



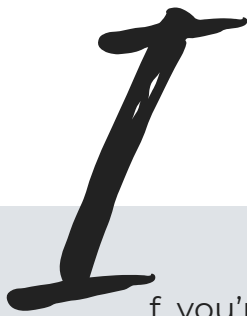
HOW TO

pitch & promote

your creative work

A guide for all artists & creators

Introduction



If you're a creative artist who doesn't blink an eye at the thought of performing for a crowd, yet you shudder at the thought of self-promotion and marketing what you do, you aren't alone.



It doesn't come easily or naturally to most of us, and there's an ingrained perception that marketing yourself is sleazy or arrogant. However, it's important that you are accessible to your audience in order to build attention around your work.

Promoting yourself - especially through social media - can take a lot of time and energy, if you don't have a plan. So what's the quickest way for you to start building that buzz and make yourself accessible to that audience? Media hype. Radio, blogs, news outlets, social media platforms (yours and theirs) are all gateways to generating attention around who you are and what you do.

Once you've built sufficient buzz and a following around what you do, others will do your marketing for you through word of mouth and personal recommendations - which is the most powerful kind of marketing you could possibly hope to benefit from.

This guide has been put together to help you to:

- Create a personal brand that lets you stand out from the crowd
- Identify an audience that resonates with who you are and what you do
- Build a strong social media presence to connect with your crowd
- Expand your reach by showcasing the best of your work to the media



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Artwork Credit: 'The Bent and Burnt Blue Bunyip Forest (after the 2019 bushfires)'
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This resource was developed by Jo O'Connor in partnership with 3MDR & Burrinja Cultural Centre and was funded by Yarra Ranges Council.



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Chapter 1

Who are you?

Identifying yourself is the foundation of your marketing. Who are you and what do you want to be known for? This line of questioning will help you to create your personal brand.



You may work in a lot of mediums, but focusing on your core output/signature service will help to create an awareness of who you are in the longer term. What you want is a memorable hook, something that will make people say “Oh, I know X, they do Y” .

It might seem overly simplistic, especially if you are an eclectic creative or have a wide range of work, but consistent branding will be the fastest way to create name recognition and build a following in the long term.

Use the worksheet on the following page to help you to narrow your focus and craft a short personal bio to introduce yourself and your work.

This activity will also help to develop your written voice or tone - this is something you'll want to keep consistent across all of your communication, so whether it's a more professional/serious tone or perhaps a casual/quirky voice, what's important is that it's reflective of the image you wish to project.

You can choose either a first or third person perspective when crafting your bio, however a factual/neutral third person voice is more widely used and recommended as it is easily used and shared by journalists, podcasters and other media commentators.



Self-Branding Worksheet

WHAT DO YOU DO OR CREATE?

WHAT ARE 5 WORDS THAT DESCRIBE YOUR WORK?

HOW IS YOUR WORK UNIQUE? PINPOINT ONE MAIN DIFFERENCE THAT SETS YOUR WORK APART FROM THAT OF OTHERS

HOW WOULD YOU DESCRIBE YOUR PERSONALITY? HOW DOES THAT PERSONALITY INFORM AND SHAPE YOUR WORK?

Chapter 2

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and who cares?

Ouch. Okay, so that sounds a little blunt, sure. But you don't want to be pushing yourself in front of people who don't connect with what you're doing, at least not a first. You need to begin with an audience that's receptive to who you are and what you do.

This goes against every marketing mantra in existence, but if you work in a creative domain, I don't recommend creating an audience avatar - at least not in the traditional sense. If you're unfamiliar with the concept of an audience avatar, it's basically an idealised version of your preferred customer or client, broken down into detailed specifics. We'll walk through these in the following pages.

Art and music breach divides, they aren't just for one particular subset of people and you never know who your work will resonate with. Avoid pigeonholing your audience with a preconceived persona as far as things like age and gender are concerned.

