

EPK evaluation and reflection

My one-to-one tutor, Ben, gave me some useful feedback on the biography section of my EPK. Even though I had only written a few sentences at that stage, he was still able to point out areas that could be improved. One of the main things he mentioned was that I focused too much on other artists and influences rather than talking about myself as an artist. For example, my original EPK included a lot of names of musicians and bands that inspired me, but there was less information about my own identity, background, and style. This made me realise that an EPK should primarily promote me and my music rather than the artists I look up to.

Another piece of feedback Ben gave me was about mentioning that I am from the North East. He suggested removing this detail, although I cannot fully remember all of the reasons behind his advice. However, after thinking about it, I decided to keep this information in my bio because I believe it is relevant to my current goals and target audience. At the moment, my main focus is reaching venue owners and promoters in order to secure more gigs, and including where I am from helps give context about my local music scene and identity as an artist. I also think that including personal background information makes it easier for journalists, bloggers, or promoters to understand my story quickly, especially if they were writing about any future releases or performances. Having a clear sense of identity can help make an artist more memorable and relatable.

During lessons, we were also placed into groups where we discussed feedback and shared ideas with each other. I read out my ideas to the group and listened carefully to their responses and opinions. This discussion helped me think more carefully about who my target audience actually is and what information would be most important to include in my EPK. It made me realise that every section of the EPK should have a purpose and should appeal directly to the people I want to reach, whether that is venue owners, promoters, journalists, or potential listeners. Thinking about audience helped me understand that an EPK is not just about presenting information, but about presenting myself professionally as an artist and creating a strong first impression.

In addition, the teacher recommended that the biography section of the EPK should be around 500 words in length. This was useful advice because it showed me the importance of giving enough detail to tell my story properly without making it too long or overwhelming for the reader. During the lesson, we also discussed the importance of having artist photographs that reflect both your genre and overall image. This helped me understand that visuals are just as important as written content because they help communicate the style, personality, and identity of an artist before someone has even listened to the music.

This discussion influenced the reasons behind why I chose the photographs that I included in my EPK. After careful consideration, I decided to use the two images that were taken at the same time as my single cover shoot. Although I did not have the financial resources to hire another photographer for a completely separate photoshoot, I still wanted to ensure that the images looked professional and matched the image I wanted to present. I felt that these photographs successfully reflected the soul and R&B style of my music through the poses, lighting, and colour scheme that were used. The warm tones and overall aesthetic helped create a mood that fits the emotional and expressive nature of my music.

Another reason I chose these photographs was because they were specifically taken to support the release of my single, meaning there was already a clear connection between the visuals and my music. Using the same style of imagery throughout my EPK and single artwork also helps create consistency in my branding as an artist. I realised that having a consistent visual identity is important because it makes an artist appear more professional and recognisable. Overall, the lessons and discussions helped me understand that every creative decision within an EPK, including the writing and photography, should work together to represent the artist and communicate their genre, personality, and goals clearly.

The feedback from both my tutor and classmates helped me understand that writing an effective EPK is not just about including as much information as possible, but about selecting the right details that best represent me as an artist and support my career goals.

Following on from mentioning in my bio that I perform both original music and covers, I decided not to include videos of unreleased original songs in my EPK. One reason for this is that I currently do not have any professional live recordings of my original music, although I understand I could record performances at open mic events in the future.

Another reason was that I wanted to keep my original music more exclusive. I felt that uploading unreleased songs to my website or EPK would almost feel like officially releasing them before I am ready. Instead, I would prefer to release my music in a more professional and traditional way through a distributor. I also think keeping some music unreleased can build anticipation for future projects and helps me maintain control over how my music is first presented to audiences.

The reason why I chose to put my EPK onto a website was because it is useful for media coverage and makes it easier for journalists, promoters, and venue owners to access information about me quickly. I also think a website is more versatile overall because it can be updated regularly as my career grows. I used a Wix template to help structure my EPK professionally and added my music directly onto the website to make it more accessible for visitors rather than keeping it exclusive.

I also included both portrait and square images within my EPK to give journalists and reporters a variety of photos that could fit different layouts or article formats. In addition, I made sure to

include links to all of my social media platforms however on wix there was no option for for apps such as GigPig and JustPay, which I currently use to apply for gigs and build performance opportunities. In the future I hope to find a way to link GigPig and JustPay. Lastly, having all my information in one place makes it much easier for my audience to find me on all platforms.

There are still several things I would like to improve in the future. One thing I would like to add is more professional live performance photography, particularly images of me performing in front of a larger audience. At the moment, most of the venues I have performed in have been pubs and restaurants with smaller crowds, so I do not yet have those types of images. However, when I perform at larger venues and begin selling tickets, I would like to hire a photographer to capture professional live shots, as this would help strengthen my image and make me appear more established as an artist.

In the future, I would also like to create a professional showreel, although I have not done this yet due to the cost. Once I have saved enough money, this is something I would include within my EPK because it would allow people to see my performance skills more clearly. Similarly, I currently do not have many performance videos available, mainly because I have not yet built up enough footage. However, as I continue performing more gigs, my portfolio of videos will naturally grow and I plan to add these to my EPK over time.

I would also like to add more evidence of activity and achievements as my career develops. In particular, I hope to include future music releases and collaborations with other artists. At the moment, as I am still an upcoming artist, there are not currently any articles written about my music or career. However, as I continue to grow, I would like to include links to any future interviews, reviews, or press coverage within my EPK as proof of my development and authenticity as an artist.

Conclusion

Overall, creating my EPK helped me understand the importance of presenting myself professionally as an artist and thinking carefully about how I want to be viewed within the music industry. The feedback from my tutor and classmates helped me realise that every part of an EPK should have a clear purpose, from the biography and photographs to the music and videos included. Through this process, I became more aware of the importance of identifying my target audience and creating a consistent image that reflects both my personality and genre.

I also learned that an EPK is something that continues to develop over time rather than being completely finished straight away. Although there are still areas I would like to improve, such as adding more live performance footage, professional photographs, a showreel, and future press coverage, I believe the current version successfully represents me as an upcoming soul and R&B artist. I made decisions carefully based on my current stage in the industry, my budget, and the image I want to create for myself.

Overall, this project has helped me build a stronger understanding of artist branding, promotion, and professionalism within the music industry. It has also shown me how important it is to balance creativity with strategic decisions in order to support my future career goals.