



*"Everything you want in life is a relationship away."
-- Idowu Koyenikan*

Networking for Comedians



Background

How important is networking? Let's just put it this way: Nothing gets done in this business without a relationship. Nothing.

Stand-up comedy might look like a solo art form, but the truth is... **no comedian succeeds alone.** Every opportunity in comedy—whether it's a



stage spot, a referral, a corporate gig, a college show, or a writing job—starts with a **relationship**.

Networking isn't about handing out business cards or awkwardly pitching yourself after a show. At its best, networking is about **building genuine connections with people who enjoy working with you and want to see you succeed**. When those connections grow over time, they naturally lead to opportunities—sometimes in ways you never expected.

In the comedy world, the comics who consistently work aren't always the ones who are the funniest. Often, they're the ones who are **the easiest to work with, the most memorable to meet, and the most connected to the people making decisions**.

In this course, we're going to break networking down into **three powerful approaches** you can use to build meaningful relationships in stand-up comedy. These strategies will help you connect with other comedians, bookers, producers, and decision-makers in ways that feel natural and authentic—while opening doors to more stage time, better gigs, and long-term opportunities.

Take notes as you go. The techniques in this lesson are simple, practical, and immediately usable. When applied consistently, they can become one of the most valuable tools you have for building a sustainable career in comedy.

SECTION 1



Showing Up — The Fundamentals of Networking

Before social media...

Before podcasts...

Before follower counts...

Comedians built their careers the old-fashioned way:

They showed up.

Comedy is still a **relationship business**, and relationships begin when people **see you consistently and associate you with professionalism, reliability, and talent.**

Many comedians misunderstand networking. They think it means aggressively promoting themselves.

In comedy, networking usually looks much simpler:

Showing up.

Being prepared.

Supporting other comedians.

Becoming a familiar face in the scene.

Be So Good You Can't Be Ignored

One of the best examples of this principle comes from the early career of Jay Leno.

When Jay was starting out, he began showing up regularly at the The Improv.



Not just once.

Not occasionally.

Night after night.

The club's founder, Budd Friedman, kept noticing this young comedian hanging around the club.

Jay wasn't pestering anyone.

He was simply present.

Eventually Budd asked him:

"Do you want a spot?"

Jay said yes.

And he was ready.

When Jay finished his set, Budd Friedman reportedly turned to the audience and said:

"Ladies and gentlemen... you're looking at a star."

The key lesson here isn't just talent.

It's preparation meeting opportunity.

Jay didn't beg for stage time.

He put himself in the environment where opportunity could find him.

And when the moment came...

He delivered.



So don't just hit the mics with your notebook and a vague idea of what you're doing, go to the mics with your game face on and be prepared, memorized and professional.

Networking for Comedians

Practical Exercises

Exercise 1 — The 5 Contact Challenge

Goal: Get comfortable reaching out to people in the comedy ecosystem.

Instructions

Write down 5 people you could contact this week to ask for advice, tips, or opportunities.

They might include:

- A comedian who performs at your local open mic
- A club host or booker
- Someone who runs a comedy show
- A comedian slightly ahead of you in experience
- A comic who recently booked a festival or competition

Your List



Name	Where You Know Them From	What You'll Ask

 **Tip:**
Don't ask for a favor immediately. Start with curiosity.

Examples:

- “What mics helped you the most starting out?”
- “Any advice for someone trying to get better stage time?”
- “How did you get booked on that show?”

People love helping when you respect their experience.

Exercise 2 — Your Networking Map

Goal: Realize how small the comedy world really is.

Draw three circles.



Circle 1 — People You Know

Friends, comics, hosts, producers.

Circle 2 — People They Know

Club bookers, festival directors, show producers.

Circle 3 — People You Want to Know

Examples:

- Club managers
- Touring comics
- festival organizers
- podcast hosts
- comedy writers

 Lesson

Through degrees of separation, you are often one or two introductions away from someone important.

The comedy world runs on relationships.

Exercise 3 — The “Show Up” Tracker

Goal: Build the habit of being seen.

 **Over the next 30 days, commit to showing up.**

Write down:



Event	Location	Date	What You Did	Rank
Open Mic				
Comedy Show				
Networking Event				

Your mission is to:

- ✓ Show up prepared
- ✓ Introduce yourself to 3 new people
- ✓ Stay after the show and talk comedy

💡 The more you're seen, the more you're remembered.

Exercise 4 — The Follow-Up Habit

Goal: Turn brief interactions into real relationships.

After meeting someone, send a follow-up message.

Example:

“Great meeting you at the mic tonight. I appreciated your advice about tightening setups. Hope to see you at the next show.”

Write down 3 people you met recently that you should follow up with.



Name	Where You Met	Follow-Up Message

Networking is not about meeting people.

It's about staying connected.

Exercise 5 — Book Your First 5 Dates

Goal: Take control of your stage time.

Write down five ways you can get stage time immediately.

Examples:

1. Open mics
2. Bar shows
3. Charity events
4. Hosting a show yourself
5. Festivals or competitions

 Fill your calendar



CRM / Contact Management Tools for Comedians

A CRM (Customer Relationship Management tool) is simply a system that helps you track people, notes, conversations, and follow-ups.

