

# scottkritzer

## classicalguitarist

### Ten Steps to Make a Hit in Your Community

Once you've booked my concert you'll be able to get a complete set of publicity materials online, when *you* need them. In addition, the materials are complete (some just need your local information) and ready for download. No more writing press releases or waiting for an artists' photo. It's all here ready to be used to help make our event a success!

- 1. Direct Mailers and Posters** So handsome they draw attention in *any* window, My direct mailers and posters are specifically designed make an immediate and long lasting impact on potential audience members. They are available online, you can choose the right one for you, add the local contact and event information, print and post.
- 2. Fill-in-the-blank Press Releases and PSA's** I realize that writing press releases and public service announcements can be a time-consuming job. With my pre-written material, you can simply fill in the blanks with your specific concert information (date, time, and location) or add your own personal style and expertise to my information. These are also available online and ready for download.
- 3. Photos** - First rate photographs really do make a difference to newspaper editors. You will be provided with 8 X 10 photos from internationally renowned photographer Hiroshi Iwaya that will make any newspaper editor take notice. These are available online so you can get them when *you* need them.
- 4. Programs** – The specific program for our event will be online and ready for print. You just download, add the local information and print.
- 5. Biography** – Whether for your season brochure, program or your local media I provide both short and long biographies, online, ready for download!
- 6. Human Interest Stories** One of my most important goals is to expand your audience to include those who may have never before considered themselves fans of "classical" music. To this end, I have developed a 'Human Interest Articles' for you local paper, which help your potential audience make a connection. These articles are designed to draw new audiences to classical music.
- 7. Residencies & Workshops** I offer a comprehensive range of residencies and workshops, tailored to specific audiences, from small children up to the adult. Programs such as *Music from Around the World* for K-6th grade and *Trends in Contemporary Music*, master classes, as well as my and popular *Performance Anxiety Rehab* workshop for the high school, university or adult music students give your community an opportunity to make use of the artist as teacher and to build a broader audience base.
- 8. Video Press Releases** Often people need a bit of prompting to attend a concert and these interest-creating quick hit videos will introduce my thoughts as well as performance excerpts of some of the works I'll be performing for your community. Timed for specific release, these email campaigns can capture and keep your audience's interest right up to our performance date!
- 9. Accessibility-** I make it a policy to do everything possible to be available for interviews for the print media, in person or by phone, as well as 'live' radio and television appearances. With both my office and cell phone you'll get me quickly - I promise a maximum one-day response time.
- 10. You Tell Me** - I know that every community is unique and that every presenter has some interesting ideas on marketing to that community. Our goal is to make the greatest impact possible. If you've got a new idea, we're more than willing to try it.