

ok agency

MUSIC INDUSTRY CONSULTANT

www.okagency.is

**FIND OUT WHO
YOU ARE AND
DO IT ON
PURPOSE!**

Anna Jóna Dungal

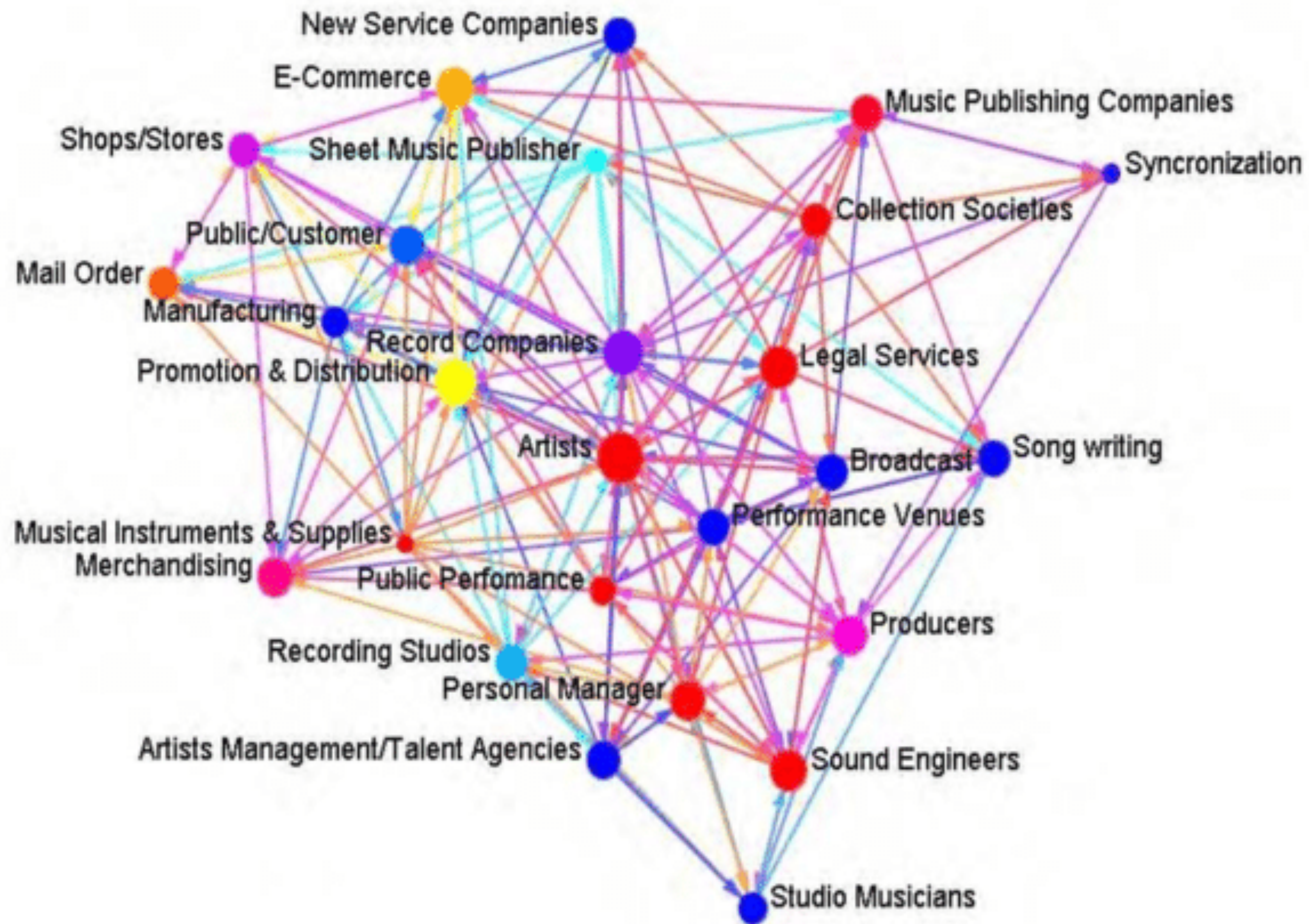
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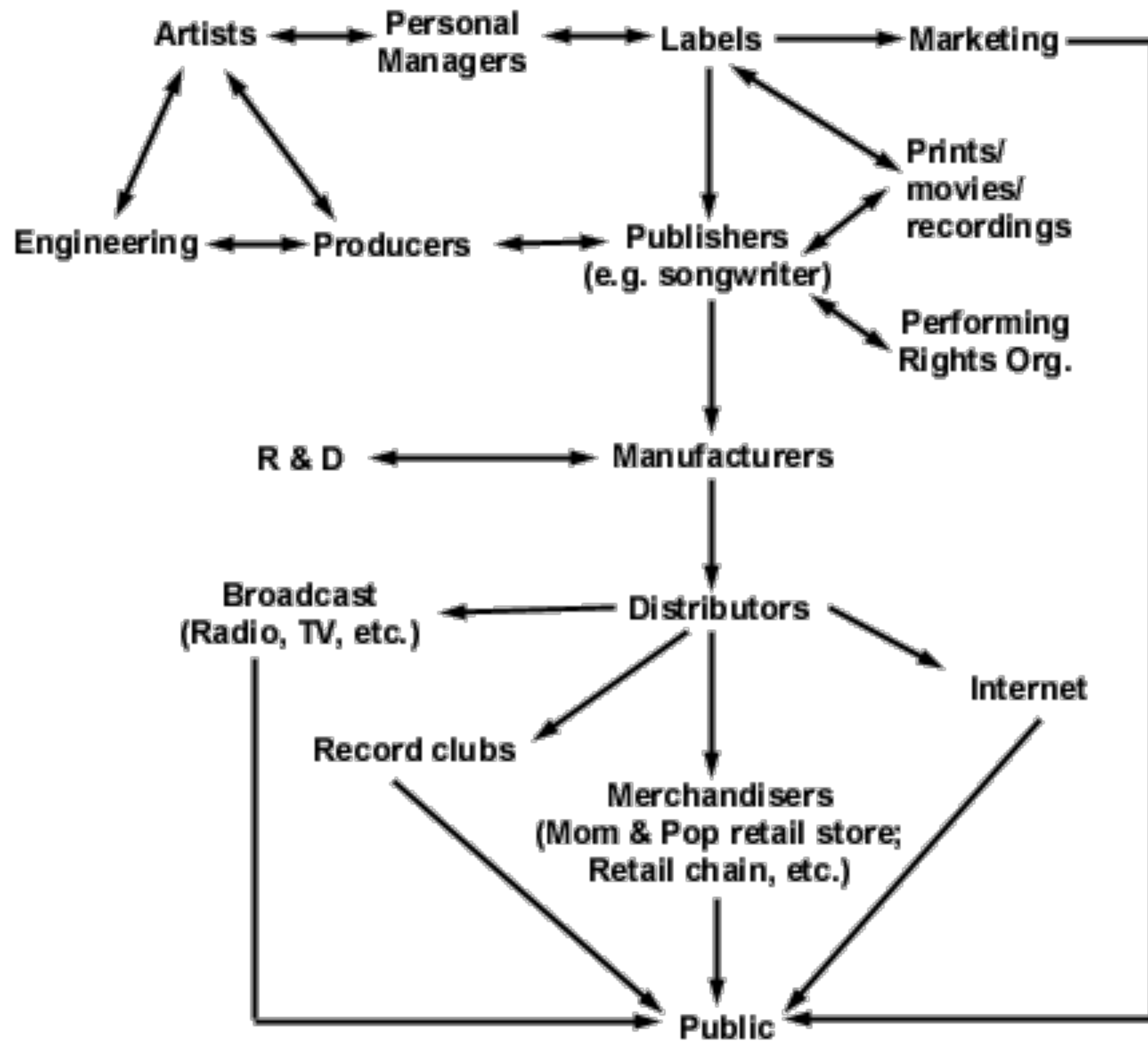
WHO AM I?

