



Tips for jazz musicians

**8 WAYS
TO MAKE SURE
PROMOTERS READ
YOUR EMAILS &
LISTEN TO YOUR
MUSIC**

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1. CONTACT THEM DIRECTLY AND BY NAME

Don't make them just another name in bcc (or worse, cc!) It's clear you haven't done research on exactly what they do and these normally go directly into the junk box. Reach out personally, by name, and show a little background knowledge of what they have done. You are much more likely to grab their attention for a couple of minutes.

2. NAME-CHECK A SIMILAR ARTIST THEY HAVE BOOKED

If you are not known to the promoter, it's a big ask for them to spend ages on your website or Facebook figuring out what you do exactly and whether it is relevant for them. Find a band similar in some way to you and mention in your mail "I see you had xx earlier this year. I am playing a similar style / share a label / have played with them in the past and wondered if you could take 2 minutes to check out this track (below) from my latest album"...

3. SEND JUST ONE LINK TO YOUR MUSIC

Most promoters are getting contacted by at least 10 times as many bands than they have space for. Assuming you manage to grab their attention, don't put them off checking out your music by sending them a long list of options. YOU are the expert: pick the best track that represents your music and include that. Even better, use a free service like bitly.com to shorten it so it looks tidier.

4. KEEP IT SHORT: JUST 1-PARAGRAPH OF TEXT AND A QUOTE

The goal of the text in one of these emails should be to get the promoter to click the link to listen/watch you. Long text makes it less likely they will reach the 'listen' bit. If you have a press quote, include it! Newspapers or well-known magazines are of course more impressive but there are other options too: a previous gig promoter, a well-known blog or even your own label.



5. SEND IT AS 'PLAIN-TEXT'

If you make a super flashy mailout with images and videos and lines, there is the possibility that on some mail providers, it will look a mess. Big gaps, strings of code... Keep it simple

6. MAKE IT URGENT!

Maybe the other steps above work and the promoter not only checks out your music, but likes it. Now you're on the slightly shorter list called 'to book at some point in the future'... Get off of this and onto the 'next season for sure' list by creating urgency. To do this, you have to establish a time period and a reason:

"Available Spring 2017 to mark the February release of the new album."

A lot of musicians are reluctant to narrow their options but it pays off. And anyway, if a promoter wants you for a later period, they'll tell you and you can make a 'special exception'...





7. SET A DATE TO GET BACK IN TOUCH

Another way to gently push for a response is to let them know, at the end, that you will follow up in a couple of weeks. It gives them an extra nudge to form an opinion before then and, unless they ask you not to, it gives you a kind of permission to chase them up.

8. INCLUDE DETAILS IN YOUR SIGNATURE

Whilst it's good to focus the email on one link – your best piece of content - you should include contact details and the main places to learn more about you underneath your name in the signature: Website, Facebook, Youtube & Phone number.

**MORE INFO AND RESOURCES AT
WWW.JAZZFUEL.COM**

