



The Bash Membership Toolkit

Tips on setting up your
profile, managing leads,
getting booked, and more!

THE BASH™

Setting Up Your Profile for Success

Your profile is the most important part of your membership with The Bash (and of course, your business). It's the key to standing out to potential clients and getting booked for events!

profile description

First impressions count. Your profile description is one of the first things that party planners see when they land on your profile. The beginning portion of your bio appears in search results, so be sure to start it off strong and customize it for each secondary category you list in.

Be professional and personable. Your profile should clearly communicate what you do, who you are, and what sets you apart. Party planners want to imagine what it would be like to book you for their event so be descriptive, personable, and share what makes you, you!

Make sure it's SEO-optimized. Include details about the type of entertainment or services you specialize in, along with what party planners can expect from you. Keep in mind, your description should be unique and different from anything found elsewhere online.

New to The Bash? Consider highlighting your years of experience, any awards you've earned, notable events you've worked, and even client reviews—don't be afraid to show off your expertise!

Helpful Blog Post: [6 Tips for Writing a Profile Description](#) and [SEO Best Practices For Your Profile](#)
Member Control Panel Link: [Update Your Profile Description](#)



HELPFUL TIP! Not sure how long to make your description? Our top bookers on The Bash have an average of 1,975 characters in their profile description.

profile and search photo

Your profile photo is worth a thousand words. The most important picture to upload is your profile picture—the one that shows up prominently on your profile and in search results. A placeholder photo will display on your profile until you update it with your own custom photo. Replace this one immediately with a high quality, recent photo that clearly shows party planners what your talent is—and makes them want to book you! You also have the ability to customize the photo that appears in search results for each secondary category that you're listed in. This allows you to tailor your profile to each service you provide, significantly improving your relevance in search results and making it easier for party planners to find the right vendors for their event.

gallery photos

Show off your talent. Your gallery photos will appear right after your profile photo, and you can drag and drop them into any order you'd like. We recommend including photos of your services as well as action shots of your happy clients. You can even add captions for extra personalization! If you don't have any recent photos, consider hiring a professional to capture some at your next event.

Helpful Blog Post: [5 Tips for Choosing the Best Profile Picture](#) and [Your Photo Uploader](#)

Member Control Panel Links: [Add a Profile Photo](#) and [Add Gallery Photos](#)



HELPFUL TIP! The top bookers on The Bash have an average of 46 photos uploaded to their profile.

videos

Vendors with videos get 3X more bookings. If you already have videos of your services from past events, upload them to your profile to showcase your talent! You can add up to 20 videos to your profile. Simply upload your videos by simply adding YouTube or Vimeo URLs.

Don't have videos yet? Consider capturing footage at your next event. Some members even upload video testimonials from happy clients. If you don't have videos just yet, you can upload audio recordings to YouTube or Vimeo and add the links to your profile so potential clients can still get a sense of your talent.

Helpful Blog Post: [Get More Bookings With Video](#) and [How to Add Videos to Your Profile](#)
Member Control Panel Link: [Add Videos to Your Profile](#)



HELPFUL TIP! Our top bookers on The Bash have an average of 8 videos uploaded to their profile.

pricing

Create a realistic starting price. While pricing can vary based on factors like event type or location, try to enter a reasonable “starting at” price based on the average amount you usually get paid.

Through extensive user research, we’ve found that party and event planners prefer vendors who provide transparent pricing. Vendors with clear pricing are more likely to receive booking requests. Be sure to set a price that reflects your services—too high, and you risk pricing yourself out of bookings; too low, and it may undervalue your expertise.

Once you enter your price, it will display as “starting at \$X” per event or per hour (depending on your chosen timeframe) in search results and on your profile. Not sure what to list as a starting price?

[Contact Account Services](#) to get insight into the average booking amounts for your service in your location.