There are of course some elements of avatar building that will be useful for finding an audience that clicks with you. Think shared experiences, interests, creating connections through commonalities and what's going to resonate with others. Different people will have different takeaways from what you create, and it can be a fluid, shifting thing. This is why it's so important to focus firstly on defining who you are as a creative. Speak to what's key to you - in the right medium at the right time - and your audience will gravitate to you.



Find Your Fans

Your primary focus should be how you are going to create that connection with your audience so that you can generate engagement. This is where your Media Kit will come into play. The most useful elements of avatar creation are the behavioural and psychographic elements of persona building, but a typical audience avatar takes into account the following considerations.



Age:

In a traditional persona, it's recommended to be very specific, down to the year. Use a much broader brush here. While knowing your audience's age can be handy for determining which social media platform you may be likely to reach them on (more on that later), the only aspect I'd bother breaking this down to is if your work is or isn't child appropriate.

What you do might resonate more strongly with a group in a certain age bracket, but people come to experiences at different points in their life, keeping in mind that what's for children can be for adults too, but not necessarily the other way around! If your work is specifically for children, then you probably will need to have a narrower age focus due to their stage of development and understanding - preschool vs teenager etc.



Gender:

The award for most limiting and outdated construct goes to. Let's not perpetuate the thinking that our chromosomes dictate our capabilities OR our needs and go beyond to be more open-minded. While most analytics are broken down on the basis of gender, I would avoid using this as a primary method of thinking about your audience.



Occupation:

Unless you're a functional artist creating something practical for use in a particular field, you probably don't need to bother so much with this as a parameter. If that was the case, this would be a helpful piece of information for reaching people in need of your work. LinkedIn is the ideal platform to research and network with those in a specific industry.



Location:

This is a more useful thing to think about - think about their location in relation to yours. How are you able to reach out and be accessible to your audience? Will you be connecting with them primarily in a physical way (with live gigs or shows), is your work available online or is it a combination of the two (hint: it should be!)



Lifestyle:

Along with location, lifestyle is probably the most useful aspect mentioned so far. This is where targeting by age, gender and occupation is REALLY trying to get you to - what kind of lifestyle does your desired audience member lead? - but a better way to get to this answer is by focusing on what's known as 'psychographics', which we'll break down in the following pages.

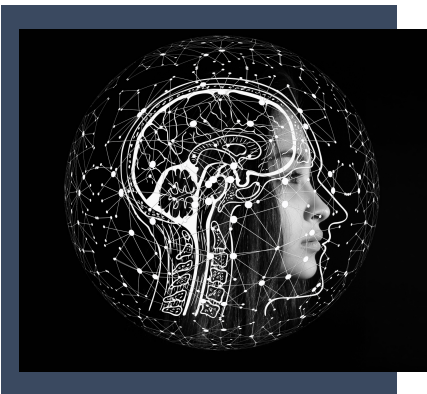
Psychographics

Psychographics is the study of consumers based on their activities, interests, and opinions.

If you focus on targeting purely by demographics, your message may be irrelevant to vast sections of that audience. Just because two people are roughly the same age and have similar jobs doesn't mean they share similar tastes, values, or motivations.

In contrast, a psychographic profile focuses on the factors that drive actions and lifestyle choices. By understanding how your audience thinks and feels, you can connect with them more effectively.

These factors can be defined as either cognitive or behavioural:



Cognitive:

Cognitive factors refer to how a person thinks and feels, their emotional responses, opinions, attitudes, and beliefs.



Behavioural:

Behavioural factors are how a person acts and what they do based on their hobbies, interests and external influences.

Audience Connection Worksheet

Use this worksheet to survey a group of people in your current audience who have responded positively to your work, then look for patterns. Try also to brainstorm your own authentic questions that can help you to get to the bottom of your audience's likes and wants.

WHAT KIND OF MEDIA (FILM/TV/LIVE PERFORMANCE) DO THEY PREFER?

WHAT BOOKS OR MAGAZINES DO THEY READ?

WHICH SOCIAL MEDIA SITES ARE THEY ACTIVE ON?

WHAT ARE THEIR HOBBIES OR INTERESTS?

WHAT CAUSES ARE THEY PASSIONATE ABOUT?

