

## PROMOTING STEP-BY-STEP

### STEP ONE: GET NOTICED

**Be proactive.** Get out there and self-promote. Network and use your contacts.

**Target appropriate media outlets.** Take into account their reader/listenership before getting in touch.

**Don't be discouraged if you don't get a reply.** Be polite but persistent – it usually pays off!

**Be social.** People notice you if you are part of an online community. Have a Facebook page or a Twitter account – and keep it updated.

**Stream your music.** Have a site where people can listen to your stuff.

### STEP TWO: GET COVERED

**Have a hook.** Don't approach the media unless you have something newsworthy for them to cover – the release of EP or album, a tour, a fundraiser.

**Email first.** Begin with a personalised email. Attach your bio, a link to your music and a low-res press shot.

**Have a good media release:** Include a well-written bio, a professional press shot, a link to your music, and all the relevant details of what you want to promote.

**Know the deadline.** Get your media release to the media outlet in plenty of time.

**Make yourself available to the media.** Offer a face-to-face interview if you can, and take care to be a good interviewee.

### STEP THREE: MILK YOUR COVERAGE

**Recycle media clippings.** Media clippings are great to use in artist bios and media releases to further promote yourself.

**Get interactive.** Cross media platforms by linking your site to those of recent relevance (eg: magazines that featured you in their latest issue, venues you've played or are about to play).