

How to run a punk rock business.

Courtesy of [Mormo Zine](#).



Interview with Rebecca Noel



Tell me a little bit about yourself and what you do.

I am 26 years old. I live in Boise Idaho with my boyfriend Paul, my dog Dim and my cat Key. I co-run Out of Vogue, Headbones Merch, Headbones (the label) and sing in Little Miss and the No-Names

HEADBONES MERCH.



THINK IT



SPEAK IT



SEE IT

HEADBONESMERCH@GMAIL.COM

What kind of merchandise does Headbones Merch make?

Primarily buttons, patches, and t-shirts for bands.

How do you figure what to charge for the merchandise?

We did a lot of research and price comparison. In the end, we decided to charge the lowest amount we could without totally devaluing our time.

How do you market to bands?

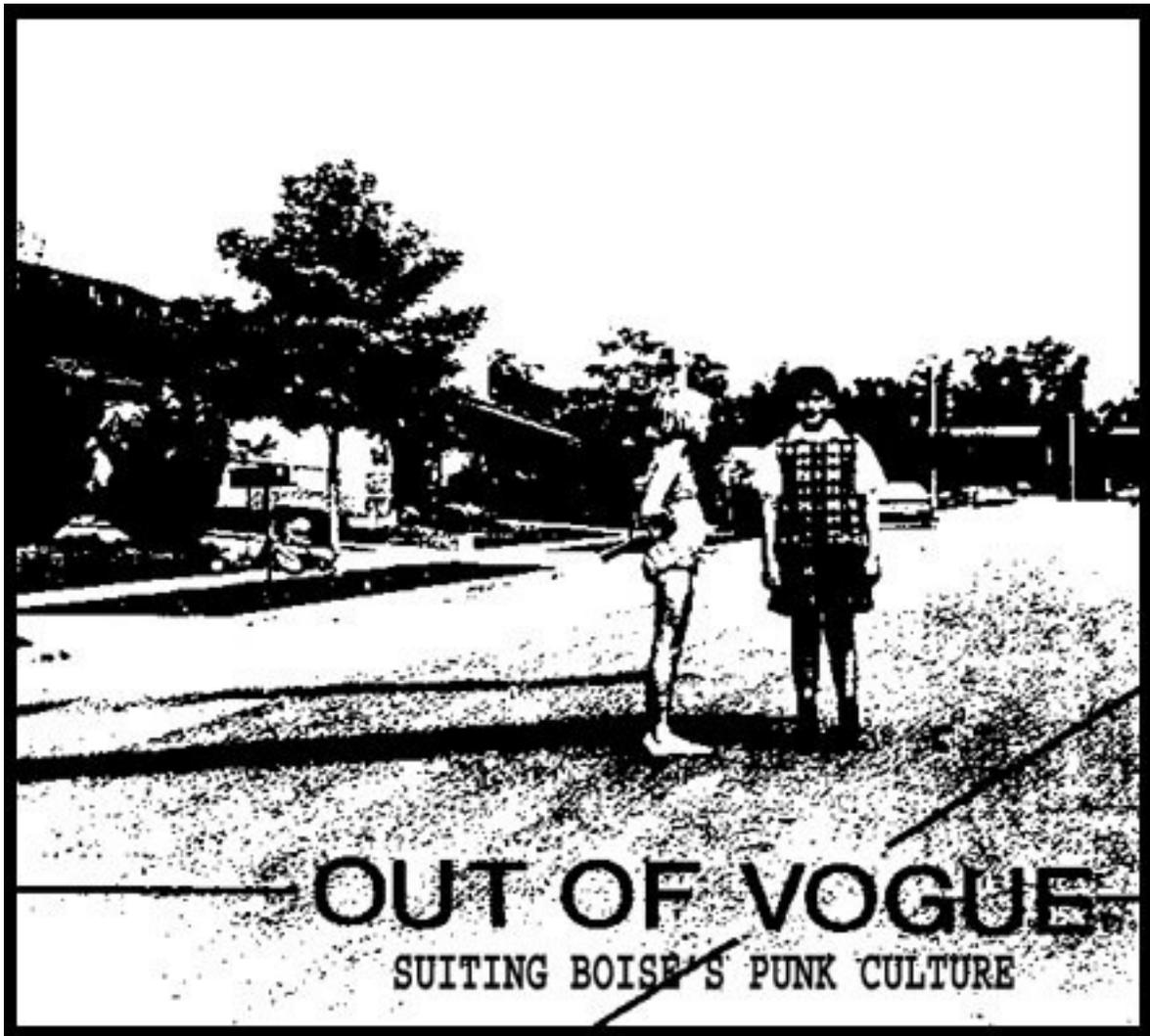
Mostly word of mouth. Musicians, especially in punk, know how to network!

