



INSIGHTS ON BEING A MUSIC PROFESSIONAL

STUDY GUIDE

THE EPK AND BOOKING PERFORMANCES

MAKING THE CONNECTION:

- How do artists/bands get gigs and performance opportunities?
 - The artist/band should develop an Electronic Press Kit (EPK)
 - The EPK is a package that can be sent to clients so they can see, hear, and read about the artist.
 - The EPK should look and feel professional
 - It is recommended that you put the EPK on a google drive or on a private website
- What is in an EPK?
 - MUSIC
 - The artist/band should have some recorded music that they feel represents them.
 - The music should be of good quality (not just a voice memo)
 - The artist should have 3-4 songs they feel represents their sound
 - They should have that music up on Soundcloud or some easily accessible site where they can direct perspective clients to hear their music.
 - PICTURES
 - 4-5 Professional looking pictures. This should represent their style and look.
 - VIDEO
 - Having some video content available is a must. This can be simple lyric videos or iPhone videos, the idea is to have content for people to view
 - BIO
 - This should be a short, to the point, biography of who you are. 3-4 paragraphs is usually enough.
 - Discuss awards or honors you have won
 - Recognizable people you have performed with
 - Possibly a couple of sentences about your sound
 - Reviews/Quotes
 - Include “clippings” from reviews the artist might have received. If none are available, try and get quotes from recognizable people or venues you have performed that liked your sound.
- I have created an EPK now what?
 - Find venues and performance spaces you believe would fit your style of music
 - It is important to do a bit of research as you do not want to waste time sending emails to venues that do not program your type of music
 - Making contact
 - Contact venue owners via email or phone. Your first contact should be SHORT and to the point. DO NOT SEND MUSIC in the introductory email. The first contact is about interest and asking if they would be interested in viewing your EPK
 - If they venue responds, send them a link to your EPK (google drive or website). Sending them the full package in an email is not recommended as all of the material will be quite large and will not deliver to most email boxes. Venue bookers are much more likely to click on a link than try to mess around with opening large files.
 - Booking the gig



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- If the venue has reviewed your EPK and has responded, you will likely be able to book the gig
- If you are a new artist/band, you will have to be flexible about payment (sometimes not being paid at all) and flexible about performance dates.
- Be professional and return all correspondence promptly

SAMPLE HOMEWORK ASSIGNMENTS:

- How would creating an EPK relate to a non-music profession?
 - This would be similar to creating a resumé
 - It should look professional
 - To the point and not long
 - Represent you in the best light
- What do you think would happen if your content (music, videos, etc...) did not look or sound professional?
 - You would likely not hear back from the venue
 - Venues would not take you seriously and the next time you tried to send them something, they may remember your name being associated with amateur
- What do you do if a venue does not reply to you?
 - Be organized! Keep a spreadsheet of who you sent an intro email too and the dates of contact.
 - If they do not reply, send them a follow-up a week later. If you don't hear back, send them another follow-up 2 weeks later.
 - Do not follow up every day. People are busy and may not be getting to bookings until later in the month. You don't want to be labeled annoying or you will lose an opportunity later.
 - Keep track of venues
 - While they may not reply to you, as your fan base grows, they may be following you on a social and monitoring your growth. The next time you contact them and they see growth, they may be more inclined to respond...remember, venues are in the business of making money.