ANNA JÓNA DUNGAL

- Born and raised in downtown Reykjavík, Iceland
- Concerts and Iceland Airwaves as a teenager
- Moved to Berlin in 2014 where I got a BA in Music Business from BIMM Berlin
- Mostly focused on concerts, festivals and corporate event as well as PR and teaching workshops
- Moved to Iceland 2021 and started Ok Agency
- Reykjavík Music City, Iceland Music Export, Sony Music Iceland
- Keychange Innovator 2022









***Find out
who you are
and do it
on purpose.***

—DOLLY PARTON

FIND OUT WHO YOU ARE AND DO IT ON PURPOSE

- a webinar on self-discovery, branding and how being well prepared increases your luck.

- Finding your Unique Selling Point
- Why we need to know our weaknesses
- Are goals really important? If so, what are mine?
- What's an EPK and what do I put in it?
- Tips on writing a bio + press release
- What's an elevator pitch and why do I need to know mine by heart?

TODAY!

HELLO, IS IT ME YOU'RE LOOKING FOR?

- A webinar on image, marketing and connecting with your target audience

- Why does it matter how I project myself online?
- You need to figure out what kind of weird you are to find others like you, a.k.a., how to identify your target audience
- How to change your attitude about social media because, let's face it, everyone hates it
- 1000 true fans theory
- Marketing as an extension of your creative self
- Basic marketing strategy for a release with tips and tricks

MAY 30TH!

QUESTIONS?

BEFORE WE START

BEING AN ARTIST

=

MARKETABLE PRODUCT?

BEING A GREAT MUSICIAN

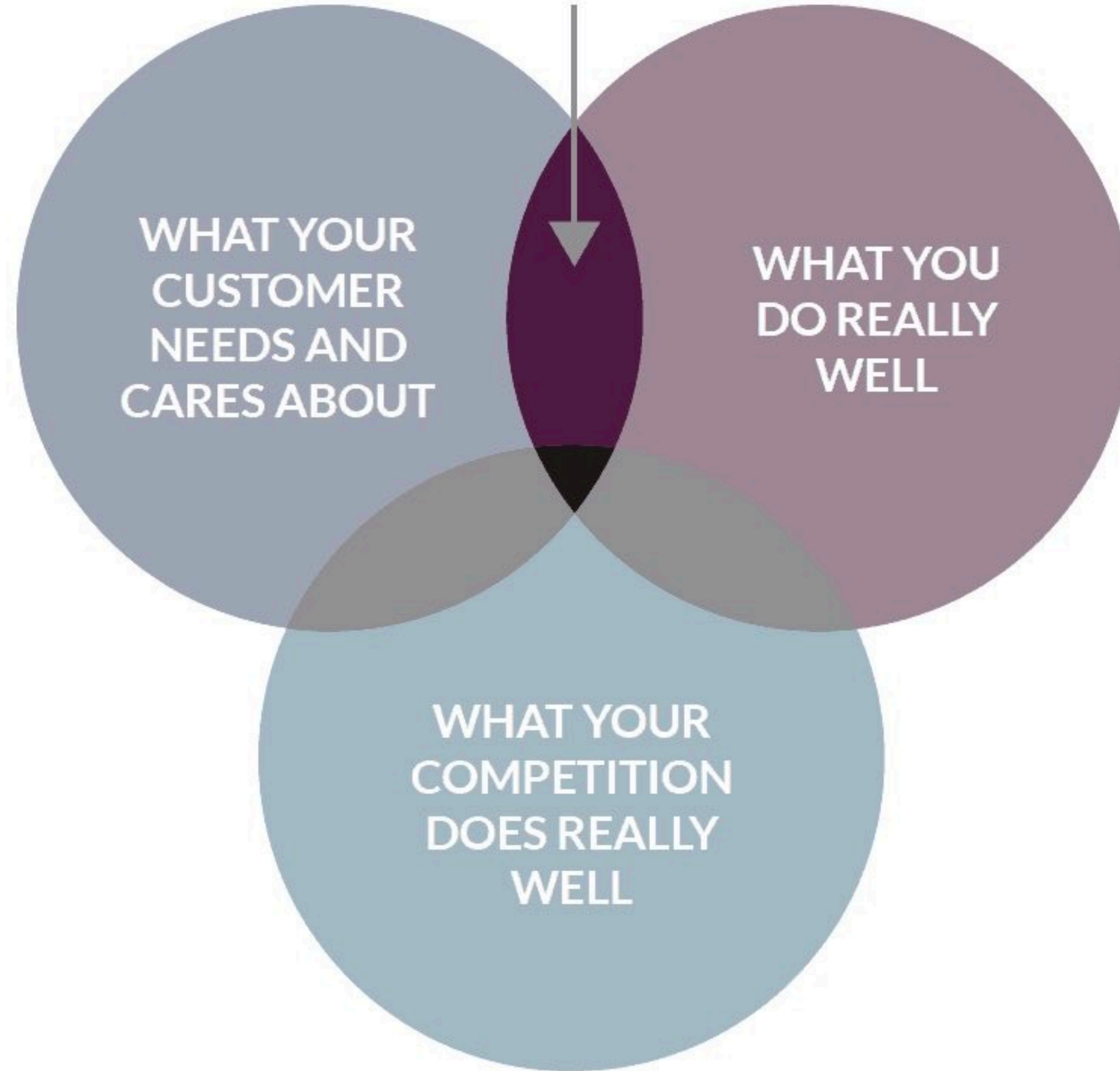
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HAVING A CAREER IN MUSIC

