Booking Venues 201: The EPK (Electronic Press Kit) That Gets You Booked

The Booking Series (Part 2)

Last month in "Booking Venues 101," we laid down a hard truth: **the phone isn't going to ring if you're not out there knocking on doors.**

But here's the follow-up truth. When you *do* knock on that door—when you send that cold email to a venue, slide into a talent buyer's DMs, or walk into a club to introduce yourself—you need to be ready to hand them your resume.

In the music business, that resume is called an **EPK: an Electronic Press Kit.**

If a venue has to hunt through your Facebook page to figure out what genre you play, or if they have to ask you to email them a photo, you've already lost. A busy talent buyer isn't going to chase you. They are going to move on to the next artist who made their job easy.

What is an EPK, Really?

Think of an EPK as your digital portfolio. It's a single link (usually on your website, or hosted via a service like Bandzoogle or Wix) that contains everything a venue, a promoter, or a festival needs to know about you in one place.

It is not a Facebook page. It is not a Dropbox folder. It is a clean, professional, easy-to-navigate page.

The Non-Negotiables: What Must Be in Your EPK

If you want to get booked, your EPK must include these core elements:

1. A Killer Bio (Keep it Brief)
Don't write your life story. Write a compelling paragraph that tells them your genre, your vibe, your hometown, and what makes your live show special. If you've opened for a national act or played a major festival, put it here. **And if you're struggling to find the right words, this is a perfect time to try out AI as your assistant! Check out our main feature in this issue, "Don't Fear AI, Learn It," for tips on how to use AI to draft a bio that actually sounds like you.**

2. High-Resolution Photos
You need at least one great live shot (showing you performing) and one professional promo photo. Low-res cell phone pictures or blurry screenshots are an immediate red flag. You can even host a private link to a Dropbox folder with high-res images so press and venues can download them.

3. Music & Live Video
A venue wants to know three things: What do you sound like? How many people will you bring? What does your live show look like?

- Link to your best recorded music (Spotify, Apple Music, Bandcamp).
- **Crucial:** Include at least one video of you playing *live*. They don't want to hear your studio magic; they want to know what they are actually paying for on a Friday night.

4. Press & Testimonials (Social Proof)
If a local paper reviewed your album, or if another venue owner said you were great to work with, put it here. Quotes from other musicians or fans also work. This builds instant credibility.

5. Your Tech Rider and Stage Plot
This is the piece most indie artists forget. A venue needs to know if you are a solo acoustic act, a 3-piece, or a 7-piece band with a horn section. Include a simple list of what you need (microphones, DI boxes, monitors). *Note: For smaller venues, keep your technical requirements simple. Don't demand a grand piano if they have a keyboard.*

6. Contact Info & Socials
Make it obvious how to reach you. Include your booking email, phone number, and links to your social media.

The "Booker-Friendly" Extras

If you want to stand out, make sure your EPK is mobile-friendly. Most talent buyers are looking at your EPK on their phone while they are working the door or driving between venues.

Also, make sure your EPK features **upcoming dates**. If you have a show next month at a nearby venue, they can see that you are active and grinding.

The Golden Rule: The One Link

When you follow up on that cold email, or send a message to a venue, **send one link.** Do not send them six different links to Spotify, Instagram, YouTube, and your website. Send them *one* link to your EPK.

They click it, they see your photo, they hear your music, they read your tech needs, and they know exactly how to contact you. That is how you make it easy for them to say "yes."

Coming Next Month: The One Sheet

We know what you're thinking: *"What if I'm walking into a venue in person? I can't hand them a link."*

That's exactly where the **One Sheet** comes in.

Next month, we'll break down how to take all the best parts of your EPK and condense them into a single, powerful PDF page that you can print and hand to a venue manager on the spot. We'll also show you how to use a QR code to connect your physical One Sheet directly to your digital EPK—so they can listen to your music the second you walk out the door.

Until then, keep building your digital house. Stop making venues guess who you are. Make it easy for them to book you.

P.S. – If you have a booking success story (or a horror story), we'd love to hear it. Reply to this email and share your experience. You might just be featured in a future issue.