Helpful Blog Post: [Quick Tip: How to Set a Starting Price for Your Business](#)

Member Control Panel Link: [Adjust Your Pricing](#)



HELPFUL TIP! Vendors are more likely to get requested if they display transparent pricing on The Bash.

travel radius

Set your primary location. You can change the city and location of your profile at any time throughout your membership. We recommend listing in the largest metro area near you to ensure you're reaching the most party planners.

How mileage is calculated. The Bash calculates distance to event locations "as the crow flies," meaning straight-line distance. This allows you to receive more leads within your membership level. For example, 100 miles in a straight line covers much more ground than 100 miles along winding roads.

Customize your mileage. Your default travel radius is based on your membership type, but you can always adjust it to what works best for your business. Keep in mind that almost all bookings on The Bash happen within 500 miles of a vendor's primary location. While you can adjust your travel radius at any time, we recommend setting a realistic range that matches your business. Most party planners on The Bash are looking for vendors who are localized to their events.

Helpful Blog Post: [Get Better Leads: Customize Your Travel Distance](#)

Member Control Panel Link: [Adjust Your Travel Radius](#)



HELPFUL TIP! Use this "As The Crow Flies" Distance Calculator to see if a location is within your travel radius: <http://tjpeiffer.com/crowflies.html>.

categories

Choosing the right categories is key. Your categories are the number one way party planners find you on The Bash, with your primary category being the most important. We recommend selecting only the categories that match the services you offer and are accurately reflected in your profile. Your categories directly influence the types of leads you will receive on The Bash.

Customize your search appearance. Remember, you can also customize how your profile appears in search results for each secondary category you're listed in. This feature allows you to tailor the photos that appear for each category, helping your profile stand out and attracting more relevant leads.

If you are not sure which are the best, most in-demand categories in your area for your service, please [contact Account Services](#). Our team is happy to guide you in selecting the best categories for your business!

Helpful Blog Post: [How to Choose the Best Categories for Your Business](#)

Member Control Panel Link: [Choose Your Categories](#)



HELPFUL TIP! If you provide different types of services, we recommend creating additional profiles on The Bash. This way each profile can speak to the specific service.

event types

Don't service certain event types? When you join The Bash, all event types are automatically selected. We highly recommend listing in as many event types as possible to maximize your leads. You will always have a chance to say you are not available or that you do not provide that service if you receive a lead you're not interested in. However, if there is a certain event type that you just do not service, you have the ability to opt out of receiving leads for it.

Helpful Blog Post: [10 Things You Should Know About The Bash](#)

Member Control Panel Link: [Adjust Your Event Types](#)



HELPFUL TIP! Don't service funerals or kids parties? You can opt out of specific event types in the 'Profile' tab of your Member Control Panel.

online payments

Set up online payments. EventPay is a convenient and secure way to receive deposit and balance payments for bookings on The Bash. This optional feature is available to vendors based in the United States and is free for vendors to enroll in and use to accept payments from clients. Other benefits of EventPay include:

- **You control your payments:** Set your own payment terms, including deposit and balance due dates. You are responsible for collecting payments from clients, but we are always happy to send convenient payment links to your clients upon your request.
- **Pay booking fees from deposits:** You can request a deposit due at the time of booking (which we strongly recommend). The booking fee is automatically deducted from that deposit.
- **Fast payouts:** We don't hold your funds. Once a client makes a payment, the money goes directly to your bank account in as fast as 2 business days.
- **Convenient for clients:** EventPay makes it easy for clients to submit payments which are backed by our free, automatic [Booking Guarantee](#). Clients can log in to The Bash and submit payments at any time.
- **Secure platform:** EventPay is powered by Stripe, a secure, industry-standard payment processor.

Helpful Blog Post: [EventPay - An Easy & Secure Way to Accept Online Payments](#)

Member Control Panel Link: [Enroll in EventPay](#)



HELPFUL TIP! Over 80% of all The Bash events are booked by members enrolled in EventPay.

badges and awards

Earn The Bash badges. The Bash offers several badges and awards that are automatically added to your profile based on specific criteria. For example, if you're quick to respond to requests, volunteer your services for charitable events, or have been a dedicated member for years, you'll automatically earn a badge to highlight your contributions.