WHAT ARE THEIR CHALLENGES?

WHAT ARE THEIR GOALS?

Chapter 3

C

reating a social presence.

Before you go promoting yourself to media outlets, you need to have a presence on at least one social platform or medium.



You don't need to be everywhere. It's better to pick one medium and have a strong presence there than it is to spread yourself too thinly and stress yourself out and burn time trying to post content to half a dozen platforms.

There's a lot of negative perceptions around social media, and some with good reason, but the best thing about it is that it offers a platform for you to connect, tell your story and create an immersive, engaging experience for your audience.

Ideally, you should choose the platform that your audience is most active on. If you have to focus on just one platform, I recommend Instagram for creatives, as it's the most flexible, mobile and visually aesthetic platform that offers you the opportunity to network and build influence in your field.

As Instagram is owned by Facebook, it's also relatively simple to cross-post your content to a Facebook account and manage both platforms through Facebook's native Creator Studio, effectively expanding your reach with minimal effort.

Social Media Platforms



Facebook

- Facebook is the world's largest social media platform, with more than 2.8 billion monthly active users
- Best engagement and reach achieved through conversation in groups or by posting video content
- Most used by 27+ and senior demographics



Instagram

- Highly visual platform, based on the sharing of photos and videos
- Discovery achieved through the use of hashtags # and @ mentions
- Greatest reach possible with the use of shared short form videos (Reels)
- Owned by Facebook, with a similar sized audience but perceived as more on trend, mobile and swayed by peer influence



YouTube

- Users can search for and watch videos, create a personal channel and like, comment, share, subscribe, and follow other YouTube channels and users
- Most popular content is instructional (how to guides, recipes, hacks) and/or entertaining (music clips, comedy clips, vlogs)
- YouTube has over a billion users and an estimated 300 hours of footage uploaded per minute, it is critical to optimise videos for search and discovery

Social Media Platforms



TikTok

- Used to make and post short-form videos, from genres like dance, comedy, and education, that have a duration from fifteen seconds to three minutes
- TikTok users are shown a feed of videos that are recommended depending on the content they have liked, interacted with, or searched
- The app has spawned numerous viral trends, internet celebrities/influencers, and music trends around the world



Twitter

- Conversational, fast-paced and real-time text messaging
- Join in conversations through hashtags and tagging
- An excellent platform for participating in major cultural moments or events in real-time
- Favoured by journalists and political figures, considered to be a more intellectual platform



LinkedIn

- Focused on professional networking
- A great platform for building and developing professional connections, showcasing career achievements and establishing authority in your field

Social Media Platforms



Pinterest

- Allows users to visually share, and discover new interests by posting (known as 'pinning') images or videos to their own or others' boards and browsing what other users have pinned
- People can either upload an image from their computer or pin things they find on the web
- very lifestyle and product oriented



SnapChat

- Image and video messaging mobile app
- All messages sent through the app are deleted immediately after being viewed by the recipient. Each photo has a lifespan of up to 10 seconds and then disappears, although of course can be screenshotted
- Junior demographic, waning in popularity since the advent of TikTok

Chapter 4

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etting your kit together.

Now that you have your profile and your social presence down pat, it's time to put it together in your Media Kit.



A media kit is essentially collated bite-sized pieces of content, images and in some cases video and audio clips for sharing with the media outlets that are going to help you to get your message out there.

A powerful media kit is much more than just typing your information onto a page. It combines compelling copywriting with the use of creative design elements that are visually appealing to your audience. Take your text and other elements and transform them into a customized media kit that fits your unique brand.

What format, how you create it (or have it created for you) and where you display it and how you distribute it are all variables, but the essentials will be the same.



Media Kit Elements:

A SUCCINCT BIO

This is where you can put together the definitive identity statement you created in chapter one and expand upon it. You won't be limited to a character count here, but it's a good idea to keep it punchy and memorable. Combine your "who are you" with your "why should I care" and you'll probably have it.

YOUR SOCIAL PROOF

Any awards, recognition, featured/well known works, testimonials as well as your social media stats (don't have to be in depth). Include the most attention grabbing quotes/stats and include links to longer articles and reviews.

