

## Press kit Secrets

You need a press kit to make it in today's music industry. What key ingredients go into a successful press kit? Whether you are promoting your music products and services to the media or to a new prospect, include the following items:

### Cover Letter:

This should both introduce your music products and services and reference the other piece in the press kit. Make sure to address the letter to a specific person and customize it. Indicate other contacts you have had, for example, "I enjoyed meeting you at our Club gig Friday night. Here is some additional information about our band, Make sure you prominently include your contact information on this letter (and throughout your kit).

### Biography and (basic) FAQs

Bands and other artist should definitely include a bio. Use it to convey what you are about, where you came from, and what is happening now. Other sellers can use the basic FAQ format that answers the fundamental question that prospects ask about your music product and services.

### Brochure:

Take a piece of paper and fold it into thirds. This fits neatly in a standard #10 business envelope and gives you a cover, an address panel, and four inside panels to promote your music products and services. Put a picture on the cover along with a strong benefit headline. Use the fold-in panel for testimonials from satisfied

customers. Use the three inside sections to profile your music and sound products and services. Place your contact information on the backside.

#### CD.

Bands should include a copy of their latest music release, while a commercial music composer would include his/her demo reel, record CD or a promo tape called an unfinished master

#### Photo:

A **good band shot is a must**. Other music pros don't really need a photo for prospects, but you need one for press coverage. A shot for you in your project studio can work wonders. This can be just a photo or as part of a flyer or brochure. Good photos often help you get coverage in many magazines and newspapers. Also, make sure you attach a caption to all photos you send. Use paper and tape it to the picture back. Keep in mind that all photos are to be no larger than 8x10 black & white

#### Option:

You can include anything with your logo on it such as a bumper sticker, mouse pads, mugs, whatever, but be conservative, don't go overboard. Make sure this item is useful, and of good quality. You want the prospect to think highly of you every time they pick it up.

#### Packaging:

Print the items that make up your press kit on your own letterhead, if possible, and put them into a folder with your name on it. I prefer tabbed file folders with the company or band name on both the folder's face tab. alternatively, print your name on the folder face and tab