

NOTES AND GUIDANCE

PUTTING A PACKAGE TOGETHER

When you are looking for work as a musician, or if you are looking for interest from a manager, promoter, record label or publisher, a musical package is essential. The package is a promotional tool that helps to market your skills. Presentation can be as important as the quality of the material, so take time planning it.

A package for a manager, agent, promoter, publisher or record company should include:

1 Compact Disc / DVD or MP3 files

Make sure...

it is a good quality duplication.
Include titles of songs/material.



2 Copy of a recent biography

Make sure...

it is clearly written and presented.



3 Copy of recent press cuttings

Make sure...

it is a good quality photocopy.



4 Copy of your forthcoming activity

Make sure...

to include gig information, radio sessions etc.



5 Recent publicity photographs

Make sure...

do they reflect the styles of music and the image you're trying to put across?



6 Copies of additional material

Make sure...

to include, for example a promotional DVD.



7 Contact Details IMPORTANT!

Make sure...

to include details.



Some people like to protect their interests by mailing a package to themselves and keeping it safe in the event of a dispute as to who owns the copyright.

➤ WORKBOOK 7 – COPYRIGHT, LEGAL AND MANAGEMENT – CHAPTER 2