**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.