**Music Business Day Meeting Notes**

**September 20th, 2011**

**Elevator Pitch Exercise**

Please see Ariel Hyatt’s *Music Success in Nine Weeks*

**Press kits**

Do not shotgun press kits- ALWAYS call and ask about a submission process before hand. Sometimes simply asking if you can submit will allow you to submit your material.

Content

PK- included in physical press kit EPK- included in electronic press kit

* Two pocket folder *PK*
  + Black is the best color but feel free to get creative
* Cover letter *PK, you can consider the email you send with your EPK your cover letter* 
  + Make it personal
  + Include why you are contacting them
  + Let them know you will be following up within the next few weeks (and actually follow up)
    - This typically applies to *PK* submissions
  + BE POLITE
* CD *PK, EPK*
  + 4-5 songs, professionally recorded
  1. A recommendation for order of songs on your disc:
     1. Your strongest song should ALWAYS be first.
     2. If you will be submitting the cd to record companies, (similar to a demo CD setup) radio stations, etc. the first four to five songs should be in the following order:
        1. Upbeat (and/or strongest) song
        2. Midtempo OR ballad (whichever one is stronger)
        3. Midtempo OR ballad
        4. Upbeat (if this is your closing song) if there will be others on the disc a Midtempo song.
  + Strong, Upbeat closing song
  + The press kit printing should include your contact information (email, name, phone number and physical [use a PO Box] mailing address) on the physical cd, on the back of the cd and near the liner notes on the inside of the cd. Get it in a standard jewel case WITHOUT plastic wrap.
* Biography- One page long. A more dressed up version of your fact sheet. *PK, EPK*
* Fact sheet- One page long *PK, EPK* 
  + Used by magazines and newspapers for information when writing about you
  + Information should include the following
    - Hometown and current location
    - Music styles
    - Band members
    - Management/record company information
    - Few interesting facts
    - Complete contact information
  + List radio stations- city, state and call letters
  + Names and locations of venues and festivals you’ve performed at.
  + Use bullet points
  + DON’T BE SHY! This is your chance to gloat.
* Photo *PK, EPK will be a hi-res version* 
  + An amazing 8x10 black and white photo that captures the essenece of you.
  + [www.abcprinters.com](http://www.abcprinters.com) is a quick, inexpensive and reliable company to have print your photos.
* Press clippings *PK, EPK*
  + 2-4 articles or clippings. *For your pk, keep them neat and tidy and on one or two pieces of paper.*
  + [www.reviewyou.com](http://www.reviewyou.com) is a great way to get started with getting reviews.
  + Buying ad space in a paper can help you get someone at that particular publication to write about you.
  + Best times to try to reach someone at a print publication is 1-2pm a day or two after they have started their new press cycle.