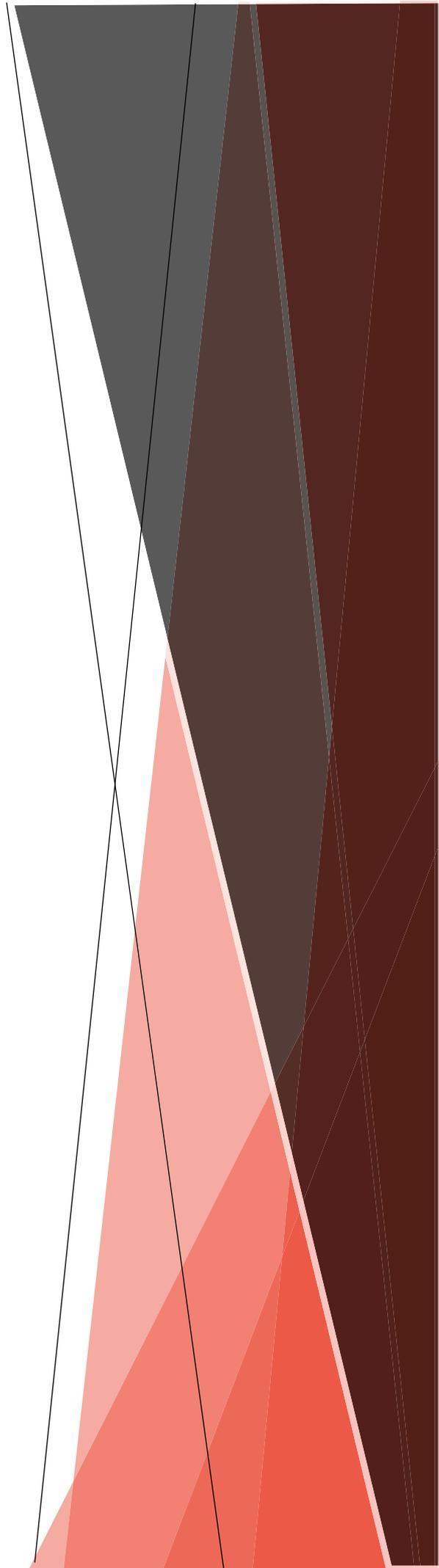


# Electronic Press Kit



## **Electronic Press Kit (EPK)**

Nowadays, physical press kits are basically nonexistent and electronic press kits are taking over. This is a traditional promo packet in digital form that should live on your website! Creating a simple but informative and useful EPK is super easy - so don't fret. We've provided a list of information we think is essential in a good EPK. Remember, this is a basic guide to help you get organized. If you don't identify as a performing artist, supplement sections with your creative process and inspirations.

### **Your Biography:**

This bio acts as a peek into your artistry and gives people a taste of the you sound and influences. This is where you grab the reader's attention - don't let it go to waste. Show them your style and who you are!

### **Samples of Your Music:**

You always want to appeal to different audiences. These people can be fans, clients, or promoters. Include samples of music in a variety of different ways, either provide a reel with snippets of songs or complete tracks.

### **Your Performance Calendar:**

In every press kit it's critical to have a list of gigs and performances you've done. This helps build your audience and don't forget to update the list after every new show!

### **Your Stage Plot:**

The stage plot provides the stage crew and sound engineer the critical setup information about mics and inputs. This is super important when you are playing at any venue, festival, or show because it will help the show run smoothly and avoid any issues on the day of the performance.

### **Photos of You and/or Your Band:**

Telling your story is a common theme in an EPK and pictures are no exception! Pictures help tell your story so include headshots, promotional shots, CD cover art, or any other graphics you can provide that showcase who you are!

### **Videography of Your Best Performances:**

Videos give fans and prospective fans the opportunity to see how you perform. It also gives reporters and other media outlets shareable material to use.

### **Your Press Coverage:**

Compile a list of any press coverage - including interviews, and endorsements from TV or radio outlets, if you have any.

### **“If You Like:”**

Always provide a “If you like” section where you mention other bands or artists that might be similar to you or have a similar fan base. This is extremely useful when venues are seeking for acts with a specific audience or taste in music.

### **Your One Sheet:**

A one sheet compiles all the essential information into one single page and are often used in a press release.

### **Your Contact Information:**

Imagine if you’ve done all this work and someone wants to book you but they can’t get ahold of you. Don’t forget to provide your contact information - placed front and center - in the EPK.

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## **Who We Are**

Songtrust is the world’s largest global royalty collection service and publishing administrator, enabling over 100,000 songwriters to collect music publishing royalties worldwide for almost 1,000,000 copyrights completely online. Songtrust administers publishing rights for labels, publishers, estates, trusts, production companies, and others.

## **Our Music Publishing Stats**

**15K**

Publishers

**100K**

Songwriters

**75MM+**

Royalties Processed