How did you learn how to produce merch?

I watched instructional videos and when that got boring i taught myself. After screwing up enough you kind of learn the ropes.

How much of a bands income comes from merch?

I would say a huge percentage. Especially these days. Its like pulling a rotten tooth to get local venues/bars to pay you anything for playing let alone enough to cover your expenses just for being there! Besides physically selling your music (records, tapes, etc.) there is really no other way to generate an income to help fund your band.



How did you get started with Out Of Vogue, a music accessories brick and mortar business?

When my band played our first out of state shows in Salt Lake City, we were fortunate enough to get to play at Raunch Records (my favorite punk store!), owned by one of our good friends Brad Collins . Paul and I talked with him about how cool it would be to have a store like Raunch. He suggested that we throw a box of punk records at Pauls tattoo shop just to let the kids dig through. Being the punk nerds we are that really sparked

an idea. We decided to corner off a little used portion of the shop and make it into a punk/hardcore/underground exclusive store.

Where do you get your product for Out Of Vogue?

We get product from many different sources. Local and touring bands consign or sell us their music and merch, we buy a lot from online distributors as well. Paul is always hunting for good rare records on various record sites to keep unusual treasures available on the shelves. We also let people bring in their old punk and what not to consign.

Do you trade or do commission? How does that work?

We don't often trade but I wouldn't rule it out if there was something we really wanted. We do a lot of consigning. Pretty much if you want us to carry what you have, and we think it is a good fit for our store (mind you, its a fairly small space so we do have to be somewhat choosy) than you bring it in, and try to sell it to us. If we don't want to outright buy it, the next option available is consignment. You tell us how much you want for it and we take an agreed upon percentage when it is sold. We track all of the items being sold and once a month do a payout.

How do you figure out prices on rare collectibles?

The only rare/collectibles we tend to get in the shop are usually records. Paul is mostly in charge of that department. He is what we call in the music scene a "Record snob". He spends all of his spare time buying/selling/trading/researching/having sex with records. They are pretty much his life so he is very seasoned and can pretty much tell you what a punk record is worth just by looking at it. If he is totally stumped he will usually use online resources or his record nerd network.



I'm a big fan of Little Miss And The No Names. How does your band get shows?

I book a lot of our shows as well as friends/bands we know. On occasion we get asked to play the one off bar show or some shitty show we totally wouldn't want to play. I turn down a good number of those because we don't like playing to often, or shows we don't think will be worth it for us or the people who like us (worth it as in a fun motherfucking time, not in any sort of monetary way). I don't like being a dick about it, but at the same time over-saturation of a band and playing pointless boring shows is almost as bad as 40+ minute long opening sets and people who rip off their friends.

Can Little Miss make money touring?

We can make money as a band-to cover our ever mounting expenses. But as far as us, as individuals, don't really foresee that ever happening nor does it matter. Its always nice to know your time and effort are appreciated but at the same time, I don't think any of us are in it for money...if so we might want to play a different genre.

Does Little Miss have/want a manager?

I always joke about the fact that we seem to be one of the most organized bands in punk! I don't think we will ever be in need of a manger. We are very self-sufficient. Besides, being part of such a small sub-culture, having a manager just seems some-what pretentious and unnecessary. The only circumstance i could see it fitting with what we do, is if we are touring out of our familiar areas and we need someone to organize our shows. Than I think a tour manager would be a good idea.

Does Little Miss have/want a record label contract?

Technically yes, we are on Headbones (our own label). However, we are willing to work with people who want to release our stuff as long as its good and honest, and on the same page as what we are doing. For our first 7" we had a record label out of Florida called Rigid co-release with Headbones. It worked out really well. Now we have a super secret surprise we will be announcing soon with a new label! We are really big on releasing vinyl only (with the exception of the occasional cassette tape) so it can get pretty expensive. Having a co-release or just being on another label completely can be very helpful.