UNIQUE SELLING POINT

WHAT IS IT?

**UNIQUE
VALUE
PROPOSITION**



**USING MY VARIED EXPERIENCE IN THE
MUSIC BUSINESS AND NATURAL
COMMUNICATION SKILLS TO TEACH
ARTISTS THE DETAILS OF THEIR INDUSTRY**

- ANNA'S UNIQUE SELLING POINT

LET'S START - WHO ARE YOU?

- **Nationality / Background** (*Swedish, Scandinavian, Nigerian, South-American*)
- **Religion** (*Spiritual, Muslim, Christian*)
- **Lifestyle and passions** (*LGBTQ, vegan, sports, gamer*)
- **Important experiences** (*addiction, difficult childhood, mental illness*)
- **Social issues** (*feminism, environmental issues*)
- **Goals:** What do I want to achieve? Do I want to develop a community? Do I want sync in movies/TV? Do I want to write music for others? Do I want to make money? Do I want to be huge on social media? Do I want radio play?
- **Territory:** Where do I already have contacts? Where am I getting played? Where do I want to expand to?

WHY?

**BECAUSE IF YOU DON'T KNOW,
THEN WHO WILL?**

SWOT ANALYSIS

STRENGTHS

internal

Characteristics of the business or project that give it an advantage over others

WEAKNESSES

internal

Characteristics of the business that place the business or project at a disadvantage over others

OPPORTUNITIES

external

Elements in the environment that the business or project could exploit to its advantage

THREATS

external

Elements in the environment that could cause trouble for the business or project

PHOEBE BRIDGERS

STRENGTHS

- Singer songwriter who writes her own songs
- Deep and honest lyrics – honesty translates to social media presence
- Good contacts and experience of the industry with 2 solo albums out + side projects

WEAKNESSES

- Having no filter, she can get herself into trouble
- Gives so much of herself it leaves her vulnerable to attacks
- Limited by her genre

OPPORTUNITIES

- Having been part of outing Ryan Adams for his abuse, she's become a feminist leader
- Use outspokenness to attract attention, align with causes
- Working with Conor Oberst gives creditability and opens up network

THREATS

- Overhype – backlash from fans and the industry
- Backlash from Ryan Adams fans and conservatives
- COVID-19 could mean serious income loss
- Newcomers on the market

BABE HEAVEN

STRENGTHS

- Best friends who know each other well and are equally committed
- Their dream-pop sound is very popular right now
- Great style and strong visual representation

WEAKNESSES

- Only two people in the band, need to hire session musicians for shows / recording
- Sound isn't very distinctive
- Front woman has bad stage fright

OPPORTUNITIES

- Strong social media presence during COVID 19
- Fashion features / collaborations
- Front woman is a plus-size WOC

THREATS

- Not being able to use the momentum of their temporary fame due to COVID 19
- Getting dropped by label due to music industry struggling financially
- Music industry pivoting from their sound

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!iXENNOY
YOU NEXT!

