



MARKETING & PROMOTION

RESOURCES

One-Sheet Essentials

BY RHIANNON COOK, FOUNDER & DIRECTOR, WE ARE SUNSHINE

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This resource explains how to create a clear and professional one-sheet, helping artists present key information, achievements, and assets in a concise format for industry and media.

A One-Sheet is a single-page document that presents all your key information as an artist in a clear, concise and professional way.

Think of it as a snapshot of who you are, what you've achieved, and why someone in the music industry should pay attention. The goal is to make it easy to read, easy to scan, and instantly informative - you're not trying to tell your whole life story, just the essentials.

One-Sheets are commonly used when reaching out to new contacts in the industry or media, such as record labels, booking agents, promoters, radio stations, journalists, playlist curators, or PR professionals. They're often the first impression someone will have of you, so it's crucial that your key points stand out quickly.

Keeping the design simple is important. Avoid overly complicated graphics, hard-to-read fonts, or busy color schemes. The content should be the focus, and the layout should guide the reader effortlessly through your key information.

What to include on your One-Sheet

- Short bio: one to two paragraphs summarising who you are, where you're from, and what your music sounds like. Keep it punchy and engaging.
- Press images: include one or two high-quality images so people can see who you are.
- Career highlights: any awards, notable achievements, or milestones. Keep it factual and concise.
- DSP/Playlist wins: include editorial playlist placements such as Local Noise or other notable streams.
- Media coverage: showcase outlets that have featured you - either list them or use their logos for visual impact.
- Media quotes: include short, sharp quotes from press coverage if available - these help establish credibility.
- Live show experience: highlight headline and support shows, festivals, or tours you've played.
- Team members: list key team members if relevant, such as your booking agent, distributor, or manager.
- Social media links: hyperlink your profiles so the reader can easily check your online presence.
- Contact email: always include a contact email; you never know where the document might be forwarded, so make it as easy as possible for someone to reach you.

Why a One-Sheet is important

A one-sheet is more than just a PR tool - it's a professional calling card. It helps journalists, promoters, labels, and playlist curators quickly understand your brand, music, and achievements. Having a well-organised, attractive one-sheet shows that you're serious about your career, and it makes it easier for people in the industry to advocate for you, book you, feature you, or share your music.

Key players in the industry who frequently use one-sheets include:

- Publicists & PR agencies: for pitching to media outlets
- Radio programmers & DJs: for introducing new music to stations
- Booking agents & promoters: to evaluate your live experience and suitability for shows
- Record labels & distributors: for considering releases, signings, or partnerships
- Playlist curators & DSP editors: to quickly assess your music and achievements



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