

People rarely appreciate what's involved in the maintenance and development of a live act—and why should they? They are the consumer. Behind the scenes, there's a constant balance of logistics, development, and calendar management. Of course, better pay is always good. But for me it is mainly about keeping the calendar full. There is an “in/out” rhythm: I go *out* on the road to perform the shows, then come *back in* to organize the next bookings.

- A good salesman can (all day every day) sell well a product he himself is not.
- But when the *product is the person*—the artist themselves—it becomes almost impossible for them to “sell” it well.

An artist is both confident and insecure by nature. They can step on stage, even embody a character convincingly—but they cannot “pretend” to be their own agent or salesman. If it were that simple, performers wouldn't need representation.

My Path So Far

- Began with piano in shopping centers.
- Then bespoke piano bars in Danish and Swiss ski resorts.
- Then long residencies in two London West End hotel piano bars.
- Now: a concert act in the U.S.—primarily in high-end 55+ communities. While not always the highest-paying circuit, it has me positioned for venues with higher potential.

Why I Need Sales Support

Typical agents add you to a huge roster, charge 20%, and if you're lucky, you might get a booking or two—with no regard to fit. I know my act has a stronger future with a tailored (babytosh.com/salesbrief), guided salesperson who can focus on *the right rooms*. Thanks to my fast in/out rig, I can play in any small to medium-sized room with minimal setup, as well as be anywhere in the U.S. at the drop of a hat with the FSD truck camper —making me uniquely flexible for these markets.

Artistically, the results are strong. Audiences respond. Now I want to see if I can take this further. With a little help, I believe I can. If you take 20 minutes to glance through it (starting with the two show intro video at the top of babytosh.com/funding2025), you'll see what I mean.

Strong Targets Going Forward

- Supper clubs (a natural fit at a good price point)
- Retreats
- Country clubs
- And other niche venues identified in my field-testing lists and email templates
- From a group of people I'm seeking **\$50k total**, structured as ROI from 10% of gross booking revenue per year, with an 8% profit via heter iska.
- I've taken on a year-long night shift job, which allows me to get cover to satellite out, and buys me time to onboard a salesperson carefully. It's not glamorous, but it means I can survive while investing in this growth.

That's the whole thing. Thank you.

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