

## **How Much Do You Charge? (Notes about hiring a storyteller for your event)**

*I am often approached by phone or by email by a potential customer asking the "how much do you charge" question. My answer is always "that depends." I need to consider answers to the following questions before I can provide an accurate quote.*

### **1) What kind of event is being planned?**

A large school assembly is quite different from a family reunion, a festival workshop, a convention or a bridal shower. When I have an idea about what is being considered, I am able to determine if the event a good match for what I have to offer. This information also helps me learn if the potential audience will consist of children, mixed ages, or a specialized interest or age group.

### **2) What date and time will the show take place?**

If I am already booked to do something else that day, I may not be available, or only able to book a program for another show if there is enough time to get from one venue to another.

### **3) Where will the event take place?**

The answer to this question lets me know how much travel is required. For example, if I need to drive from one city to another to get to a venue, I may require a mileage stipend beyond my basic fee.

### **4) About how many will be in the audience?**

The size of an audience helps me calculate the fee. If 500 people are expected, my fee will be different than what it would be for a show in front of 36 kids in a classroom.

### **5) How long will the anticipated performance be?**

The cost for a 90-minute concert will not be the same as for a 45-minute show.

*If you want to find out what I (or any performer) will charge to entertain your group, please be ready to offer details for these five questions.*