

# HOW TO WRITE AN ARTIST BIO

## Where To Use An Artist Bio?

- Spotify Artist Page
- Artist's Website
- Label's Website (Roster Section)
- Album Press Release
- Press Pitch Email
- Social Media Bios

## Helpful Bio Writing Tips

**1. Use the Email subject line as a mini-bio.** Use this valuable piece of real estate to quickly and clearly let the recipient know what type of release you're submitting... (e.g. "a new indie-folk/electronica EP, tackling the subject of death and the afterlife.")

**2. Have a conversation with the artist about their latest project.** Record the conversation on voice recorder app. Listen back to (or transcribe) the conversation and pull out one-liners from the artist's own words to use in your album/artist bio.

**3. Bring in an outside perspective.** Consider asking a fan or friend of the artist to help craft a bio or to say a few words about the album. Search online and find a bio writer in your genre that has done great work in the past.

**4. Write a fictitious customer review.** After you listen to the album, pretend you're a customer writing a review about it on Amazon. Write a few lines about why you enjoyed the album and how it made you feel. Now use parts of what you wrote to help you craft your album bio.

## Possible Bio Elements To Include

- Key themes
- Instruments used
- Recording Date and Location
- Key Production Personnel
- Previous Accomplishments/Awards
- Other Past-times or Art Interests
- Previous Press Attention
- Artist Location
- Music/Art Education
- Album Format (Vinyl, Cassette, Digital)
- Potential Unique Selling Point
  - *Unique Physical Format*
  - *Special collaboration*
  - *Meaningful Theme*
  - *Unique Recording Technique/Experience*

## Things to Avoid

- Excessive Name Dropping
- Indulgent Backstory
- Lots of text
- Embarrassing Typos
- Too many inspirations or ("for fans of...")
- Self-deprecation