

MAYE CAVALLARO
MZJAZZ.COM

You will need promotional materials to help publicize yourself and your show. Here are some of the things that you will need to develop a professional career.

- a. Professional photos (This is one of the most important pieces of your promotional material. Put some time and money into deciding about the image you want to project, as well as wardrobe and etc. Look at lots of artists websites, CD covers, posters and the like to help you decide how to present yourself in a way that is appropriate for you.)
- b. Sound files and/or video clips to promote your music.
- c. Short blurb (concert description) for us to use on the Jazzschool posters and on the jazzschool website.
- d. Short bio (This is a short description of who you are as an artist. Don't need this for Jazzschool show.)
- e. Long bio (Your story. Many artists have this bio written professionally. Lots of examples on artists websites.)
- f. Social networking (Twitter, Facebook, Linked-in, whatever.)
- g. E-mail list
- h. Postcards (You can use postcards to publicize your event, put on the tables at your gigs, paste on your refrigerator.)
- i. Website or blog