

# EPK Template

## What is an EPK?

An EPK stands for Electronic Press Kit. It's a digital package that provides comprehensive information about an artist or band to industry professionals, including press, radio programmers, playlist curators, and potential collaborators.

An EPK serves as a promotional tool that showcases an artist's work, achievements, and upcoming projects in a concise and professional manner. You can use free software like Canva to build your EPK and even add interactive elements like embedded videos or GIFs!

## What do you need?

- ☐ Your music (a selection of your newest or best music).
- ☐ A biography.
- ☐ Press photos (preferably professionally shot).
- ☐ Your contact information.
- ☐ Any past press coverage you've achieved.
- ☐ Videos (Music videos, live performances, behind-the-scenes, etc.).
- ☐ Discography (a full list of your released music).
- ☐ Achievements & Analytics (Radio & playlist features, streaming stats & more).
- ☐ Touring history (only include if you've actually been on one).
- ☐ Press quotes & testimonials (really making you sound great).

# Add your header image here

Try to pick an eye catching and distinctive image that represents you as an artist and your music.


## Your artist Name


### Biography


**Add a key tagline, you can pull from a press feature. This should sum you & your music up in few words.**


A compelling artist biography helps industry professionals understand your background, influences, and story. It's an opportunity to make a personal connection and stand out from the crowd.

### Social Links

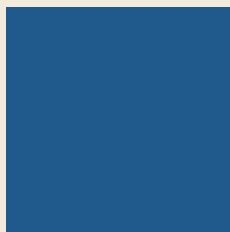
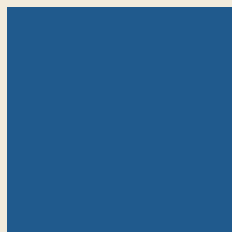
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### Music



Highlight your newest and best music. Link to profiles on streaming services.

### Videos



Highlight your music videos, live performances and behind-the-scenes clips.

# Add your secondary image here

Pick an alternate image to feature here, for example a live performance shot, a shot of your recording music or an alternate press picture.

## Achievements & Analytics

While important, achievements and awards are not as crucial as the core components of your music and bio. Include these to showcase your accomplishments and milestones, but prioritise the essentials.

Highlight notable radio, playlist or social features as well as any streaming stats that show how well your music is doing, where it's being played, etc.

## Press Coverage

Highlight any press coverage, reviews, or interviews you've received adds credibility to your EPK and demonstrates that others have recognised your talent.

## Touring

Your past tour dates and performances help demonstrate your experience and ability to engage audiences live. Also highlight your upcoming tour dates.

## Discography

Give a little insight into your musical career and link directly to your streaming profiles to view your full catalogue.

## Press Pictures & Contact Information

Make sure your contact information is easily accessible, as it allows industry professionals to reach out for potential opportunities. Include management or booking agent details, social media handles, website, and email address.

Also include a link to a folder including an extended selection of press photos.