The Bash annual awards. The Bash also offers two annual awards: The Best of Award and Rising Star Award. The Best of Award is given out every year to members who receive 2 or more client reviews of 4 stars or higher throughout that year. The Rising Star Award recognizes the members who have earned the most revenue from The Bash bookings.

Helpful Blog Post: [The Bash Badges & Awards](#)

Member Control Panel Link: [Add Badges & Awards to Your Personal Website](#)



HELPFUL TIP! You can easily add and promote your Badges and Awards on your own personal website by going to the 'Tools' tab of your account.

reviews

Feel the love. For any events booked on The Bash, clients will automatically receive a “Review Request” email the day after the event concludes. Once the client submits their review, it will be immediately posted to your profile. We recommend responding to all reviews, whether negative or positive, as this gives you the chance to showcase your personality to potential clients looking at your reviews.

You can easily find the booked events that have not yet received reviews by using the filtering capability within your lead folders. You can also trigger a single review reminder email (7 days after the event) to the client or contact us to do it for you!

Display your reviews in any order you’d like. You can adjust the order of your reviews on your profile at any time by going to the ‘Reviews’ section of your Member Control Panel. Be sure to feature your best and most recent reviews first!

Helpful Blog Post: [Everything You Need To Know About Reviews](#) and [5 Ways to Utilize Reviews to Get Your Business Booked](#)

Member Control Panel Link: [Adjust the Order of Your Reviews](#)

Member Control Panel Link: [Add the Portable Review Widget](#)



HELPFUL TIP! The Portable Review Widget (available in your ‘Tools’ tab) allows you to embed the reviews you get from The Bash on your own personal website.

additional profiles

Why create an additional profile? An additional profile makes sense if you offer multiple services, want to target different locations, or wish to book both group and solo gigs. Creating multiple profiles allows you to customize each one (including photos, videos, bio, pricing, and more) to highlight the unique services you offer.

Example 1: If you're both a DJ and a magician, it's best to create separate profiles because these are distinct services that clients will search for separately.

Example 2: If you're located between two major markets, like Philadelphia and New York, or L.A. and San Diego, creating a profile for each city helps maximize your exposure and increase your leads.

Example 3: If you're part of a group act (like a cover band) and also perform solo, separate profiles allow you to book both band gigs and solo performances.

Helpful Blog Post: [The Benefits of Creating Additional Profiles](#)

Member Control Panel Link: [Create an Additional Profile](#)



HELPFUL TIP! Once you create additional profiles, you can link all of them using our 'Related Profiles' feature so planners can see all your different profiles and services.

Managing Your Leads

Once your profile is looking great, you'll start receiving leads in no time! Here are some tips to help you efficiently manage your leads and increase your chances of turning them into bookings!

leads inbox

Stay organized. Your leads from The Bash will automatically be added to your Leads Inbox, but you can stay even more organized by creating specific folders (e.g., Booked Events, Upcoming Events, Past Events). This helps to ensure that no booking slips through the cracks!

Helpful Blog Post: [How to Manage and Organize Your Leads Inbox](#)

Member Control Panel Link: [Manage Your Leads Inbox](#)

responding to leads

It's all in your response. When and how you respond to a client can make all the difference in landing the booking. Be sure to respond quickly and professionally, and take the time to personalize your message, including details that show you're the right fit for their event.

Follow up. Once you've submitted a quote to a client, their phone number and email address will populate on the request. Follow up within 24-48 hours via call or text to secure the booking.

Helpful Blog Post: [Tips for Following Up](#) and [Best Practices for Responding to Your Leads](#)

Member Control Panel Link: [Respond to Your Leads](#)



HELPFUL TIP! The average response time by vendors on The Bash is 9 hours, but our top bookers respond within 6 hours. View your response time on your Dashboard.

lead and client text message alerts

Respond on-the-go. The Bash's free text message alerts feature keeps you notified as soon as a party planner submits a booking request or messages you. These text alerts help you improve your response time, allowing you to beat the competition and increase your booking chances.

