



FIRST NATIONS

MARKETING & PROMOTION

Writing Your Artist Bio Checklist

IN COLLABORATION WITH 33 CREATIVE

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This resource explains how to write a clear and compelling artist bio, helping artists communicate their story, style, and achievements.

Your musician biography (bio) is a vital tool for introducing yourself to potential audiences and industry stakeholders. It's a concise representation of your artistic journey, achievements, and aspirations. The who, what, where and why of you and your musical journey to date.

Below is a list of things to consider when writing a short bio.

Style: A bio should be written in the 3rd person.

EG: "John Smith is an emerging artist known for his soulful vocals and innovative songwriting, captivating audiences with his genre-blending music that transcends boundaries."

Clarity

- Keep it concise and to the point, aiming for around 250-300 words for a longer bio.
- One paragraph of 100-200 words max for a shorter bio.
- It is good to have both versions.
- Use clear and simple language to ensure your bio is easy to follow.

Tone and voice

- Choose a tone that reflects your musical style and personality, whether it's serious, quirky, or heartfelt.
- Let your unique voice come through in the writing.

Introduction

- Who are you? What do you do?
- Where are you from? 'Who's your mob'? (example: Wiradjuri).
- Consider also spelling out the pronunciation of your mob. For someone that is potentially talking about you and your music on radio as a presenter you want to give them the most accessible and appropriate way to introduce you to listeners.
- Also consider adding what land you are living on? (example: Gadigal Land)

The beginning of your story

- Consider starting with an engaging personal story or anecdote that reflects your passion for music.
- Create some curiosity and intrigue for the reader. Highlight your musical journey so far, including when and why you started, key influences, and pivotal moments that got you to where you are now

Achievements to date

- List any notable achievements, such as awards, or collaborations.
- If you are already releasing music, make sure to include your discography, mentioning key releases and their significance

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Live performances

- If you are already taking the stage, highlight any memorable live performances, tours, or festivals you've participated in.
- Share personal experiences or highlights that demonstrate your stage presence and connection with live audiences..

Media coverage

- Mention any media coverage you've received, including quotes from reviews, interviews, or features in magazines, blogs, or airplay on radio stations.

Audience engagement

- Discuss your engagement with fans, such as social media following, streaming statistics, and consider pulling some fan testimonials or quotes to include.
- Emphasise any unique fan interactions or community-building efforts.

Collaborations and network

- Showcase collaborations with other artists, producers, or industry professionals. Highlight any affiliations with record labels, management, or music organisations.

Future plans

- Share your upcoming projects, releases, or tours to generate excitement and anticipation. Express your long-term goals and aspirations within the music industry.

Contact information

- Include your professional contact information for booking inquiries, interviews, and collaborations. Provide links to your official website, social media profiles and streaming platforms.

Editing and proofreading

- Ensure your bio is error-free and well-written to create a positive impression. Consider seeking feedback from peers or a professional writer.

Photos and visuals

- It is really important to include high-quality photos that capture your image as an artist. Visuals can enhance the appeal of your bio, making it more engaging.

Crafting an effective musician bio requires a balance between professionalism and authenticity. By presenting a compelling narrative of your musical journey, achievements, and future plans, you'll create a powerful tool that resonates with both potential audiences and industry stakeholders, helping you build a strong presence in the music industry.

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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