

Artist bio *template*

Write the long bio first, then cut it down: every shorter version keeps the same facts in the same order. Use the third person for press, your EPK and streaming profiles, and the first person for your own website and socials. Update it with every release.

01 Before you write

Who will read it, where, and the one thing they should remember about you. A curator skims; a journalist may paste your words straight in.

Reader: [journalists, curators, bookers, fans]

Where it appears: [Spotify, EPK, press release, website]

The one thing to remember: [one line]

02 One-line bio

Under 150 characters, for social profiles and introductions: who you are, what your music is, and what is new.

[Name], [what your music is] from [place]. [New release] out [date].

03 Short bio

About 100 words, in the third person. The version a journalist can paste straight into an article or a curator can read in ten seconds.

[Short bio, about 100 words]

04 Long bio: where you come from

First of three paragraphs, 150 to 250 words in all. The place, people or turning point that explain your music. Show it with a detail, not an adjective.

[Paragraph 1]

05 Long bio: what you have done

Your releases, shows and milestones, with numbers and dates. Name collaborators and studios if they add something.

[Paragraph 2]

06 Long bio: what is next

The release, show or project you want the reader to act on, with dates.

[Paragraph 3]

07 Streaming profile bio

Spotify allows up to 1,500 characters. Use the long bio cut to about 900 characters, and tag your new release so listeners can play it from your profile.

[Streaming bio, under 1,500 characters]

08 First-person version

The short bio rewritten as "I" for your website, newsletter and socials. Same facts, same order.

I am [name], ...

09 Proof points

A bank of facts to swap in for different readers: streams, shows, press, radio, sync, awards. Date each one and give its source. List paid features as features, not as reviews.

[Result, number and date, source]

[Press quote, publication and date]

[Show, tour or award]

10 Check before you publish

Read it aloud. Cut every word a reader could skip.

No "unique sound", no list of genres, no "sounds like" comparisons

Every number dated and true

Same facts in every version

New release and date in every version

Free template from Blue Leopard Media: blueleopardmedia.com/tools/artist-bio-template/