



# RECORD RELEASE FORMULA

## OBJECTIVE:

Quite often an artist is so close to their own music that they struggle to see what others see as unique or special about their project. The goal of this exercise is to help said artist define what is most interesting and “sharable” about their music and career, so that they might develop a more effective marketing campaign around their music.

Your job is to spend approximately thirty minutes (Though there is no time limit or maximum) interviewing the artist, just as you would if you were a journalist. The goal is to get a complete understanding of who they are, what has been most significant about their career thus far, and what makes their story unique as compared to other artists.

You are not necessarily looking to better understand their music (although you might be), rather you are looking for that stand-out quality or “hook” that you might find yourself telling someone else, were you to recommend them to a friend.

Below you will find a few sample questions that will help give some basic structure to your interview. However, you are encouraged to go “off script” and ask your own questions as you respond to what they tell you, and as you try to uncover any unique aspects of their story. It is very possible that some questions may become redundant based on answers already given. Feel free to modify or skip those questions. Depending on where the artist is in their career arc, some questions may not apply.

Once the interview is completed you will be asked to answer a few brief questions. Please feel out the questionnaire and return it to the artist.

## INTERVIEW QUESTIONS:

- Start by telling me who you are and what you do.
- How did you get started in music?

- Describe your journey so far, as a professional musician. How did you get from where you started, to where you are now?
- What is unique about the music you make?
- What are some of your biggest accomplishments as a musician?
- What have been some of the career lows or hardships?
- When you think back on your life as a musician, what experience first pops into your head?
- What impact are you hoping your music leaves on the world and/or your fans?

## QUESTIONARE:

After completing the interview, please have the interviewer fill out these questions.

What aspect of the artist's story stood out to you most?

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What aspect of the artist's story had the strongest emotional impact?

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Has your impression of the artist changed as a result of the interview? If so how?

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In just one or two sentences, how would you describe this artist to a friend whom you thought might appreciate them? Please complete this sentence: *You should check out (artist name), they are this (band/artist) that...*

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Thanks you for your participation!