

BLURB EXAMPLE

Description blurbs are designed to CONVINCENCE programmers at digital stores to feature and promote our music. The goal is to make them short/concise/meaty.

They should ALWAYS include:

A NUTSHELL DESCRIPTION / HISTORY. "Copenhagen-based grunge trio that released a cult album on Cruncy Frog before signing to Warner." If ex-member of another band, include nutshell description of prior band, if notable. Include any collaborations w/ major artists.

Whenever possible, ALSO include...

1) POSITIVE PRESS & CELEBRITY QUOTES. Avoid obscure blog / webzine quotes. As much as possible, stick to major music sites like, Pitchfork, Soundvenue, Gaffa, Politiken etc.

2) RELEASE DETAILS. For example, recording credits and guest musicians (if you think this is relevant for the release). Produced by _____. Guest vocals by _____. If reader might not be familiar with _____, add descriptive adjectives ["DMA-winner"] and previous associates [Bruce Springsteen, Lana del Rey].

3) AWARDS. Grammys, regional awards [Steppeulven, DMA, Gaffa Prisen], niche awards [Carl Prisen, Nordic Music Prize], competitions [KarriereKanonen] etc.

4) TOUR HISTORY. Only if its impressive in that they've toured with (or are about to tour with) recognizable artists. ["toured the Nordics with Kings of Leon" "opened for Wilco on 2019 tour"].

5) FUN FACTS. If it makes you go "wow" or "that's interesting" [or if you think it would make a jaded music industry-type go "wow" or "that's interesting"], include it.