IMAGES

These don't need to be professionally done if it's not within your budget just yet, but they should fit your branding. Professional photos are something you should invest in when the time is right though - in the meantime, if you have someone in your family or friends network who is open to taking some photos for you in exchange for some in-kind value, that's perfect, but this is only appropriate if photography is a hobby for them and they are happy with the exchange - if photography is how they make their living, be fair and pay them at their rate or make arrangements to take the photos yourself.

Selfies and more casual photos are fine, as long as the pictures themselves are good quality and fit your branding and aesthetic. Have a variety of different shots if you can, as well as different sizes as different publications will have different requirements - do some research to get an idea of what each platform usually publishes.

If you are an artist, include pictures of your work/portfolio. You'll want these taken professionally if possible to show your pieces to their greatest advantage. Make sure your pictures are as high resolution as possible without the file size being too large. .jpg/.png format are usually best and will stand up to compression.

Create a media-rich experience by adding short video or audio clips. Video is the most viewed medium on social media, and content distributors are always searching for it. Make it easy for them to share your work.

VIDEO

Since the largest and most popular social platforms (Facebook, Instagram, YouTube and TikTok) all prioritise video, it makes sense to invest in your video strategy. You don't need to be a professional videographer, you can just record clips on your phone and edit them either using an app, the tools provided by the platform you're posting on, Canva or use a free video editing software such as Lightbox. Don't post low quality, grainy or poorly lit video - use the best quality camera you have available to you and try to shoot your clips in natural light, or invest in a ring light, which reduces shadows and provides a professional lighting effect. If professional production is important for your image and you have a budget to accommodate it, outsource to a videographer.

AUDIO FILES

These are especially relevant if you are a musician - include a sample of your work. It doesn't have to be a whole track, or it can be, or you can include a mix of different styles. You can also include a brief, generic speaking clip for airplay, but as for video and anything that needs to be downloaded, make sure to strike the right balance between quality and file size. If you don't have access to specialist equipment, or if you're just starting out and need audio editing on a budget, Audacity is a popular free and easy to use digital editing software available to download online.

TOOLS TO USE

Adobe Spark and Canva are both great programs for creating these and many other digital assets. Both have free versions available, but for flexibility and ease of use, I would recommend Canva (although if you already have a subscription to Adobe Creative Cloud, the full version of Spark will be included, so in that case I would suggest you look at using Spark first.)

Canva can be used to put together press releases, posters, artist/speaker one sheets, social media posts for all platforms and more. Canva is free to use (if you're going to make regular use of it and want additional features a paid plan is also available) and includes many templates that you can experiment with and use to put together a basic media kit.

Putting Your Kit Together:

Now that you have all of the elements of your media kit, it's time to collate them. There are a few different options for putting together and hosting a kit, which will dictate the format.

Options we'll discuss here -

1. As a media enquiries page on your website
2. A PDF file for email/download with link from a cloud-based storage service
3. Natively on an Instagram Stories highlight

My recommendations would be to have all three - a media page and a dedicated media Instagram highlight for those who have sought you out independently, or perhaps have stumbled across your profile, and a cloud stored file to share when sending out press releases to journalists, podcasters or other media bloggers.

Sending out press releases and media pitches is something you should be doing on a regular basis, as often as you have something newsworthy to share. Everybody is looking for content and media outlets are no exception - in fact, they're probably the hungriest for it out of anyone. We'll go into more depth on how to do this in Chapter 5, but for now let's take a closer look at your kit options.

WEBSITE MEDIA PAGE

If you already have a website, it makes sense to have your media kit accessible there. When incorporated into your website, you'll have an easy URL link and a landing page for all of your media enquiries.

If you set your website up in the right way, it can transform your static media kit into an active tool that works to promote you and your work through:

1. Good organic SEO (paid is also an option)
2. User-friendly design
3. The ability to convert interest into something tangible, whether a workshop booking, sale from your online store or a gig booking or interview request

The design and uploading of your media kit page will largely be influenced by your website hosting and design. If you aren't familiar with or don't have access to the back end of your website, it's probably best to engage a developer to do this for you.

