in the van...it's pretty big,' but you're wrong. Please believe me when I tell you that purchasing a decent trailer will make all of your lives easier, safer, and more comfortable. As a relevant bonus: the economy kind of blows right now, so you should be able to find some great deals on new and used trailers! **TIP: Go to your local U-Haul Facility and ask them about their 'retired' trailers.**
2. **ORGANIZE YOUR GEAR:** There are very few things in this world that make me as mad as stolen or broken gear on tour. Come up with a management system (*no, telling the drummer to load the trailer each night is not a system...sorry.*) I recommend **a checklist of all your gear, merch, and even luggage** (i.e. – your clothes and such.) Each time you load out, check off the list; when you load back in, check it off again. This way you lose nothing (*or at least you learn about it quickly.*)

3. **THE SHOTGUN GUY:** This is a crucial part of not getting killed on the road, and I mean that literally. Designate a Shotgun Guy who never has to drive the van, but is **always** the late/overnight passenger that has to stay awake with the driver and keep him focused. Be careful lazy members: **this is not an easy task**, nor is it a way to shirk your responsibilities. Seriously though, pick one guy in the band that will always be the Shotgun Guy during long night drives.
4. **THRIFT STORE CLOTHING:** If words could describe the stank that will inhabit your clothing while on tour then I wouldn't need to explain this to you, but alas, science has yet to give it a name. As such, I feel obligated to inform you that if you enjoy your clothing and wish to hold on to it: don't bring it on tour. Go to the local thrift store, buy a ton of cheap shirts, and run them into the ground. Burn them when you return. It will be the best \$50.00 group investment you'll ever make.
5. **Van Check Up:** I threw this one in because I often overlook it myself since it's so, well, simple. Of course you would think to have the van checked out before driving a giant vehicle, full of dudes (or chicks) that has a two-ton trailer attached to it, across the country, right? Of course! Well be sure you actually get it done, because it can cost upwards of \$2000.00 to fix the dumbest problems once you're out and about. Take it from me personally: no one likes being stranded on the side of the road in Atlanta at 2am in cold November rain. **TIP: I recommend getting a AAA membership before you leave, even if you only pay for the time you are out on the road.**
6. **SAVE YOUR EMPTY BOTTLES:** I apologize in advance that this has to be mentioned, but it was a real issue on the road sometimes, and Modern Revival Media is all about being upfront and honest with you so that you can avoid

bad situations, right? Right. So now that we have that straight: **SAVE EMPTY SODA AND WATER BOTTLES FOR EMERGENCY BATHROOM SITUATIONS!** It *will* happen; you'll be on the road, driving along, and then it hits someone in the back seat, but there isn't a Rest Area or exit sign in sight! Gross? Absolutely. Better than a pair of piss-soaked jeans and a funky odor kicking around the van for weeks? You bet your sweet ass. Laugh now, you can thank me later. Be sure to throw out any used bottles and a once time use is suggested.

7. **POWER CONVERTERS:** One of the best devices ever created, your Power Converter will make life so much more comfortable as you live out of your van. It will allow you to charge phones, computers, and more while sitting in a plaza waiting for your drummer and guitarist to figure out what the GPS is really trying to say. It costs a bit of money, but you'll never regret it. **TIP: Make sure that the power converter you select is powerful enough to power everything you need from laptops, to cell phones, to TVs.**
  
8. **INSTANT EVERYTHING:** The first tour I ever embarked upon lasted two out of five scheduled weeks. The reason: *food and/or lack of money for said food*. This was a crappy lesson to learn and one that, unfortunately, can't really be ignored. The Fact is: **you will get stiffed some nights** and money is almost always tight anyway. Buy instant coffees, teas, and other assorted beverages, as well as bulk canned goods like baked beans, soup-at-hands, etc. Stock up, the road is an expensive place. **TIP: Sam's Club or BJ's are absolutely brilliant for all your pre-tour stockpiling needs; you can usually get a free one day membership at most stores to "try out" their services.**
  
9. **MOBILE TO MOBILE:** It does not matter which cell phone provider you choose, but **MAKE SURE THAT EVERY BAND MEMBER HAS THE SAME PROVIDER** and that said provider

offers a *free* mobile-to-mobile service. This, coupled with your Nationwide Calling Plan, will end up saving you endless dollars. It's even cool to try and make sure that people that you talk to back home have that same provider and service so that they won't cost you extra money. I racked up a \$3000.00 (*not a joke*) phone bill on our first tour. You may also be able to upgrade your plan just for the time that you are on tour. Also, make sure that each band member has the cell number of all other band members. **Get Mobile-to-Mobile.**

Ok, Ok, because I'm an alright guy (*and because no one makes Top Nine lists*) I guess I'll even it out to ten by throwing you this one last piece of critical advice:

## **10. GO BUY A GPS SYSTEM RIGHT NOW!**

They can be pricey, but once you've tried it the old fashioned way, you'll be willing to pay any price. I can almost promise that having one of these will pay for itself in saved gas, from running around lost, by the end of your first tour. **TIP: Circuit City is having Nationwide Clearance Sales; it might be a great time to check them out!**

There you have it, the **TOP ~~NINE~~ TEN TOURING TIPS (TO MAKE YOUR TRAVELS A BIT EASIER!)** We hope this helps you make the most out of what can be some of the best promotion and fun you can find. There is so much more to touring, but these ten tips are crucial to any continuing success. So get in the van and go take the world by storm and make sure you add **Modern Revival** on MySpace if you haven't already so that you can keep us up to date on how your tour planning is coming along ([www.myspace.com/modernrevivalmedia](http://www.myspace.com/modernrevivalmedia).)

Good luck!

**Be sure to visit our official website for even more Freebies @  
[www.modernrevivalmedia.com](http://www.modernrevivalmedia.com)**

**ABOUT MODERN REVIVAL MEDIA:**

The sole mission of Modern Revival Media is to help serious musicians move their careers forward in a cost-effective and low-stress manner. The foundation of Modern Revival Media is built upon developing an in-depth field guide with very specific process explanations, application tactics, and personal resources. We know how frustrating it is to read a book that claims to be 'How-To' when all it does is reiterate the 'What-To' aspects that you already understand. The field guide will be coupled with affordable and pertinent consultation services, low-cost seminars, and a slew of additional free resources including blogs, podcasts, and more. We are confident that Modern Revival can accent your hard work and help you get further faster.

**ABOUT JOHN MICHAEL STOREY:**

John Michael Storey is a former touring musician and label owner who has over 14 years of hands-on experience in the music business as both a performer and a professional. Notable achievements include being the youngest musician to be invited to perform at the Rock and Roll Hall of Fame in Cleveland, Ohio (1999) and being awarded Best New Artist of the Year in 2007 by Little Rock, AK's 104.1 FM.

He is currently living in Orlando, FL with his wife, where he works as a music business consultant and freelance producer.

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