



The College of Music

WaterBear Music Artist EPK

How To Guide

The purpose of this EPK template is to enable music artists and bands to easily design their own EPK (Electronic Press Kit) using CANVA (graphic design application) and present a great looking, effective summary to the music industry that readers can understand quickly.

In our experience, a great looking EPK that's easy to understand and navigate can spark interest, and enable access points where readers can easily find out more information about music artists via cloud based applications like Dropbox or Google Drive.

Within this short guide below, we will take you through the easy steps necessary for you to produce your own high impact EPK.

TIP: This EPK is simply a template with the essential components to make up your own great EPK. Be sure to utilise Canva's powerful graphic design applications to define your press kit and make it unique.

Page One:

COVER PAGE

. Use a great looking professional photo that immediately focuses the reader's eye. Be creative in your approach when it comes to photo shoots.

. We recommend building your full epk via cloud based platforms like Dropbox, Google Drive etc. Here you can include host essential documents like tech specs, biography, lyrics, reviews, press releases, and more. Page one should include a direct link to your cloud folder. Check out the example below as to how you can clearly lay out your content and host documents in the necessary sub folders (e.g. bio/press release, hi res photos and images, music, tech specs etc):

https://www.dropbox.com/sh/tj1tee50u3jx9ye/AACF1uGf0_sHRPMbEZMur6MSa?dl=0

. Band logo. Swap out the template's logo at the footer of the page.

. Include a short, punchy review quote to help encourage readers to continue looking through your EPK.

Page Two:

ABOUT US

. The 'about us' page serves as a summary introduction biography. Keep the script short and on point to encourage the reader's journey through your EPK. Include a link to your full biography (this should be included in your cloud based EPK) and if appropriate, a link to your latest news/press release.

. Include a high impact photo different to the one featured on the cover page.

Page Three:

MUSIC

. Using a high impact graphic with a play button (included in Canva), embed a link to one of your best and most popular music videos. If using YouTube, include the brand logo as this will help give the reader confidence in clicking on the 'play button' as they will be familiar with this video hosted platform.

. Feature a packshot of your new/latest music release artwork (e.g. single/album/album) and links to where the songs can be streamed. Canva should have all the logos you need, we've included four in this template.

Page Four:

REVIEWS

This is a great opportunity to demonstrate any positive buzz you've received from the press and media. You don't need to showcase loads but do try to make as big an impact as possible on one page. Consider hosting all your reviews on a great looking pdf/word doc within your cloud link.

Page Five:

GIG DATES

Whether your shows are online, venue or festival based, be sure to keep your gig listings up to date in your EPK. Consider producing a historic document that lists all of your gigs past and present and store on your cloud link in the appropriate folder. Combined, this

demonstrates to the music industry that you are active and eager to play live, even in challenging times.

TIP: If you have played big gigs, supported prolific acts, or established well known festivals, consider highlighting these on this page. Including brand logos will help.

Page Six

CONTACT PAGE

. Include relevant ways to connect with you online but be sure that you monitor any inboxes that you publicly display. Online communication moves quickly these days, so if a music industry person contacts you, be ready to get back to them as effectively as possible.

. Include a high impact photo to help focus attention. Consider how the photo can be applied for maximum effect.

TIPS FOR DOWNLOADING & HOSTING YOUR EPK

Canva enables a variety of formats when it comes to downloading and hosting your epk. It's worth noting that when sending your epk over email it is best to avoid attaching BIG files.

Here are two great ways to help get your EPK into more in-boxes:

. PDF: As the EPK is quite graphic heavy, you may find your output file size to be too big. Try using a platform like the below that will reduce your file to be more manageable without loss of quality.

https://www.ilovepdf.com/compress_pdf

Once you have reduced your PDF, you can either host it on a cloud platform like Dropbox or Google Drive, create a share link and use that to deliver your EPK

OR

Canva offers the opportunity to host content created on their platform on their website.

Check out the link below on how to achieve this:

<https://www.canva.com/help/article/share-as-website>

TIP: The Canva url link will be quite long. Consider creating a short unique url that includes your artist name and the word 'epk'. Using a platform like bit.ly: <https://bitly.com/> will help your url look more professional.