

# Electronic Press Kit (EPK) Template

---

An EPK is the one link you send to talent buyers, agents, journalists, festivals, and brands. Keep it current, keep it tight, and make every asset downloadable. Fill in every field below; delete the prompts once answered.

**Format note:** This document is the source of truth. Mirror it into your hosted EPK (link-in-bio page, Linkfire/Laylo page, or a clean web page). Anything in the EPK should be true and verifiable — buyers and press will check.

---

## 0. Header / At-a-Glance

- **Artist / project name:** [NAME]
  - **Genre / lane:** [e.g. house / tech-house, melodic techno]
  - **Based in:** [CITY, STATE]
  - **For fans of:** [3–5 comparable artists]
  - **One-line descriptor (the elevator pitch):** [ONE SENTENCE — what they do + what makes them matter]
  - **EPK last updated:** [DATE]
  - **Hero image:** [LINK TO HI-RES PHOTO]
- 

## 1. Short Bio (≈75–100 words)

Use this for festival programs, playlist blurbs, IG bio expansions, and quick press. Lead with the most impressive true fact.

**Prompts to draft from (answer these, then write the paragraph — do not invent facts):** - What is the artist known for sonically? [\_\_\_\_] - What is the single most credible achievement? [\_\_\_\_] - What's the current project or momentum? [\_\_\_\_] - What's the emotional/scene identity? [\_\_\_\_]

**SHORT BIO:** > [WRITE 75–100 WORDS HERE. Third person. Present tense. No clichés like “rising star” unless backed by a number.]

---

## 2. Long Bio (≈250–400 words)

Use this for press features, agency rosters, and the EPK main page. Tell a story with a beginning (origin), middle (the work/sound), and now (current project + where it's going).

**Prompts to draft from:** - **Origin:** Where did the artist come from — scene, city, first break? [\_\_\_\_] - **The sound:** How would a knowledgeable fan describe the music? Influences? Signature elements?

[ ] - **The track record:** Releases, labels, notable shows, support from other artists, press, numbers. [ ] - **Right now:** Current release/project, what's driving the moment. [ ] - **The arc:** Where is this heading in the next 12 months? [ ]

**LONG BIO:** > [WRITE 250–400 WORDS HERE using the prompts above. Keep it factual. Weave in stats and names rather than adjectives.]

---

### 3. Key Stats / Numbers

Buyers and press scan this block first. Only include real, current numbers. Update monthly. Leave a row blank rather than guess.

Metric	Number	As of
Monthly listeners (Spotify)	[ ]	[DATE]
Spotify followers	[ ]	[DATE]
Total streams (career or this release)	[ ]	[DATE]
Instagram followers	[ ]	[DATE]
TikTok followers	[ ]	[DATE]
YouTube subscribers	[ ]	[DATE]
SoundCloud followers	[ ]	[DATE]
Email / Laylo subscribers	[ ]	[DATE]
Avg. live draw / typical room size	[ ]	[DATE]
Top markets (cities)	[ ]	[DATE]
Notable chart/Shazam/Beatport placement	[ ]	[DATE]

---

### 4. Notable Shows & Highlights

List the strongest, most recent, and most recognizable first. Quality over quantity — 6 great lines beat 30 weak ones.

**Notable performances:** - [VENUE / FESTIVAL] — [CITY] — [MONTH YEAR] — [context: headline / support for \_\_\_ / sold out] - [ ] - [ ]

**Notable supports / sharing bills with:** - [ARTIST(S)] — [CONTEXT]

**Brand / event / residency:** - [ ]

---

## 5. Press & Quotes

Only use real, attributable quotes with a source. If there's no press yet, replace this section with "Press" and leave a note: *press coverage in progress*.

- "[PULL QUOTE]" — [OUTLET], [DATE] — [LINK]
  - "[PULL QUOTE]" — [OUTLET], [DATE] — [LINK]
  - **Features / premieres:** [OUTLET] — [HEADLINE] — [LINK]
  - **Radio / mix support:** [SHOW / STATION / DJ] — [LINK]
- 

## 6. Music Links

Make it one click to hear the best material. Lead with the flagship track or latest release.

- **Flagship track / latest release:** [TITLE] — [SMART LINK / Spotify URL]
  - **Spotify (artist profile):** [URL]
  - **Apple Music:** [URL]
  - **SoundCloud:** [URL]
  - **Beatport:** [URL]
  - **Bandcamp (if applicable):** [URL]
  - **Featured DJ mix / set:** [URL]
  - **Private streaming link for buyers/press (unreleased):** [URL — set to unlisted, note expiry]
- 

## 7. Video

- **Official music video / visualizer:** [YOUTUBE URL]
  - **Best live clip:** [URL — a short, high-energy crowd moment]
  - **B-roll / set footage reel:** [URL]
- 

## 8. Photo & Asset List (Downloadables)

Provide a folder link AND individual links. All photos hi-res (300 dpi for print), credited, and cleared for press use.

Asset	Format	Link	Photo credit
Press photo — horizontal (hero)	JPG/PNG hi-res	[ ]	[PHOTOGRAPHER]
Press photo — vertical	JPG/PNG hi-res	[ ]	[PHOTOGRAPHER]
Press photo — alt / candid	JPG/PNG hi-res	[ ]	[PHOTOGRAPHER]
Logo — light background	PNG transparent	[ ]	—

Asset	Format	Link	Photo credit
Logo — dark background	PNG transparent	[_____]	—
Release artwork	JPG (3000×3000)	[_____]	[DESIGNER]
Stage plot / tech rider (if live)	PDF	[_____]	—
<b>All assets (folder)</b>	Zip / Drive	[_____]	—

**Usage line (paste with assets):** *Photos cleared for editorial and event-promotion use. Please retain photographer credit. Do not alter artwork or logos.*

---

## 9. Live / Booking Details (if performing)

- **Show formats offered:** [ ] DJ set [ ] Hybrid (DJ + live elements) [ ] Live A/V [ ] Back-to-back
  - **Typical set length:** [60–90 min, flexible]
  - **Technical needs (summary):** [link full rider — see Section 8]
  - **Territories actively touring:** [\_\_\_\_\_]
  - **General fee range / “ask”:** [handled privately by management — see contact]
- 

## 10. Contact / Booking

- **Management:** [NAME], [COMPANY] — [EMAIL] — [PHONE]
  - **Booking (territory):** [AGENT NAME or “direct via management”] — [EMAIL]
  - **Press / promo requests:** [EMAIL]
  - **Socials:** IG [@\_\_\_\_\_] · TikTok [@\_\_\_\_\_] · YouTube [URL] · X [@\_\_\_\_\_] ·
  - **Official site:** [URL]
- 

*Greyscale Music Group — keep this EPK updated monthly. A stale EPK costs bookings.*