Helpful Blog Post: [About Text-Lead Alerts](#) and [Text Message Templates to Use When Following Up](#)
Member Control Panel Link: [Opt-in to Text Lead & Client Message Alerts](#)

saved responses

Respond faster with saved responses. Are you often responding to leads with similar messages? Set up saved responses for quicker replies! With saved responses, you can add personalized touches based on each request, saving time and helping you respond to leads more efficiently.

Helpful Blog Post: [Start Responding Faster With Saved Responses](#)
Member Control Panel Link: [Create Saved Responses](#)



HELPFUL TIP! Almost 90% of The Bash's top bookers have at least 1 saved response and, on average, they have 7 total saved responses.

auto-add

Get more bookings with auto-add. When a party planner submits a booking request, they have the option to let The Bash contact 5-10 additional similar members. This feature is automatically enabled for all members. Auto-Add increases your exposure and provides more opportunities to receive leads and bookings!

Helpful Blog Post: [Auto-Add: What Is It and How Does It Get You More Gigs?](#)

portable contact form

Capture leads from outside. The Portable Contact Form lets you capture leads from outside The Bash. Embed this form on your website to funnel leads directly into your inbox on The Bash. It's easy to integrate and can be formatted to fit any website design.

Helpful Blog Post: [The New Portable Contact Form](#)

Member Control Panel Link: [Embed the Form on Your Website](#)



HELPFUL TIP! Party planners request additional vendors for their events 83% of the time and almost 50% of all bookings are from auto-added leads.

calendar

Black out dates you're not available for. If you are going to be on vacation or are booked on certain days, black them out on your calendar so potential clients know you're not available for those dates. You will not receive leads on those dates and they will be grayed out and not selectable on your public profile's calendar.

Keep your calendar up-to-date. Your calendar will automatically display your booked events from The Bash. You can also add other events to your calendar to help manage your availability in one place and to also show potential clients that you're in demand and busy. If you have any public events (like at local festivals or bars) make sure to add them to your calendar because it allows potential clients to come check you out before booking your service!

Boost your search rankings. If a client finds and books you outside of The Bash (e.g., through your personal website), you can still get credit towards your booking dollars on The Bash to help propel your rankings in search. You can add that event to your calendar and pay the 5% booking fee. This will give you credit for the booking on The Bash, allowing you to accept online payments (if you're enrolled in EventPay), and to collect a client review.

Helpful Blog Post: [How to Utilize Your Calendar on The Bash](#)

Member Control Panel Link: [Manage Your Calendar on The Bash](#)



HELPFUL TIP! Adding outside bookings to The Bash can help boost your ranking on The Bash!

Getting Booked

Now that you know how to manage and respond to leads, you're ready to start getting booked! Here are some helpful tips and tools to keep in mind as you are securing bookings on The Bash.

confirming a booking

You or the client can confirm the booking. If you've been hired by a client for an event, congratulations! The next step is to confirm the booking through The Bash, which you or the client can do as long as the client has confirmed with you that they'd like to book your service. In the 'Leads' tab of your Member Control Panel, locate the request and click the 'Book Now' button. A 5% (\$20 minimum) booking fee is charged to vendors on all bookings secured through The Bash.

Making changes to confirmed bookings. Once a booking is confirmed, only The Bash can modify event details (time, date, location, rates, etc.). Be sure to confirm any changes with the client directly, then contact us at info@thebash.com to update the event. We'll then confirm the changes with the client and update the booking for you.

Viewing your booking dollars. Once you have confirmed bookings on The Bash, you can view all of your booking dollars you have earned through The Bash on the 'Booking Dollars' page within your 'Tools' tab.