If you don't already have a website, it's worthwhile investigating your options to either have one built by a developer on a platform like WordPress, or to DIY using a service like Wix or Squarespace. There are pros and cons to each option - a professionally developed website may cost more upfront, but at the end of the project you'll have a complete website, professionally designed to your specifications, that you didn't have to dedicate time to learning how to put together yourself.

Platforms like Wix and Squarespace may appeal to you on price, but be sure to review their plans carefully, as you may need to purchase additional 'addons' to get all the functionality you need, and of course you should also factor in the cost of your time spent learning the platform and actually putting the website together.

Whichever option you choose, dedicate a page specifically for media enquiries. This should contain the following elements:

- Contact Information
- Media assets - logos, headshots etc as downloadable files. Be sure to name the files appropriately (ie: headshot-artist-firstname-lastname.jpg NOT Pic0178303578.jpg) and don't forget to include the Photographer credit. Videos previously uploaded to YouTube can also be embedded directly onto the page, but also include a link in the description.
- links to any previous news articles or media mentions
- links to social media profiles
- links to any additional files hosted through a cloud sharing service such as Dropbox or Google Drive

FILES FOR DOWNLOADING

It's a good idea to have all of your media kit assets saved together in a standalone file. Not only will this help keep your kit organised, but it will be easy and convenient to send as an email attachment, or have available for download via either your website or linked access to a cloud hosted file share service like DropBox or Google Drive.

For security and privacy reasons, it's preferred that you use a filesharing service rather than attach files directly from your computer.

If hosted on cloud sharing service make sure permissions are set appropriately for others to view (not edit) and any typewritten documents should be saved as PDF files so that they can't easily be edited or altered in any way.

If you have a Google account, you should already have access to Google Drive. If you don't already have a Google account, you can set one up for free which will not only give you access to 15GB of free storage, but also all of Google's other applications, such as Gmail, YouTube, Google Maps, and Google Calendar as well as Google's suite of productivity tools (Docs, Sheets and Slides).

Dropbox has a free plan that will give you up to 2GB of storage . If you find the service useful and you require more storage than the basic 2GB provided, you can upgrade to a paid account.

Both services have extensive how-to instructions on setting up and making use of your account.

INSTAGRAM STORIES HIGHLIGHT

If you aren't already familiar with Instagram Stories, they are short-form videos (15 seconds each) or images you share that stay visible on your profile for 24 hours.

To make an Instagram Story -

- Open up the Instagram app on your phone and tap your profile picture near the upper left-hand corner. Alternatively, swipe right to open up the camera.
- Choose a filter by swiping right and left at the bottom. You'll be able to preview each filter live.
- Capture a photo or video using the camera.
- Alternatively, skip the two previous steps and swipe up on your screen to browse your gallery. Choose an existing photo or video.
- Add stickers, time stamps, or GIFs to the Story.
- Once you've finished editing your photo or video, tap **Your Story** to share it with all of your followers.

Even though stories only last for 24 hours, you can save them to your profile as Highlights. Highlights are in a prime location on your IG profile, right after your bio but before your grid.

You can name and create a customized icon for each Highlight folder, so if you create a Media Highlight on your profile and store the right info there, viewers will be able to find out everything they need to know about how to get in touch with you quickly and easily

To save an active story as a Highlight on your profile -

- Tap on the story to view it
- Choose the last option, labeled Highlight.
- Hit the plus icon to save your story as a Highlight.
- Create a name for the new Highlight, or add it to an existing Highlight you've already created
- Tap the Add button.

It's a good idea to brainstorm what you want to include on your Media Highlight first. Depending on your profession, you could include things like:

- Artist Profiles
- Upcoming show announcements
- Touring dates
- Brief press releases/teasers to contact you for further information
- Contact details

Instagram Stories are usually less polished than other types of posts on the platform, but if you're using stories as an outreach method to media, I would definitely consider putting the effort into pre-creating your stories in Canva using their built in Instagram Story templates, or outsourcing to someone who knows how to do so.

