

The Promo Kit: An Overview



A GREAT promo kit is key to the success of your act. It must be clear, concise, interesting, and prepare the person visually to hear your amazing music. Total professionalism is required because the competition is *SO* high. So go ahead; hire a photographer, a graphic designer, the best printing house. You only have one shot at a good first impression.

Total professionalism means money. Spend the money. A black and white photocopied photo and a handwritten cassette or CD label just does not cut it. A high quality promo kit could cost you \$10 a piece. The upside is you might get the gig.

Who are you sending your promo kit to?

Entertainment Buyers. Clubs, booking agents, festival and fair coordinators, private party organizers, and student activity directors at schools and colleges.

Media Contacts. Music magazine editors and writers, entertainment editors in the mainstream press, radio station music directors and key DJ's, and TV and video buyers.

Industry Contacts. A&R people, music publishers, multi-media producers, entertainment lawyers, and record pool directors.

Promo Kit Essentials: Imagine you are the person on the receiving end. What do you see?

Mailing Envelope. Go for color. Manila envelopes are boring.

Folder with Sticker Logo. Lively up yourself.

Photo. Get lots of input before choosing the photo. The photo sets the tone.

Demo Tape. Three tunes, the best up front. If you have a full CD with packaging, try to use the packaging of the CD as the theme for the promo kit, to make everything consistent. Also, take off the shrink-wrapping and put a sticker on the cover telling the person which tunes to play.

Cover Letter. Your personal touch. No form letters.

Artist or Band Bio. Keep it brief. For more info read: Writing Your Bio article in the October 2001 Musical News.

Business Card/Rolodex Card. You want to make it as easy as possible for people to reach you.

Non-essentials that could make the difference...

Gig Schedule. Where you're playing, also, where you've played.

Radio and Press Quotes. Don't make them up.

Song List. For party planners and clubs. If you play covers, let them know which ones.

Video. Make sure your video is top notch before you dare to include it.

Promotional Novelties. Check out an advertising catalogue. Brie, Camembert, Cheddar and Roquefort are all good choices, depending on the wine.

This article was inspired by *The Self-Promoting Musician* by Peter Spellman.

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