For comedians this could mean:

- Club bookers
- Producers
- Other comedians
- Podcast hosts
- festival organizers

A CRM keeps you from asking yourself:

"Wait... where did I meet that booker?"

1. Notion

Description

Notion is an all-in-one digital workspace that combines notes, databases, documents, calendars, and project management tools in one platform.

You can build your own custom contact database to track relationships.

Example fields:

- Name
- Role (comic, producer, booker)
- Where you met



- Notes about conversation
- Follow-up reminder

Positives

- ✓ Extremely flexible — you can build almost any system you want.
- ✓ Great for notes and writing — perfect if you already keep joke ideas or show notes.
- ✓ Free plan is powerful for individuals.
- ✓ Everything in one place — contacts, ideas, gig notes, and show planning.
- ✓ Good for solo creators managing lots of different projects.

Negatives

- ✗ You must build the system yourself. It doesn't come pre-configured as a CRM.
- ✗ Learning curve for databases.
- ✗ No built-in CRM features like automated email tracking.
- ✗ Can become messy if not organized well.

Best For

- Solo comedians
- Writers



- People who like custom systems

2. Airtable

Description

Airtable is essentially a spreadsheet mixed with a database. It allows you to track contacts, projects, and pipelines with more structure than a normal spreadsheet.

Think of it as Google Sheets but more powerful.

You can create tables such as:

Positives

- ✓ Very visual and organized (grid, calendar, kanban views).
- ✓ Great for managing lists of people and gigs.
- ✓ Templates available for CRM tracking.
- ✓ Better database functionality than Notion for structured data.
- ✓ Integrates with many tools and apps.

Negatives

- ✗ Not a true CRM — lacks native email tracking and some sales-style features.
- ✗ Automation and advanced features often require paid plans.
- ✗ Can get complicated as the database grows.



Best For

- Tracking venues, contacts, and gigs
- People comfortable with spreadsheets
- Comedians managing lots of show relationships

3. HubSpot CRM

Description

HubSpot is a full professional CRM platform designed for managing leads, contacts, and business relationships.

Its free version includes:

- Contact tracking
- Email tracking
- Meeting scheduling
- Notes
- task reminders
- arrangement pipelines

It's used by many small businesses and startups.

Positives

✓ Designed specifically as a CRM (not adapted from notes or spreadsheets).



- ✓ Contact history tracking — you can see every interaction with someone.
- ✓ Email tracking and reminders.
- ✓ Very powerful free plan.
- ✓ Scales if your business grows.

Negatives

- ✗ Can feel overkill for comedians.
- ✗ Advanced features require paid upgrades.
- ✗ Pricing can grow quickly as you add tools or team members.
- ✗ Takes time to learn.

💡 Your career in comedy will eventually be limited by who remembers you, not just how funny you are. A CRM makes sure the right people never forget you.

The Comedy Contact Tracker (Simple CRM)

The goal is simple:



- 👉 Remember people
- 👉 Track conversations
- 👉 Follow up consistently

Comedy careers often come down to **who remembers you when a spot opens up.**

Step 1 — Create Your Table

Create a table with the following columns:

Name	Role	Where You Met	City / Venue	Last Contact	Follow-Up Date	Notes
------	------	---------------	--------------	--------------	----------------	-------

Step 2 — What Each Column Means

Name

The person's name.

Examples:

- Sam Jones
- Lisa Rodriguez
- Mike the Booker

Role



Who they are in the comedy ecosystem.

Examples:

- Comedian
- Club Booker
- Show Producer
- Festival Organizer
- Podcast Host

Where You Met

Helps trigger memory.

Examples:

- Comedy Store open mic
- Laugh Factory show
- World Series of Comedy festival
- Instagram
- Podcast guest

City / Venue

Where they operate.

Examples:

- Hollywood – Comedy Store
- Austin – Cap City
- Chicago – Zanies



Last Contact

The last time you interacted.

Examples:

- Mar 5 – talked after show
- Feb 10 – Instagram message
- Jan 28 – booked spot

Follow-Up Date

A reminder to reconnect.

Examples:

- Apr 1 – check in
- Next time I'm in Austin
- After festival submission opens

Notes

The **most important column**.

Write down details you'd normally forget.

Examples:

- Loves clean comedy
- Runs a Tuesday mic
- Looking for openers
- From Boston originally



- Huge baseball fan

These details help you build **real relationships** instead of generic networking.

Example Entry

Name	Role	Where	City / Venue	Last Contact	Follow-Up Date	Notes
Jake Miller	Show Producer	Open mic	LA – Westside Comedy	Mar 2	Apr 10	Runs monthly showcase

Exercise — Add 10 Comedy Contacts

Add **10 people you already know in comedy**.

Examples:

- Comics you met at mics
- Hosts
- Producers
- Bookers
- Comics from social media

Name	Role	Where You Met	City	Last Contact	Follow-Up
------	------	---------------	------	--------------	-----------



Weekly Habit (5 Minutes)

Once per week:

- ✓ Add new contacts
- ✓ Update notes
- ✓ Send 2 follow-up messages

That's it.