Another great thing about Instagram is that you can tag media outlets directly or send them stories as a DM (Direct Message), HOWEVER do NOT do this without reaching out to the holder of the account first, or without adding a personalised message of why you're reaching out to them and what value your message will add for them, just as you would when sending a media pitch via email (which we'll discuss in the next chapter).

Chapter 5

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pread the word with a Press Release (also sometimes referred to as a Media Release).

The natural time to start putting your kit into circulation is when you have something newsworthy to share, like an art show, gig or a book launch.

Make sure you are giving enough notice for whoever is interested to give them the opportunity to organise an interview with you. Each publication or media outlet will have their own schedule for organising content depending on their publishing process, but if possible, reach out with a media release and a link to your kit 6-8 weeks before your event, and then follow up at regular intervals in the lead up.

Example :

6/8 weeks before - send media release and kit with information on how to contact you for an interview

4 weeks before - follow up with interview availability reminder

2 weeks before - send a social tile/link for sharing and a reminder about the event

Hopefully, the week before the event you will have at least 1 or 2 interviews in circulation. This would be a good time to make sure that all the information is available on your own socials and ready to share - that way, even if you haven't been able to secure an interview with a particular publication, you can send or tag them in content that they can share (be sure to have all the relevant information to go along with it, especially the date and location).





Press Release Guidelines

Press Releases should follow a particular format for the best results. The following pages will detail essential elements to be included in your release and I've also included some templates to get you started.

When you first reach out to a publication, be personable and try to make a personal connection, with a view to building a good working relationship. Be sure to offer some value beyond just promoting your own work - is there something you can offer to their readers/listeners, like tickets to your show or a signed copy of your book? Anything that will help them to generate some audience engagement is likely to be well received.

The most vital element to your press release is that it is newsworthy and contains a 'hook' to interest the journalist. Depending on the publication, journalists can receive anywhere up to 200 press release pitches per day, so to stand out, you need to capture their interest and write in a way that makes it easy for them to say yes to publishing yours.

Consider your best channels to promote depending on the kind of news you're sharing. Brainstorm who you could reach out to either locally or nationally, like:

- Radio Stations
- Newspapers
- Magazine Publishers
- Television Stations
- Podcasters or Bloggers
- Freelance Journalists
- News Aggregate Services

TIP - If you want a wider reach or just want to save time building a database of contacts, consider hiring a PR agent or contact a media distribution service to distribute your press releases on your behalf. For the best chance of your release being picked up, consider hiring a professional press release writer.



Press Release Elements:

HEADLINE

A single line of text that encapsulates the information presented in the Press Release.

This should draw the attention of the reader, and as it will likely be used as the headline on any digital articles published, it should ideally be crafted with keywords and SEO (Search Engine Optimisation) in mind in order to generate traffic to the article - journalists may rewrite the headline of course, but the easier you can make it for them to print the release as is, the more likely it will be published.

The headline should be descriptive and concise - no more than 120 characters/10 words if possible - and formatted with the first letter of each word capitalised, not including articles of speech.

Example:

{Gallery} to Display {Name}'s Art Work for {Number} Days

not

{Gallery} To Display {Name}'s Art Work For {Number} Days

or

{GALLERY} TO DISPLAY {NAME}'S ART WORK FOR {NUMBER} DAYS

Directly beneath the headline, you should type the date sent and in capitals FOR IMMEDIATE RELEASE, unless there is some reason you want the journalist not to print the article before a specific date, in which case you should type EMBARGOED: {Date you want the press release published after}.

Tip: Be aware that placing an embargo may affect your chances of the story being published, depending on whether the journalist wants to hang on to the release or not!

BODY OF THE RELEASE

Each sentence should be a single, standalone paragraph, to allow the journalist to edit the piece depending on how much they want to write.

The first paragraph is vital to influencing the journalist to keep reading, so it should include a newsworthy hook. You can expand on details in following paragraphs, but be sure to follow the same copywriting style, keep the release in the third person and cover all relevant information points (who/what/why/where/how and when).