AND THEN WHAT?

WHO DO YOU WANT TO BE IN 5 YEARS?

FIND ROLE MODELS TO BASE YOUR CAREER ON

ALWAYS HAVE A

3 MONTH

9 MONTH

3 YEAR

PLAN

S

SPECIFIC

Do: Set real numbers with deadlines

Don't: Say "I just want more fans"

M

MEASURABLE

- Do: Make sure you have a clear definition of success
- Don't: Be vague

A

ATTAINABLE

- Do: Make your goal challenging but possible
- Don't: attempt to book a festival on the other side of the world

R

REALISTIC

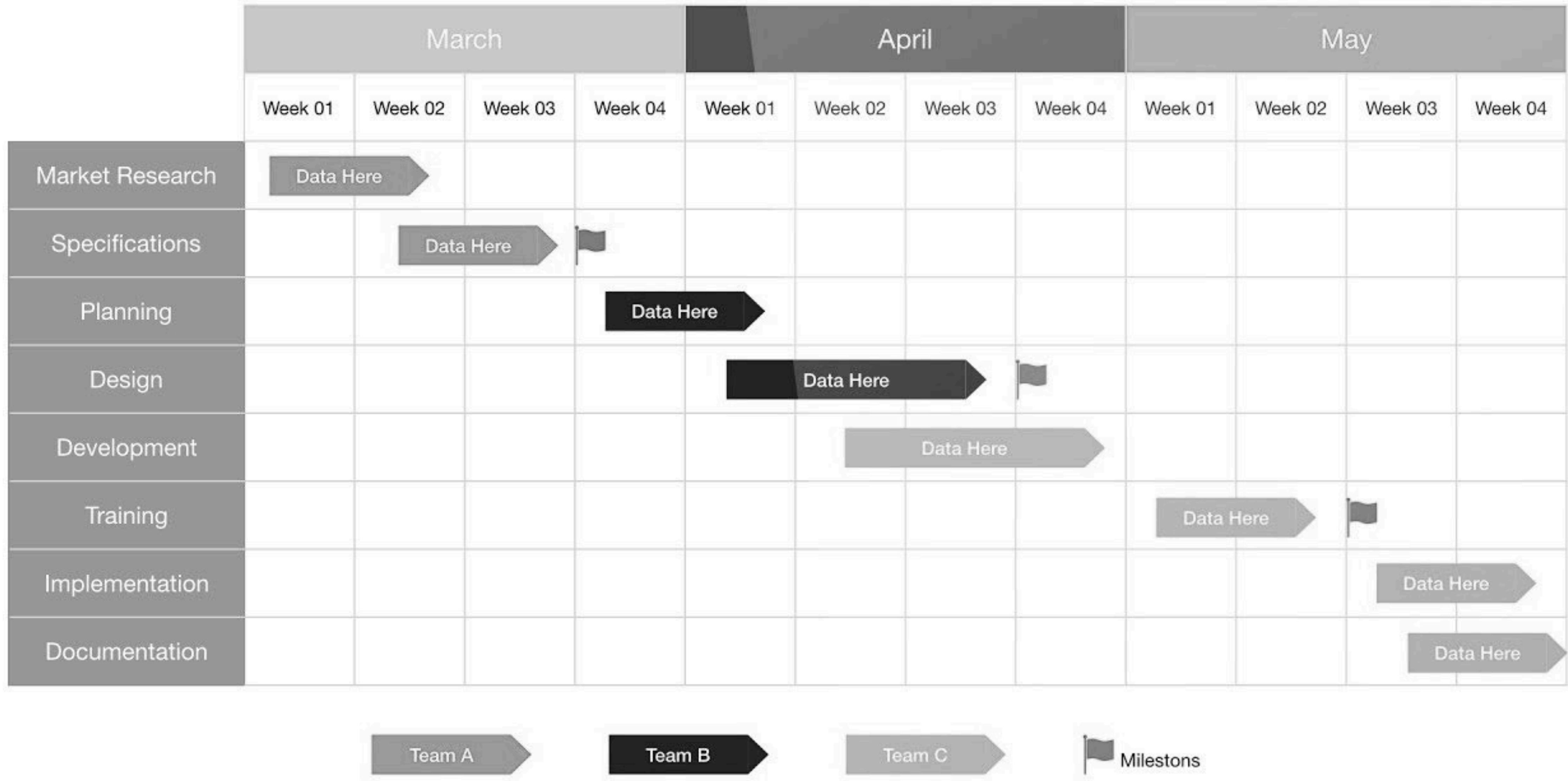
- Do: Be honest with yourself about what you can do
- Don't: Forget that you'll have to overcome many hurdles

