One page. All true on the day you send it. Sent by you, one outlet at a time.

Run the six tests first. Then write the page top to bottom, cut what isn't confirmed, and send it in order: listings, local, genre.

Before you write it: the six tests

☐ **A date**	Something dated in the next eight weeks: release, launch night, show, premiere.
☐ **A story**	One true thing about this single you can source. Your words, your facts.
☐ **A photo**	Landscape, a couple of thousand pixels on the long side, your name in the file name.
☐ **A track**	A private streaming link before release, a public one after. Never an attachment.
☐ **Your yes**	You've read every line. It goes out in your name.
☐ **Bio and look**	The one line from your bio, and a profile that matches the photo.

The page, top to bottom

PART	WHAT GOES IN IT	LENGTH
Headline	Your name, what it is, the one thing that makes it a story	Under 15 words
Facts	Who, where based, what's out, when, where to hear or see it	3 sentences
Story	The one true thing: how it was made, what it's for, why now	2 to 3 sentences
Quote	One, from you, in words you'd say out loud	1 to 2 sentences
Listings	What, when (with the day), where, tickets or link, who else is on	A list
Bio + contact	Your 50-word bio, your name, your email, one link	4 lines

Left out on purpose

☐ **Unconfirmed**	Any date, count or time you'll have to correct. Write what's true today.
☐ **Reach**	Sold out, unmissable, tipped by, went viral.
☐ **Names**	Nobody without their yes: producer, venue, collaborator, station.
☐ **Private**	Health, family, the hard month. Decide what's yours before you write.
☐ **Changeable**	Track counts, set times, support acts, unless you re-check on the day.

Send it

☐ **Who**	You, from your own address. The first line of the email changed for each outlet.
☐ **Order**	Listings first, then local press, then genre sites. One at a time.
☐ **When**	As soon as the six tests pass. Three weeks before a night is already late for a monthly.
☐ **On the day**	Re-read the ticket page and every link. Then send.
☐ **After**	One follow-up a week later, two lines. Then stop. Save the link the day a piece runs.