Over a year you could easily track **100+ comedy relationships**.

Bonus Column (Optional)

Advanced users can add:

**Opportunity
Type**



Examples:

- Club Spot
- Podcast
- Festival
- Corporate Event
- Private Show

This helps you remember **who to contact when opportunities arise.**

Powerful Networking Principle

The biggest mistake comedians make:

They meet someone once...

Then **never follow up again.**

Professionals do the opposite.

They stay in touch **without being annoying.**

A simple contact tracker turns networking from **random luck** into a **system.**

SECTION 5 - NETWORKING CHALLENGE

The 30-Day Comedy Networking Challenge

Comedy careers are rarely built in isolation.



They are built through **relationships, conversations, and visibility.**

This challenge is designed to help you **build your comedy network quickly and naturally** over the next **30 days.**

Your mission:

Create 50 new comedy relationships in one month.

That sounds intimidating... but when you break it down, it's only **1–2 new connections per day.**

The Goal

By the end of 30 days you will:

- ✓ Meet **50 new people in comedy**
- ✓ Add them to your **Comedy Contact Tracker**
- ✓ Start **real conversations**
- ✓ Increase your chances of getting stage time

Remember:

**Opportunities rarely come from strangers.
They come from people who know you.**

Week 1 — Show Up Everywhere

Goal: 10 new contacts

Attend as many comedy events as possible.



Examples:

- Open mics
- Comedy shows
- comedy festivals
- writing groups
- improv theaters
- comedy classes

Your task each time you attend something:

Introduce yourself to **at least 2 new people**.

Simple introduction:

“Hey, I’m _____. How long have you been doing comedy?”

Add them to your **contact tracker**.

Week 2 — Connecting Online

Goal: 10 new contacts

Social media is a powerful networking tool when used correctly.

Platforms to explore:

- Instagram
- Facebook comedy groups
- Reddit comedy communities
- comedy Discord servers



- LinkedIn (for corporate gigs)

Actions you can take:

- ✓ Follow comedians
- ✓ Comment on their posts
- ✓ Send friendly messages
- ✓ Join comedy groups

Example message:

“Hey, I saw your set clip from Austin. That “Sexestentialism” bit was hysterical. How long have you been doing stand-up?”

The goal is **conversation**, not asking for favors.

Week 3 — Strengthen Relationships

Goal: 15 contacts

Reach out to people you’ve already met.

Send messages like:

- “Great seeing you at the mic last week.”
- “I liked your bit about Tinder for rednecks.”
- “Let me know when your next show is.”

And if you’re invited to a show, show up! You can’t honestly show support if you’re not showing up.



Also ask questions like:

- “What mics do you recommend?”
- “Any rooms you’ve had good experiences with?”

This turns **acquaintances into relationships**.

Week 4 — Create Opportunities

Goal: 15 contacts

Start thinking like a **connector**.

You can:

- ✓ Introduce two comics to each other
- ✓ Share someone’s show online
- ✓ Start a small writing group
- ✓ Organize a group trip to open mics
- ✓ Produce a small showcase

People remember the comedians who **create opportunities for others**.

The College Comedy Strategy

One example comes from the college market.

The major marketplace for college entertainment is the **National Association for Campus Activities (NACA)**.

More than **800 colleges and universities** belong to this association.



But here's the interesting part.

There are **nearly [4,000 colleges in the United States](#)**.

Which means the majority of schools **aren't even in that system**.

A Relationship-Based Approach

Instead of competing with hundreds of comedians at a large showcase, another approach is simply **building relationships directly with schools**.

So I bought [Peterson's Guide to 4-year Colleges](#) and started making a list of schools that were around 1-30 miles around the areas I was performing in.

Most colleges have a **Student Activities Board** responsible for booking entertainment.

Often the person booking the show is:

- a student programming chair
- a campus activities coordinator
- a student leader on the entertainment board

By reaching out directly, building relationships, and inviting those programmers to see shows nearby, comedians can create powerful connections.

I would then, invite them to come and see my show. This way I kill two birds with one stone; I don't have to send them a video, and they feel like they're getting something special from me: Free Tickets to a comedy show. The shows are always better live anyway.



When a programmer feels like **they discovered you**, the psychology changes.

You're no longer just another name in a directory.

You become **their comedian**.

And relationships like that can lead to long-term bookings.

Final Lesson

Comedy careers grow from **relationships, reputation, and reliability**.

The comedians who consistently work tend to be the ones who:

- ✓ Show up
- ✓ Support others
- ✓ Stay prepared
- ✓ Build genuine connections
- ✓ Create opportunities instead of waiting for them

Networking isn't manipulation.

It's simply the art of **building a community around your craft**.

And when you do that well, opportunities follow naturally.

If you want to discuss these opportunities further. Consider booking a one-on-one consultation with me: Details are below.

Get personal 1 on 1 Coaching with Jerry just follow [this link](#) to learn more!