A great way to add authority to your release is by including written quotes not only from yourself or a spokesperson, but also from a credible third party who can endorse your product/service/event - ie: gallery owner, publisher, another media source etc.

Wrap up your release with a clear call to action, for example where to buy tickets to your show or view your work.

BOILERPLATE, CONTACT DETAILS & ADDITIONAL NOTES

The release should conclude with an about section (called a boilerplate), which is two or three lines providing some background information on the person issuing the release and your contact details for further follow-up if required. You can also include a bullet point list of any noteworthy facts that you didn't have room to elaborate on in the press release itself. Try to keep the whole release to 1 A4 page if possible, 2 at the very most.

When sending the press release, copy the text into the email itself rather than sending it as an attachment. Attaching photos or additional supporting documents is fine, or you can add a link to your media page or Dropbox/Google file as discussed earlier.

Format your email pitch as follows:

- Email subject line: [Media Release] {Insert Your Headline Here}
- Address the recipient personally if possible
- Get straight to the point of your email eg: "Please find attached and below a story about {Insert Your News Angle}"
- Include a line or two about why this news is helpful or relevant to them or their audience
- Mention any included attachments, ie: "Attached is a high res image of the artist for your use" or include a link to where they can access images
- Sign off with an invitation to contact you if extra details are required
- Copy and paste your press release into the body of the email (correctly formatted and including all contact details) and add your attachments
- TRIPLE CHECK your grammar, contact details, links and attachments before sending!

Event PR Template

PRESS RELEASE

[DATE: Day/Month/Year]

FOR IMMEDIATE RELEASE

{Company/Individual} Presents {Name and/or Description of Event}

{City, State} – {Company/Individual} will present {Name of Event}, taking place at {Location of Event} on {Date}, and featuring {performers, guests, showcases, etc.}.

{Company/Individual} is proud to bring {Name of Event} to {Location of Event} for {the first time, the tenth year in a row, etc.}.

{Name of Event} will {further description on what will take place at event}.

{Quotes from performer, guest, previous attendees, critics, etc. All separated into their own paragraph}

{More details about event; include ticket prices, if applicable, and where/how to purchase tickets}.

ENDS

{Boilerplate about company/individual, event and/or any prominent performers and/or guests}.

For media enquiries, contact: {Contact person/Title/Company/telephone/mobile/email}

Notes to editors:

- Bulletpoint 1
- Bulletpoint 2
- Bulletpoint 3

Gallery Announces Artist Show/Exhibition PR Template

PRESS RELEASE

[DATE: Day/Month/Year]

FOR IMMEDIATE RELEASE

{Gallery} to Display {Name}'s Art Work for {Number} Days

{City, State} – {Gallery}, a gallery known for displaying {local artwork, impressionists, sculptures, etc.}, is hosting an exhibition of {Artist}'s work, a series of {paintings, sketches, sculptures, etc} entitled {Title}.

The exhibition will open on {date} and be available for public viewing for {number} days.

Artist {Name} described the series in the following statement: {Quotation from artist about work including description, meaning and display.}

{Brief description of gallery's image, history, past exhibitions.}

{Quotation from gallery leader expressing excitement over the new display.}

{Gallery} is located at {address}. Interested parties can contact {agent or gallery} at {website or phone number} for viewing times and hours of operation.

ENDS

{Boilerplate description and history of artist, hometown, art style, past displays and awards won.}

For media enquiries, contact: {Contact person/Title/Company/telephone/mobile/email}

Notes to editors:

- Bulletpoint 1
- Bulletpoint 2
- Bulletpoint 3

Book Launch PR Template

PRESS RELEASE

[DATE: Day/Month/Year]

FOR IMMEDIATE RELEASE

{Publisher and/or Author} Announces the Release of {Genre} Book {Title of Book}

{City, State} - {Publisher and/or Author} are proud to offer the {latest, debut, etc.} work from

{Author}, {Title of Book}, hitting bookstores everywhere on {Date}.

