

GET BOOURED MUSICIANS BOOT CAMP



Press Play
Mastering PR
& Crafting Bios



Writing your bio

Where are you from? Where are you now?

Who are your influences? Who would people compare you to?
Ask others to describe your sound.

**Ask others
for input**

Be your biggest fan, how would they describe you?

**Be your
biggest fan**

What are your achievements?

Don't be ashamed to boast about your achievements, how long you've been performing, awards, published work, chart positions. You've got to champion yourself and celebrate your work.

**What are your
Accomplishments**

Describe your style of music?

**Know your
Audience**

Who is your main audience?

Do you recognise any recurring themes with your fans, such as age, gender, sexuality, location, etc?

Using information you've collated, craft your captivating bio. Write in third person, you're a fancy well established artist that has people writing about them. Start with who you are (name), what you are (solo/ band) and what you do (genre)? Describe your sound via influences and who others compare you to. Sell yourself like a CV for your dream job. Shout about your achievements, don't be modest. Think about how your described and your main audience, how do they speak, what language and terminology do they use?

**Keep it up
to date**

Self-Promotion & Networking

- Utilise social media platforms effectively to showcase your music, engage with your audience, and network with fellow musicians and industry professionals.
- Attend local music events, open mic nights, and workshops to meet new people in the industry and expand your network.
- Collaborate with other musicians on projects or performances to increase your exposure and gain new insights.
- Consider investing time in creating a website or EPK (Electronic Press Kit) to showcase your work, bio, and upcoming gigs.

Industry Insight & Empowerment

- Stay informed about current trends and developments in the music industry by following industry publications, blogs, and podcasts.
- Attend music conferences, seminars, or workshops to gain valuable insights into various aspects of the industry, from booking gigs to navigating contracts.
- Develop a clear understanding of your target audience and how to effectively reach them through targeted marketing and promotional efforts.
- Build relationships with local venues, promoters, and booking agents to increase your chances of securing gigs and performance opportunities.

Career Development

- Take advantage of educational resources, workshops, and online courses focused on music promotion, business, and marketing.
- Seek mentorship or guidance from experienced musicians or industry professionals who can provide valuable insights and advice.
- Explore diverse revenue streams such as teaching, session work, composing for media, or selling merchandise to supplement your income as a musician.
- Set specific goals for your musical career and create a plan to achieve them, whether it's gaining more performance experience, releasing an album, or securing bookings.

Confidence & Stage Skills

- Practice regularly to improve your musical skills and stage presence, whether it's performing live or composing new music.
- Work on building confidence in your abilities as a musician through regular performance opportunities and seeking constructive feedback from peers or mentors.
- Consider taking classes or workshops focused on stage presence, improvisation, or public speaking to enhance your performance skills and confidence.
- By focusing on self-promotion, networking, continuous learning, and honing your performance skills, you can work towards building a successful career as a musician and achieving your goals in the industry.

**GET
BOOKED
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Social Media

Do's

- **Engage with Your Audience:** Respond to comments, messages, and mentions. Engaging with your audience helps build a stronger connection and loyalty.
- **Share Behind-the-Scenes Content:** Give your followers a glimpse into your creative process, rehearsals, studio sessions, and life on the road. This helps humanise you and makes your fans feel more connected to you.
- **Promote Your Music Strategically:** Share updates about new releases, upcoming gigs, and other music-related news. However, avoid overposting promotional content, as it can come across as spammy.
- **Use Visual Content:** Share photos, videos, and graphics to make your posts more engaging. Visual content tends to perform better on social media and can help grab the attention of your followers.
- **Collaborate with Other Artists:** Collaborating with other musicians or influencers can help you reach a wider audience and attract new followers.
- **Be Authentic:** Be yourself on social media. Authenticity resonates with audiences and helps build trust and rapport.
- **Use Hashtags Wisely:** Hashtags can help increase the discoverability of your posts. Use relevant hashtags, but avoid overloading your posts with too many of them. We suggest no more than 5 per post. Including a unique hashtag to you, a location based hashtag and relevant trends.
- **Post Consistently:** Maintain a regular posting schedule to keep your audience engaged. Consistency is key to staying relevant on social media.

Dont's

- **Ignore Your Audience:** Ignoring comments, messages, or mentions can make your audience feel neglected. Make an effort to respond and engage with your followers.
- **Overpromote:** While it's important to promote your music, avoid overposting promotional content. Balance your promotional posts with other types of content to keep your feed diverse and interesting.
- **Get Involved in Online Drama:** Avoid getting into online arguments or controversies. It can damage your reputation and distract from your music.
- **Use Auto-DMs:** Automated direct messages can come across as impersonal and spammy. Instead, take the time to send personalised messages to your followers.
- **Neglect Other Platforms:** Don't focus all your attention on just one social media platform. Explore multiple platforms to reach a broader audience and diversify your online presence.
- **Post Low-Quality Content:** Poor-quality content can reflect poorly on your brand. Take the time to create high-quality posts that resonate with your audience.
- **Buy Followers or Engagement:** Buying followers or engagement may give the appearance of popularity, but it's not sustainable and can damage your credibility in the long run.
- **Violate Copyright Laws:** Respect copyright laws when sharing content on social media. Avoid using copyrighted material without permission, including music, images, and videos.

Here If You Need Us

We would love you to share your new bios with us, we're happy to feedback and be the critical friend. We are committed to championing our local artists and want to support you in achieving your musical aspirations.

If you have any further questions or would like us to shout about your latest project then please let us know by emailing us at marketing@theoldcourts.com. Don't forget you can always tag us in posts too.

Photo Time

We're giving you the opportunity to get all new images for your professional press pack. Professional photographer Luella Pix will be doing FREE photoshoots on **Saturday 30th March** in Wigan.

You will receive an email following your attendance with details on how to book a time-slot. Please note that you must have attended the boot camp to attend the FREE photoshoot.

**LUELLA
PIX**



*Limited Availability.

Feedback



We would love your feedback following the series of bootcamp sessions. This is really useful to help us shape future events as well as reporting to our funders to encourage more investment into Wigan's arts and culture.

We would like to thank our partners:
Arts Council England, Wigan Council and Greater Manchester Combined Authority.

Tomorrow: Spotlight Secrets: Insider Tips with Jonny Davenport & Dave Sweetmore

Wednesday 27th March: Empowering Musicians for Success with David Pichilingi

Saturday 30th March: Photoshoot with Luella Pix

Psst, we're teasing a new look for The Old Courts, you're seeing it first!

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