Helpful Blog Posts: [How to Confirm a Booking](#) and [10 Ways to Get More Bookings](#)
Member Control Panel Link: [View Your Booking Dollars](#)



HELPFUL TIP! If a client finds you through The Bash and hires you, you are required to confirm the booking through the site per our [User Agreement](#).

collecting payments for bookings

Getting paid for bookings. If you're enrolled in EventPay (available to U.S. vendors only), you can receive both deposit and balance payments from clients directly to your bank account in as fast as 2 business days, with the option to pay the booking fee directly from the deposit. While EventPay is highly recommended for its convenience, you can still collect payments however you normally do.

When you get paid is up to you. You have full control on when you would like to get paid by your clients. When submitting a quote, you set the balance due date and whether a deposit is required, as well as when it should be paid.

You are responsible for collecting payments from clients. If you request a deposit at the time of booking, we'll automatically collect it for you. However, for any remaining payments, you are responsible for collecting them. We're happy to send payment links to clients upon your request, or they can log in to their The Bash account to make payments. We do recommend requesting deposits at booking to ensure you're paid upfront.

Helpful Blog Posts: [Meet EventPay](#)



HELPFUL TIP! With EventPay, your funds go directly to your bank account once the client makes those payments. We do not hold payments from your clients.

requiring a deposit

Why you should require a deposit at the time of booking. Requiring a deposit at the time of booking ensures your event is official and protects both you and your client. Most clients are happy to put down money to secure the date, and deposits make cancellations less likely. If you're enrolled in EventPay, you have the option to request the deposit to be due at the time of booking (which is recommended).

Helpful Blog Post: [Require a Deposit to Get Booked](#)

recording outside bookings

Boost your search results ranking and rating. If you secure an outside booking (e.g., through your personal website), you can still get credit for it on The Bash by adding it to your calendar and paying the 5% booking fee. This counts towards your total booking dollars, which helps boost your search ranking, and also makes you eligible for a review.

Helpful Blog Posts: [Adding Bookings on Behalf of Clients](#)

Member Control Panel Link: [Add an Outside Booking to Your Calendar](#)



HELPFUL TIP! Reporting an outside booking through The Bash allows the client to post a review to your profile and will help boost your search ranking!

canceling an event

What if you have to cancel an event? If you need to cancel an event, it's important to inform both your client and The Bash as soon as possible. The earlier you notify us, the more likely we'll be able to help find a replacement vendor to fulfill the service, ensuring a smoother experience for your client.

What happens to the booking fee? In the instance of a vendor cancellation, the vendor must notify The Bash of the cancellation no less than 14 days prior to the event date. For any event booked within 14 days of the event date, the vendor must notify The Bash of the cancellation within 24 hours of the booking.

If the vendor notifies The Bash of the cancellation within the required time frame, The Bash will refund the booking fee, and the client will not be permitted to post a review.

Should the vendor fail to notify The Bash of the cancellation within the required timeframe, the vendor will forfeit the booking fee, and the client will be permitted to post a review.

Helpful Blog Post: [Vendor and Client Event Cancellation Policies](#)

Full Event Protection Policy: [The Bash Event Protection Policy](#)



HELPFUL TIP! If you must cancel an event, make sure to inform your client and The Bash as soon as possible!

profile exposure

See your search performance. Your profile exposure page shows you how many times your profile showed up in search results and how many views your profile had in the last seven days. You'll also find stats on your Featured Profiles, if you have any active ones.

Helpful Blog Post: [Quick Tip: Understand Search Results](#)

Member Control Panel Link: [View Your Profile Exposure](#)

elevate your ranking

How vendors are ranked on The Bash. Your ranking in search results on The Bash depends on several factors. When party planners search The Bash, they enter their event location and the type of service they're looking for. The site returns a "best match" list of vendors, which is based on factors like location, primary category, and bookings.

