



MARKETING & PROMOTION

RESOURCES

How To Write Your Artist Bio

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This resource provides a step-by-step checklist to help artists write a clear, engaging bio that tells their story and highlights key achievements.

Step 1: Define your style and tone

- Decide on a third-person narrative (e.g., “Jane Smith is...”).
- Choose a tone that reflects your music and personality (serious, playful, heartfelt, edgy).

Step 2: Draft your introduction

- State who you are, what you do, and where you’re from.
- Keep it short, clear, and engaging.

Step 3: Tell the beginning of your story

- Share an anecdote or personal story that highlights your passion for music.
- Include key influences, when you started, and pivotal moments in your journey.

Step 4: Highlight achievements

- List awards or competitions won or other recognition.
- Include notable collaborations or partnerships.
- Mention releases, including albums, singles, or EPs, with key details.

Step 5: Showcase live experience

- Highlight headline or supporting tours, gigs, or festival appearances.
- Share memorable stage moments or audience interactions.

Step 6: Include media coverage

- Add quotes or mentions from press, reviews, interviews, or radio airplay.
- Use short, impactful quotes when possible.

Step 7: Describe audience engagement

- Share social media following, streaming metrics, or fan interactions.
- Include fan testimonials or examples of community-building efforts.

Step 8: Outline collaborations and networks

- Highlight work with other artists, producers, or industry professionals.
- Mention management, label affiliations, or music organisations that support your career.

Step 9: Mention future plans

- Include upcoming releases, tours, or projects.
- Share long-term goals and aspirations within the music industry.

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Step 10: Edit and proofread

- Ensure your bio is concise, clear, and error-free.
- Get feedback from peers, mentors, or professional writers.

Step 11: Add photos and visuals

- Include high-quality portrait and landscape images of yourself.
- Ensure visuals are clear and represent your artist identity accurately.

Step 12: Create multiple versions

- Prepare a short bio (100 - 200 words) for quick introductions.
- Prepare a longer bio (250 - 300 words) for press kits, applications, and detailed profiles.

Looking for more resources?
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MusicNSW works, creates and listens on unceded Aboriginal land across the state. We honour elders past and present and acknowledge all First Nations peoples as the original music makers, storytellers and knowledge holders. Always was, always will be.

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