



MA'ANA

**ELECTRONIC PRESS
KIT CHECKLIST**



ALL YOU NEED TO KNOW ABOUT GETTING A NEW EPK

HI THERE.

Where once a simple photo, a crumpled A4 sheet with your bio and a tape or CD of your music might have passed as a press kit, in today's musical climate you need to have all bases covered and be ultra-professional from the start.

Your EPK should be up to date, it should be well-presented and easy to read and it should have everything from your social media links, contact details, press images to your music links, press coverage and career achievements included.

Our Ma'ana EPK will give you a modern EPK, one that's easily updateable and has all your essential information including your biography, social media links, videos, hi res press images and more. Individually created for you, this EPK will help introduce you to the world and showcase your work. There are two options The Basic and Full Packages.

BASIC

For those just getting started on their musical career or for this not quite ready to invest in the full package

- 1 x Basic Design
- 1 x Press Shot Edit
- 3 x Font Options
- 3 x Palette Option
- Copy of Bio Added
- Social Media clickable links
- 2 Revisions

THE FULL PACKAGE

For those looking to give their careers a kick start and move on to the next stage

- 1 x Basic Design
- 3 x Press Shot Edit
- 10 x Font Options
- 10 x Palette Option
- Copy of Bio Added
- Social Media Clickable Links
- Direct Music links (Beatport, traxsource, soundcloud, etc)
- Video embedded
- Additional photography with colour edits
- Social Media Banner showcasing their new EPK
- Added logo pack.
- 4 Revisions



WHAT IS NEEDED?

A list of things that you will need to provide to make your EPK the best it can be.

Don't worry if you don't have any of these we can help you with this. Check out the information below so you can choose what's best for you .

PRESS IMAGES

Making music is just one part of success these days - you have to market and promote yourself well, and a large part of that is having some kick-ass press photos that represent your style. These are saved on a Dropbox link plus a selection of hi res images spread through the document.

If you want to get the images yourself and want to know some tips then go to our blog 'Say cheese' [[link](#)]

BIOGRAPHY

A well-written short, sharp and sweet biography that covers all the bases and lets people know just how awesome you are if you don't have any we can provide

SOCIAL MEDIA

Links that you use - Facebook and Instagram are generally the most popular

ONLINE MUSIC

Links to your music, be that Soundcloud, Mixcloud, Bandcamp, iTunes, Spotify, Beatport etc

If you've warmed up for Paul McCartney and he loved you, ask for a quote and stick it in. The bigger the better. If you've done your mate's wedding, then maybe not...

SELECT DISCOGRAPHY

Don't reel off pages and pages of your releases, but pick some key singles, EPs and albums that reflect your journey and make you stand out.

VIDEOS

It's the 21st century, and people expect that you have good video content. Add links with a good thumbnail image to the EPK demonstrating how kick ass you are live.

PRESS

Compile your best press cuttings, interviews, reviews and online coverage.

CONTACT DETAILS

An obvious one, but you'd be surprised how often it's missing. Add in your country and your email and phone number if you're happy being contacted there.



THE PROCESS

HOW THE PROCESS WILL FLOW

- Make a booking for an EPK
- Fill out Brief Sheet to get more details of your needs
- Get a call from our team to go over request keeping it human
- Pay 50% upfront
- Get introduced to our designer
- Choose Template / Fonts / Palettes options
- Send Ma'ana all your assets via Google Drive / Dropbox
- Designer sends draft project
- Agree Revisions
- Pay remaining 50%
- Sign off project

PRESS IMAGES

If don't have any press images we can provide a Photo shoot

We'll arrange your photo shoot, offering you a variety of locations

to work with before editing and preparing the images ready for public use.

- 1 hour shoot
- Studio lighting (Speedlight flash, soft box & reflector)
- Total of 3-5 Upper Body images
- Standard post editing (Cropping and Light Enhancement)
- Online transfer of "web ready" images (Res 1920x1080)

BIOGRAPHIES

Your online handshake, your biography is key to telling your story. Our writers will work with you to create your bespoke biography, capturing your history, your career highs and what's coming up next.

What extra services we can provide?

CONTACT DETAILS

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