T

TIMELY

- Do: Give yourself deadlines
- Don't: keep pushing towards a goal you might hit "some day"

GANTT CHART



HELPFUL TOOLS



5 MIN BREAK

EPK

WHAT IS IT?

- All the information you need in one place!
 - If you do the work ahead of time, it's easier to jump on opportunities when they show up!
 - Gives you credibility and lets you control the narrative
- So that you don't fill inboxes:
 - Dropbox
 - Google Drive
 - WIX/Disco

WHY DO I NEED AN EPK?

WHAT'S IN AN EPK?

- **Bio**
 - 1-2 sentences AND about 2 paragraphs
 - Who are you? Where are you coming from? What's your story? What's your Unique Selling Point?
 - Be honest! Be thoughtful! Get to the point!
- **Press release**
 - Why are you getting in touch?
 - Write the article yourselves
- **Liner Notes**

Who played what? Who wrote the music? Who recorded, mixed, mastered? Features? Shout outs?
- **Press Pictures + Artwork**

1-3 pictures of you
IN GOOD QUALITY
- **Videos**

Music videos, live recordings, (only good ones), interviews

TOP TIPS

EPK

- Look at it from the point of view from who's receiving it
- What would someone be wanting from your EPK?
- What questions would arise?
- Try as you can to avoid the follow-up email

- Mostly journalists + bloggers
- But also - booking agents + promoters - **don't forget riders**
- Not as often - labels
- Basically everyone and their grandma

FOR WHO?

TOP TIPS

bio

- Start with a key sentence about who you are and what you're doing
- 80-120 words
- Tell a story
- Don't use overly complicated language
- Don't get stuck in the details
- Name drop (but not too much)

Born in Hafnarfjörður in Iceland, Sóley Stefánsdóttir has attracted a huge following with her fairytale song-craft since launching her solo career in 2010 with the release of her EP Theater Island. Sóley's fantastical sepia-toned alt-pop tunes continued with the release of her debut full-length album We Sink in 2011.

Receiving acclaim through her delicate compositions, soaked in dream-like qualities and dark surrealism, her song Pretty Face would go on to generate an enormous amount of buzz and legions of converts. Sóley would subsequently tour the USA's East Coast as support on a sold-out run with fellow Icelanders Of Monsters and Men.

Having studied piano and composition at the Icelandic Art Academy, Sóley released the EP Krómantík in 2014, comprised of piano works originally composed for various theater and film productions, and returned to even darker, nocturnal themes with sophomore album Ask The Deep, which came out in early 2015. Following its release, she once again toured the world and supported John Grant for his UK shows in early 2016.

On releasing her third album Endless Summer in Summer 2017, she left the darkness of Ask The Deep behind and focussed on more organic acoustic arrangements. Endless Summer was written and recorded over the span of 12 months with long-time friend and collaborator Albert Finnbogason. 2017 through 2018 saw Sóley collaborate with Sin Fang and múm's Örvar Smárason under the moniker Team Dreams and as of Fall 2018.

Sóley recently finished recording her fourth solo album, scheduled for release later in 2021. The album's release will be supported and accompanied by an extensive run of European shows.