{Book title} is a {compelling tale, informative how-to, etc.}, focused on {basic themes of book, or subject matter covered, if it's non-fiction}.

{Further synopsis of book and/or details about the author that help to make the case that

bookstores will want to buy copies of this because their customers won't be able to resist it}.

{Quotes from author, and/or any critics that received upfront copies of the book}.

ENDS

{Boilerplate about author and/or publisher}.

For media enquiries, contact: {Contact person/Title/Company/telephone/mobile/email}

Notes to editors:

- Bulletpoint 1
- Bulletpoint 2
- Bulletpoint 3

Announcement of New Music Album PR Template

PRESS RELEASE

[DATE: Day/Month/Year]

FOR IMMEDIATE RELEASE

{Record Company and/or Artist} Announces the New Album {Title of Album} from {Name of Artist}

{City, State} – {Record Company and/or Artist} is thrilled to announce the release of the {latest, debut, etc.} album from {Artist}, {Title of Album}, available everywhere on {Date}.

{Album title} is {description of album, including genre and any other relevant details}.

{Also include any information about singles, whether already released or about to be released}.

{More details about artist and/or label, including artist's relationship with label}.

{Quotes from artist, label representative and/or any critics that received early copies of the album}.

ENDS

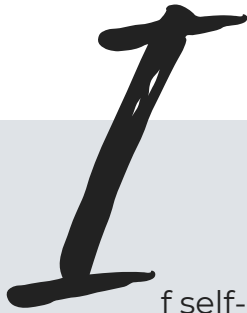
{Boilerplate about record company and/or artist}

For media enquiries, contact: {Contact person/Title/Company/telephone/mobile/email}

Notes to editors:

- Bulletpoint 1
- Bulletpoint 2
- Bulletpoint 3

Chapter 6



If self-promotion, marketing or using digital tools don't come easily to you, or you find that they take too much time and energy away from your work or personal life, don't be afraid to outsource.



Obviously, this will usually involve a monetary investment (or perhaps an exchange of services), but often you'll find that the benefits of saving yourself time and stress will outweigh the cost involved. At the very least, you'll be supporting another creator!

Often the difficult part about outsourcing work is knowing who to turn to - that's why I've included on the following pages some checklists and guides to get you started. There's also links to free resources and tools mentioned throughout this guide.

The most important thing is that you protect your energy and your mental wellbeing - without those, you can't hope to create at your best.

Who To Outsource To

CONSIDER WHAT YOU NEED SUPPORT WITH

MEDIA ASSET CREATION

- Photographer
- Videographer
- Sound Engineer

CONTENT CREATION

- Copywriter
- Press Release Writer
- Graphic Designer

MARKETING SUPPORT

- Marketing Consultant
- Branding Consultant
- PR Agent

CONTENT DISTRIBUTION

- Social Media Manager
- Virtual Assistant (VA)
- Press Release Distribution

TECHNICAL SUPPORT

- Web designer
- SEO Consultant
- Platform/Tool Expert

TOOLS TO USE

- Canva
- Adobe Spark
- Lightworks
- Audacity
- Google Drive
- Dropbox

Outsourcing Guide

HOW TO PROTECT YOUR INTERESTS WHEN OUTSOURCING WORK

When Outsourcing

- Ask for samples of their work as live links where possible, and ask for testimonials from past clients
- Ask for their process when you engage them and be clear on what they will supply for their fee
- Be clear on who will retain ownership and rights to the intellectual property on completed work

Getting the Most Out of Your Outsourcing

- Provide a detailed project brief
- Request a specific and detailed quote, with deliverables listed and budget/payment terms
- Be clear on the review process and request regular ongoing performance reporting if required

Elements of a Good Project

- Lists your goals and objectives
- Provides context and details the issues you are trying to resolve
- Details the expected deliverables and budget range

What to Look for in a Response

- It should respond to every point in your project brief
- Includes an itemised list of everything that will be delivered
- Outlines anything that's missing or required before they can begin work
- Details complete costs and payment schedule
- Include reference/links to a comprehensive service agreement document or contract