

ONE SHEET/EPK MINI-TRAINING

One of the most important things you have in your toolbox as an artist is various versions of a short form EPK or One-Sheet, and the ability to update it at will.

You can use this one sheet to send out to various groups to get booked for shows, get interviews on radio stations, podcasts and even be considered for playlists.

This mini-training takes you through how to create a one-sheet for any such occasion, gives you examples of the most common types of one-sheets and what you should put on it to reach your desired audience.

Answer these questions for EACH one-sheet that you are creating.

WHAT IS THE OBJECTIVE OF THIS ONE-SHEET/EPK?

- Don't make the mistake of using the same EPK or One-Sheet for every occasion.
- Be sure that your one-sheet is tailored for the very specific objective that it's being used for, this will help you achieve your objective.

Objective Examples

- Booking Live Shows
- Booking Interviews
 - Podcast, Blogs, Radio Stations, TV, Newspapers
- Getting onto Playlists (Spotify)
- Getting Sponsored or Endorsed

WHO IS YOUR INTENDED AUDIENCE?

- Venue Operators
- Booking Agencies
- Promoters
- Playlist Curators
- Program Directors (Radio Stations)
- Journalists
- Influencers Online (Podcast Hosts/Bloggers)

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WHAT TO INCLUDE ON YOUR ONE-SHEET

- **BASICS - every one sheet needs the basics.**
 - Your name
 - Your contact details, phone and email
 - Your social and other online links
 - Your short form bio
- **OBJECTIVE SPECIFIC - depending on your objective what else can you include to make the intended audience what to hire, sponsor, interview or feature you?**
 - Live show description
 - Current single release info
 - Accomplishments/Career Highlights
 - Streaming Numbers
 - Video Views Online
 - Live Video Links
 - Links to other media about you - great reviews, testimonials, other recent articles online
 - Release dates of upcoming or recent releases to radio or digital releases

CREATE YOUR ONE-SHEET/EPK

There are a number of ways to create a one-sheet/epk that don't have to cost a lot of money.

One way is to create a hidden page on your website.

You can then copy that page and tweak each version intended for a particular objective and send the person receiving it to that particular page url with a link in your email or message when you send it out.

If you don't have a website or are not able to edit your own website you can use a free online software like [CANVA.COM](https://www.canva.com) to create multiple one-sheet versions and then download them as PDF documents.

PDF documents keep all the links to the outside URL's in tact!