How does Little Miss record and sell albums?

The last two released recordings we did ourselves in our practice space. We made all of the tapes from our demo ourselves as well as silk-screened the covers and stuff them. Our 7" was basically the same with the exception of the vinyl itself. We recently recorded more professionally but have yet to make it officially into a release. We usually sell at shows/out of state or get people to pre-order since everything we have put out is pretty limited.

<http://www.facebook.com/headbones.merch>

<http://www.facebook.com/pages/Out-of-Vogue/217234871623703>

<http://www.facebook.com/pages/Little-Miss-and-the-No-Names/142648639087327>

Interview with Levi Poppke



Tell me about your self and 1332 Records.

My name is Levi Poppke and I have been running / the owner of 1332 Records since 2008.



How did you get started promoting Punk Monday?

Before I became the owner of 1332 Records, I helped the guy out who was initially booking Punk Monday by going down to the shows and making sure they ran smoothly. Once I took over ownership of 1332 I had to learn how to book on my own pretty fast!!

What do you say to a venue to convince them to allow you to promote an event at their establishment for the first time?

I basically just told them what I could do for their venue by having them allow me to book my shows there. It was really pretty simple. There were a few who told me no, but they realized pretty fast that it

was their loss.

How do you find and convince local and touring bands to perform at your show?

Now, I have become pretty good friends with most of the local bands so I usually just call them up and ask them if they would be interested in playing a show for me. Most of the touring bands just hit me up because of word of mouth. Many of their friends have played with me before and suggest that they come and play for me if they are passing through Boise.

Do you need to get contracts signed or any kind of legal paperwork to promote?

I usually only have to do contracts with bigger acts that have guarantees or show riders. But for most of the bands we just do a verbal agreement.

How do you get people to come to the shows?

Punk Mondays has been going on for so long now that most people already know about it so they come down on a regular basis. I do use Facebook for all my shows and hang posters around town for the bigger shows.

How do you figure out what to charge at the door?

That usually depends on the guarantee the band requires. For local shows I usually just do a \$3 cover so the bands can make a little extra money to facilitate them playing a show.

How does the money from the door get split up?

When there are touring bands, they get 100% of the door, when it is just locals, they split all the door money evenly. I never get any of the door money.

Is it possible to get a cut of the liquor sold or get free drinks for the band and yourself?

Yes, the venue supplements all of that.

Is there anything else people should know about before they start being a promoter?

It's a lot more work than you think, especially if you are booking on a consistent basis. You always have to be thinking ahead for when you have a band cancel or a band can't make it into town for whatever reason. Also, if you are booking bigger bands with guarantees, and you don't meet those guarantees through the door, you need to pay that out of your pocket!!



How did you start 1332 Records?

1332 Records was actually started back in 2002 by a friend of mine, I was working with him helping to promote the label and the bands that he had. Around 2008, he decided that he didn't want to do it anymore and offered it to me to buy.

How much it did it cost to get 1332 started?

I purchased 1332 for a fair price for all parties involved.

Do you pay for the bands to record?

We haven't yet.....

How do you choose what bands to carry?

The cool thing about being the sole owner of a label is I get to put out what I like. And that is about it. If I like it, I will put it out.

What kind of legal paperwork is involved in running a label?

There is a standard negotiable contract that each band receives and we usually hash out the details after they check it out.

What are the ways you sell your CD's?

At shows, through the 1332 Records website, record stores around town and in Salt Lake City, and through digital media.

How do you sell your music digitally online? How does it work?

All of the 1332 artists have their albums available on iTunes, amazon, emusic, spotify, rhapsody, etc. Once the albums get set up online there isn't really much else to do. Just try to spread the word to people that they can get the albums from those places. 1332 uses a third party company that gets all of the albums set up in all of those places.

How do you pay the bands?

The bands get paid quarterly and they get a % of all digital albums sold as well as money for hard copy albums that are sold.

What kind of marketing do you do for 1332?

Mostly through social media. But 1332 is lucky enough to also get write ups in some of the local papers and cool Zines such as this!

<http://www.facebook.com/1332records>

<http://1332records.com/>



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Ours the power!