Helpful Blog Posts: [How Do You Rank on The Bash?](#) and [Gig Tip: Boost Your Search Ranking](#)

Member Control Panel Link: [See Where You Rank](#)



HELPFUL TIP! Use the Search Results Analyzer in your Member Control Panel to see where you rank in search.

refer a friend program

Earn extra cash. For every friend or colleague that you refer to The Bash, you earn a 25% commission of the initial membership fees (after any discounts or coupons) that the new vendor pays. To qualify, you must have an active membership and be enrolled in EventPay (available to U.S. vendors only) so we can pay you. You'll receive your bonus after the referred vendor has been with The Bash for 30 days. Referral funds are transferred to your EventPay account within 45 days once the referral has paid their initial membership fee. There's no limit to how many people you can refer, so feel free to share your referral link on your personal website and your social media accounts.

Helpful Blog Post: [Refer a Friend, Earn Cash](#)

Member Control Panel Link: [Get Your Unique Referral Link](#)



HELPFUL TIP! Through The Bash's Referral Bonus Program, you'll earn when you refer your friends and they join The Bash!

featured profiles

Show up above search results. Featured Profiles are windows of ad space that maximize your business' exposure by guaranteeing premium placement throughout the TheBash.com. With a Featured Profile, your profile will be displayed above search results in specific categories and locations where you're looking for more leads.

They're customizable! Each Featured Profile allows you to select a unique photo and write a custom description. Plus, you'll receive a Spotlight for added placement and visibility below search results.

How they can be valuable. If you're already ranking well for your primary category (e.g., cover band), but want more visibility in others (e.g., dance band, variety band, rock band), Featured Profiles can help. For location, we recommend choosing a larger metropolitan area (e.g., Chicago or Los Angeles) because they generate the highest volume of traffic. Although these areas are more expensive, they will give you the most amount of value.

Helpful Blog Post: [Featured Profiles - Get More Exposure](#)

Member Control Panel Link: [Purchase Featured Profiles](#)



HELPFUL TIP! Featured Profiles vary depending on the category and location you choose, but start at just \$10!

event insurance

We have you covered. Many venues require vendors to have event insurance. The Bash actually offers it by partnering with EventHelper.com which allows vendors to purchase liability coverage on a per-event basis. It can be easily purchased in the 'Tools' tab of your Member Control Panel.

Helpful Blog Post: [Event Insurance: Got Coverage?](#)

Member Control Panel Link: [Purchase Event Insurance](#)



HELPFUL TIP! We recommend using EventHelper.com to purchase liability coverage on a per-event basis.

top 5 tips for success

Keep these 5 tips for success in mind throughout your membership with The Bash.

5 tips for success

- 1. Set up your profile for success!** The most important thing you can do to guarantee success on The Bash is to make a good first impression with a strong profile. Write a compelling bio, choose an engaging profile picture, and upload high-quality photos and videos. A professional and attractive profile is key to attracting quality leads.
- 2. Respond professionally and quickly to booking requests!** One out of three bookings goes to the vendor who replies first! Respond to leads as quickly as possible to increase your chances of getting booked. Keep an eye on your response time in your Member Control Panel to ensure you're acting fast.
- 3. Follow up with clients!** When you send a quote on The Bash, you will receive the client's contact information (phone number and email address). We strongly recommend proactive outreach to clients after you submit your quote via phone and/or email. It gives the client a peek into your personality and also gives them a chance to ask any questions they may have about your quote.
- 4. Confirm your bookings on The Bash!** It is important to confirm every booking so that you can boost your ranking on The Bash and be eligible for the client to leave you a review after the event. Your bookings are one of the factors that impacts your search results ranking on The Bash.
- 5. Respond to client reviews!** Get a positive review from a client after an event? Respond to it with a personalized thank you and reiterate how much you enjoyed their event. Responding to client reviews gives you the opportunity for potential clients to see your personality and shows your commitment to excellent service! The same goes for negative reviews—respond with a friendly, non-defensive message to show future clients your side of the story and that you're taking the necessary steps to make sure it doesn't happen again.



Questions?

We're here to be in business with you!
Don't hesitate to contact our friendly Account Services
team with any questions you may have:

email us: info@thebash.com

You can always find additional information on our blog:
itg.thebash.com

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