


Written and Visual Promo Materials

Prior reading: Highstein Chapter 2

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A stylized, teal-colored silhouette of a mountain range is positioned in the bottom right corner of the slide, extending from the right edge towards the center.

Written Materials

- In the business world, you have to look good on paper
 - It's no different in the music business, perhaps even more important
 - People associate you and your artistic merit with the quality of the promotional materials you present
 - Give the same level of professionalism and attention to your presentation materials as you do your performance details!
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- A decorative graphic at the bottom of the slide consisting of a series of overlapping, stylized mountain peaks in various shades of teal and blue, creating a sense of depth and texture.

Content and Delivery

- Both the content AND the deliverable must work together to leave a memorable impression
 - ✓ A “deliverable” could be a brochure, ad, handout or anything else presented to your public
- Every word and detail should be scrutinized and evaluated to maximize the intended effect
- First impressions are lasting
 - ✓ Without a positive first impression, it’s hard to get a second evaluation!
- Print materials can be around for a long time and perhaps return to haunt you!
 - ✓ Ever find a tacky piece of literature you thought you threw out? You think “I thought I threw this out” before you think, “gee, I should go to this”.

Essential Visual Promo Materials

- Personal promo materials
 - ✓ Biography
 - ✓ Picture
- Eventually expand to include a complete press kit
 - ✓ Reviews
 - ✓ Posters
 - ✓ Perhaps programs and other appropriate materials
- Concert promo materials
 - ✓ Advertising materials
 - Flyers, postcards, brochure
 - Print Ads
 - Radio and/or Television Ads
 - ✓ Programs
 - ✓ Reviews

Creating Text Materials

- Most all initial development can be done by you, on your computer or regular paper
- Decide which promo materials you need and when
- Create basic text versions first
 - ✓ What is important to say?
 - Who is this targeted towards?
 - How will it be delivered?
- Get feedback on the text!
 - ✓ Does it address the needs you first determined when you started this process?
- Find examples to compare to yours
 - ✓ Make sure it is targeted to a similar customer group as yours
 - ✓ What are it's strengths?
 - ✓ Any weakness that you can improve?

Enhancing Materials

- The function may determine the layout
 - ✓ i.e. a mailed piece has size restrictions
 - ✓ Press releases have a more standard format and style
- Seek help if you are not competent in graphic arts, layout or the specific medium you are presenting
 - ✓ Use your network and be resourceful
 - Graphic arts students work cheap!
 - Friends may know of professionals who could be patrons
- Make materials that are appealing enough to entice the reader to dig deeper
 - ✓ Then have useable information to present once they do!

Biographies

- A narrative format
 - ✓ Written in a similar fashion as a news story
 - ✓ Most important, appropriate, and appealing information first
- Create two versions
 - ✓ Short version
 - ✓ Long version
- Use info that is relative and informative
 - ✓ i.e. don't send a bio about your composition efforts when they are interested in your playing
- Inner pages should include your name and page number in small print on the top or the bottom

Photos

- It's a visual world and people relate to faces
 - ✓ Photos says a lot about you BEFORE you get to say it!
- 8" x 10" black and white head-shot is standard
 - ✓ Color shots are being used more and more
- Have print and digital versions available
- You can use creative poses, but make sure it is appropriate for the people you are targeting
 - ✓ i.e. the power rock shot in leather and chains might NOT work well if you are trying to market your services to traditional wedding coordinators
- Your contact information should be clearly visible on the back of the photo

Press Kits

- An invaluable resource
 - ✓ Helps you see from the customers perspective how you are perceived, without playing a note!
 - ✓ It's easier to groom your overall presentation if you have all the materials assembled in a standard format.
 - ✓ You can respond quickly to information requests
- Get feedback on your kit from a wide variety of people, especially if you have access to presenters and promoters
- Keep it up to date!

Budgeting for Materials

- Quality versus Cost
 - ✓ It's easy to overspend, but don't be cheap
- Determine your overall budget based on the pieces you need
 - ✓ Have an idea of the importance of each piece, so if you have to spend more on one, you will know it is worth it.
- Base your budget on actual quotes
 - ✓ Have the piece quoted in different quantities
 - i.e. in quantities of 250, 500, 1000
 - Set-up is often a big cost making additional paper less significant
 - Order a few extra, but way too many is just a waste
- Allow a little extra money for cost over-runs

Producing Your Materials

- Proof, proof, proof!
 - ✓ Always have more than two sets of eyes go through it carefully BEFORE you print
- If possible, be at the printers to approve the start of the run. This is especially important if you are doing color!
- Like a performance, the difference between a good piece and a great one is the subtle improvements that may not be immediately noticeable to the user

Presenting Your Materials

- Evaluate how the entire packet presents
 - ✓ What should they see first? (first impression)
 - ✓ What should they see last? (last impression)
- Is my contact information readily available no matter where they are in the packet?
 - ✓ What if it is dropped and scattered on the floor?
- If you mail materials, use an appropriate envelope so the materials arrive in pristine condition
 - ✓ Address the envelope in a clear, professional manner
- Target who gets the materials
 - ✓ Save a few for family and self, but remember the purpose is to get these to your buyers!

Evaluate the Effectiveness

- Determine the criteria for evaluation
 - ✓ i.e. Was attendance at a concert improved?
 - ✓ Is your name more visible in the community?
 - ✓ Did you get additional financing initiated by the piece?
- Poll your customers on the effectiveness
 - ✓ A quick formal questionnaire can be effective
 - Offer an incentive to evaluate it
 - A discount coupon for the next event?
- Refine and improve to be more effective
 - ✓ This is one reason you didn't over-produce the piece the first time, so you could make improvements and re-print!
- Keep future pieces in mind
 - ✓ Even if it is extremely effective, don't over use the piece and saturate the market with it.