



BAND PHOTO

Pick 1 or 2 of the most important things about your music that you would like to communicate visually. You've got to hit people with an impression first, something simple and clear that makes a lasting impact. Your photo helps to promote your brand, make it representative of who you are.



Choose the right photographer. A professional photographer is a plus, but working with a friend that you're comfortable with and understands your style can get great results with a little extra time for trial and error.



Plan the shoot by considering wardrobe variety, location, backdrops, and shot selection. Make sure to get some headshots, full-length shots and individual shots of band members for maximum flexibility.



Make a list of the types of photos you need for social media, website, posters, album covers, streaming profiles, etc. Plan to have a diverse selection of photos to choose from for a variety of future needs.

BAND BIO

Your band bio is an opportunity to spark interest in someone who will be the champion for your music. It expands on the ideas in your pitch.

5 elements of bio writing:

