

MusicNSW's Industry Essentials

How to build a press-kit

Why do I need a press kit?

A press kit or electronic press kit (EPK) is a portfolio of yourself as an artist with all of the essential information that online media, radio, booking agents, labels and more might need from you for a given opportunity.

When pitching your music for an opportunity, keep your email brief and to-the-point to avoid overwhelming the person you're pitching to. Including a link to your EPK allows you to provide more information without overloading your pitch.

Where is a press kit hosted?

It's best to host your press kit or EPK online where you can easily send a link to anyone who needs it. Some examples include:

- + **Your website** - It's easy to design a free website where you can host your EPK on a dedicated page. You can build sites through Wordpress, Wix, Squarespace and more. Some artists have EPK's hosted on their record label's website. Example: [Atlantic Records](#)
- + **File-sharing services** - Services like Dropbox and Google Drive allow you to share folders with your EPK contained. It's also a great idea if you want to share audio files.

What does a press kit contain?

- + **A one-sheet** - This contains all essential information such as contact details (names, email addresses), links to your website and social media, a single press shot and a short artist (one paragraph) bio, in the form of a webpage, Word doc or PDF.
- + **A long-form bio** - In addition to the short artist bio in your one-sheet, you should also include longer artist bio with a few paragraphs. Make sure you keep it under one page. Include a background about you as an artist, notable achievements such as support slots and positive reviews and quotes about your music.

- + **Press shots** - 3-5 professional, high-res photos. Include different orientation options (landscape and portrait).
- + **A press release** - Include a press release for the current release or event that you're promoting, with any upcoming shows.
- + **Your music** - Include a streaming link to your music, such as a private Soundcloud link for unreleased songs, or Spotify or Bandcamp for released songs. You could also include a music video if you have one.

Now what?

You're now ready to share your music! Check out our guide **The basics of DIY PR for first-time artists** on our [resources page](#) to find out how to create buzz around your release.