

Press Kit Basics

Who are you and what are you selling?

Look Professional

First impressions are very important.

Looking professional helps young bands.

- Letterhead

- Business cards

- Professional folders

Once an act becomes established in an area a promo package is no longer used. Reputation will sell the act.

Promo package should be a tightly constructed sales pitch.

Be factual and not bragging.

Cover Letter

Open with a personally typed cover letter thanking them for taking an interest in the act. Thank them for any returned phone calls and express a desire to work with them.

Have a single printed page describing the act - hype the act.

- Short paragraph describing the style of music the act plays.

- Introduce each member in a short paragraph.

- Close with a short tag about your potential and how your band will be a financial asset to the venue.

Biography

Important points

- Major accomplishments

- Endorsements

- Studio projects

- Where have you played

- Future goals

Write in the third person and avoid the "I" syndrome.

Organize in chronological order

Use the concept of a mini-tour of your life.

8 X 10 glossy photo

Don't be stingy when coming to the photo.

Photos allow a person to judge your showmanship, personalities, and energy.

Wear your stage clothes.

Demo tape

Exhibit a variety of styles

Sound energetic and close to a live performance as possible.

One minute of each tune is enough

Press clippings

List of legitimate references

Graphics

Don't clutter the page. Too many visuals can make the eye wonder and take away the focus of what you want the reader to see.

Use no more than three fonts

Avoid excessive use of upper-case text

Don't use hard to read fonts.

Place objects so they draw attention to the middle of the page.

Use common size paper

Merchandising

A level of merchandising shows your act is professional

Professional Packaging