

Press Kit Basics – About Press Kits & A Self Evaluation Tool

This is a brief overview about press kits and their importance combined with a DIY check-sheet that will help you evaluate and/or develop your press kit. This article will teach you about press kits and will assist you in determining if you have been properly marketing yourself. It will also help you determine exactly where you stand career-wise.

Press Kits - The Basics

What Is A Press Kit?

- ❖ A press kit is a compilation of your music and your story.

Are There Different Kinds Of Press Kits?

- ❖ Yes. There are physical and digital press kits. A VPK/EPK is a virtual/electronic press kit. A physical press kit is simply a hard copy version of your VPK/EPK.
 - *Tip:* Always have a physical press kit (in case anyone wants you to send them a hard-copy) and a VPK/EPK (Virtual Press Kit / Electronic Press Kit).

What Do You Use A Press Kit For?

- ❖ You use press kits to inform the media and other industry personnel about yourself.

Why You Must Have A Press Kit?

- ❖ Simply put, is the industry standard protocol tool for reaching out to people whom you want help from. If you do not have one you will not get very far in this industry (as you're not properly presenting your brand or providing the information to the people you want assistance from). Having a press kit will help you obtain greater publicity, more gigs, and exposure.
- ❖ If you don't use this tool, you run the risk of stunting your career growth (which is never good). Without a press kit those you seek to interact with in the industry won't be able to get to know you. This prevents them from being able tailor their services to meet your needs or help forward your career goals. It also demonstrates to them that you do not take your career seriously (because you aren't following the industry's presentation standard) and it makes them question if you're truly prepared or worthy of their assistance. If you refuse play by the rules, ask yourself if you really care about music being your career.
 - *Tip:* Figure out how you want to be perceived. Do you want to be perceived as a hobby musician or a professional? If you want to be perceived as a professional, you must act like one and present yourself accordingly.

Who Do You Send Your Press Kit To?

- ❖ You should be sending your press kit to anyone in the industry who requests it from you. More importantly, this is one of the tools that you use to obtain media coverage (ex. from podcasters, internet radio stations, bloggers, traditional media outlets) if you're reaching out to them to promote your endeavors.

Where Should I Post My Press Kit?

- ❖ It should be on your website. You can use a modified version on all of your other digital platforms but it should always be on your website as a separate page on your website. Anyone who visits your site should be able to find your press kit easily and anyone who visits that page should be able to view your full press kit. There should also be a link on that page to a downloadable version of your press kit (in case they want to share it or save it to review at another time).

Press Kit Check Sheet

What Should Be Included In Your Press Kits:

- ❖ A brief bio about yourself (including who you are, experience etc.);
- ❖ At least three pictures (including one head shot and one of you performing);
- ❖ Links and/or a hard copy of your best and most recent recordings;
- ❖ Any information about awards you've won recognizing your accomplishments in the industry;
- ❖ A listing of recent performances and shows that you have been in;
- ❖ Links to any video recordings from performances (just make sure they are high quality recordings);
- ❖ Include current promotional materials you may have (as you're asking for assistance in getting the word out about your current endeavors).

Tips: Always use the most current information possible. Keep your press kits short, sweet, and to the point (don't make them more than 2-3 pages). If people want more information about you they'll ask you or search for it. Don't give them more information than we've listed above. Sometimes providing too much information works against you.