Before you send your EPK.

Run it before every pitch. About ten minutes, on your phone, in a private window, logged out of everything.

ARTIST _____ BUYER _____ DATE _____

The link 5

- [ ] One address, ideally your own domain (yourname.com/epk), the same in your bio, signature and emails.
- [ ] It loads quickly on mobile data and nothing jumps around while it does.
- [ ] No password, no login wall; nothing autoplays with sound.
- [ ] Every link and button works. You tapped each one today.
- [ ] The "last updated" date at the bottom is this month or last.

First screen 5

- [ ] Your name exactly as billed, plus a 10–15 word identity line.
- [ ] One tap to music: a track or a mix (DJs: dated, with tracklist), or a live clip for bands.
- [ ] Three highlights, each with month and year.
- [ ] Booking contact: role, name and a tappable email.
- [ ] It reads without zooming on a phone.

Content 8

- [ ] Bios in 50, 150 and 350 words, labeled, with the same facts in all three.
- [ ] 3–6 press photos, landscape and portrait, credited, with the photographer's OK.
- [ ] Logo as transparent PNG in black and in white (SVG if you have it).
- [ ] Highlights dated, newest first; nothing older than it is useful.
- [ ] 2–4 numbers, each dated and sourced. Nothing bought, nothing rounded up.
- [ ] Every press quote links to the real article, or the block is gone.
- [ ] Show formats and availability windows are listed.
- [ ] AI-assisted images, concept art or synthetic voices are labeled as such.

Riders and paperwork 6

- [ ] Tech rider: dated, 1–2 pages, "required" and "preferred" apart, advance contact on it.
- [ ] Stage plot and input list (live) or booth spec (DJ), checked against the house specs.
- [ ] Hospitality rider: one page, in proportion, with dietary and accessibility needs.
- [ ] W-9 (U.S. artists) or W-8BEN / W-8BEN-E (non-U.S.) filled and stored securely.
- [ ] Invoice template set, with the legal name that's on your tax form.
- [ ] Non-U.S. artists: work authorization planned before you accept U.S. dates.

The email 7

- [ ] One buyer per email; their name spelled right.
- [ ] Subject: "Booking inquiry: [Artist] ([genre]) · [City] · [dates]".
- [ ] The first line shows you know their room, and it's true.
- [ ] One dated proof line that matters to this buyer.
- [ ] Specific dates or a window, and the slot you fit.
- [ ] One link to the EPK; no attachments unless asked (one-sheet under 2 MB).
- [ ] Follow-ups set for day 7–10 and two weeks later, each with news, logged in the tracker.

Final test 2

- [ ] Someone who books shows opened the link and knew how to book you.
- [ ] You read it aloud once: names, venues and dates are spelled right.

Want it built with you? Book a 15-minute call with Sam, Puressência's partner in Milwaukee: [CONFIRM: Sam's booking link / phone]

puressencia.com.br/en/contact/