

Electronic press kit *template*

Replace everything in [brackets]. The grey notes say what each section needs; delete them when you are done. Keep the whole kit readable in about two minutes, and check every link works without a login.

01 Artist

Your name as it appears on streaming services, where you are based, and one line that says what your music is.

[Artist or band name]

[City, country]

[One line: what your music sounds like and who it is for, without "sounds like" comparisons]

02 Short bio

About 100 words, in the third person. The version a journalist can paste straight into an article.

[Short bio, about 100 words]

03 Long bio

150 to 250 words, third person. Where you come from, what you have done, what is next. No list of genres, no hype.

[Long bio, 150 to 250 words]

04 Music

Three to five tracks, strongest first. Public streaming links only: never password-protected. Use private or unlisted links for unreleased songs.

1. [Track title]: [Spotify / Apple Music / YouTube link]

2. [Track title]: [link]

3. [Track title]: [link]

05 Video

One official video and one live performance if you have them. Promoters and bookers look for live footage first.

Official video: [YouTube link]

Live performance: [YouTube link]

06 Press photos

At least one landscape and one portrait shot, high resolution, with a download link that needs no login. Credit the photographer.

Download link: [link to a public folder]

Photo credit: [photographer name]

07 New release

Only when there is something to announce. Title, date, label or distributor, and a short press release (300 to 500 words) as a separate link.

[Release title], out [date] on [label or distributor]

Press release: [link]

08 Press and achievements

Two or three of your strongest, each with its source. List paid features as features, not as reviews. Leave this section out if it is empty.

"[Quote]", [Publication], [date]: [link]

[Notable show, award or milestone, with the number or date]

09 Shows

Upcoming dates only, and only if you will keep them current. A stale list does more harm than none.

[Date], [Venue], [City]

10 Contact

One named person for each job, with email and phone.

Press: [Name], [email], [phone]

Booking: [Name], [email], [phone]

Management: [Name], [email], [phone]

11 Links

Where people can follow you.

Website: [link]

Instagram: [link]

TikTok: [link]

YouTube: [link]

Spotify: [link]

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