TOP TIPS

press release

- Important to be announcing something
- Short and sweet
- Write it in the third person
- First paragraph gives a lot of information
- Will most likely be copy-pasted so be careful with wording
- Don't forget dates, names, locations

One of Iceland's most beloved artists, Valdimar Guðmundsson (better known as frontman of 6-piece rock and roll band *Valdimar*), explores his folk roots along with powerhouse performers Ásgeir Aðalsteinsson and Ómar Guðjónsson in new americana project LÓN.

On LÓN's debut single, *My Father*, we are taken on an introspective journey of a sort of second adolescence that happens when entering middle age. There's a comfort that comes with ageing, growing into your bones and your stories, but also a grieving of youth. This age also brings on new challenges such as parenthood and having to look at your parents as the imperfect and often frail people they are.

Lead singer Valdimar is expecting his first child this summer and he said *My Father* was born out of musings on what it is that parents pass on to their children, raising questions of how much his own parents affected him.

Valdimar's iconic deep and warm vocals sing over a playful melody that is more contemplative than depressing. Having often been likened to *Rag & Bone Man* with their previous soulful rock and roll project *Valdimar*, LÓN have managed to completely switch gears and hold back from overly complicated arrangements, letting the touching story told in *My Father* to unfold gently.

With this muted but impactful tune, LÓN have proven themselves to be a much needed mature and authentic addition to the already diverse Icelandic music scene.

These themes then carry into LÓN's debut music video, directed by Blóð Studio (founded by Ási Már & Erna Hreins). With cinematic shots where decay and freshness, stillness and play are juxtaposed, the members of LÓN find themselves in an almost dream-like scene of moving between rooms in a derelict old house, having memories return to them while asking questions of the past.

ONE SHEET

WHAT'S IN A ONE SHEET?

- Name
- Short bio
- 1 picture
- Press Quotes
- Why are you contacting them?
- Links to music - *optional*
- How to get in touch
- Social media links

CANVA

WORD/PAGES

MAILCHIMP

Charlotte Carpenter

"eerie perfection"
Consequence Of Sound

"a distinctly different kind of singer/songwriter sound, and one that makes for an enthralling listen."
Best Fit

"Charlotte Carpenter is a storyteller, a young artist capable of applying an enormous impact."
CLASH

"sliding guitar licks, percussive thumps and Carpenter's own fiery, soulful vocals."
NME

"wonderfully affecting, deeply atmospheric"
Gold Flake Paint



Dubbed "a distinctly different kind of singer/songwriter, and one that makes for an enthralling listen", by The Line Of Best Fit, Charlotte has seen acclaim from **Consequence Of Sound, Clash, NME, Total Guitar, Blues Magazine, Louder Than War, Gold Flake Paint** and many more.

Having shared stages with the likes of Marika Hackman, George Ezra, Ethan Johns and tipped by **Total Guitar** as one of their favourite new guitarists to hear in 2016, Charlotte is simmering in the underground venues across the UK however her beautifully crafted and intimate 5 track EP *How Are We Ever To Know?* released June 2016 caught the attention of **Edith Bowman at Virgin Radio** and **Dermot O'Leary at BBC Radio 2** as well as gleaming print reviews in **Louder Than War Magazine** and **Classic Rock Magazine**.

Fast forward 6 months and Charlotte reveals 'Fire'; arriving liberated, soulful and explosive, poised to embrace the future which again turned the ear of **Edith Bowman**, inviting her in for a live session on air alongside **Ricky Gervais**. 'Fire' was then playlisted for a total of 6 weeks on **Virgin Radio**, shortly following airplay from **Tom Robinson on BBC 6 Music** and a TV synch for 2 weeks on **Sky Living** for **Shades of Blue**.

Going back into the studio with long time producer **Lee Russell (Kate Walsh, Ezio, Temples)** Charlotte begins recording '*Shelter*'; a driven, passionate, James Bond-esque song about the doubts and celebrations of a new relationship. Being released 20th October 2017 on 10" Vinyl via her own imprint **Let It Go Records**, Charlotte sets out on a run of UK shows, including her biggest show to date at **St Pancras Old Church, London on 1st November**.

Charlotte's Summer 2017 shows include main and emerging stages across Handmade Festival **Bluedot Festival, Boardmasters, Simon Says** and **Escape To The Manor** as well as an exclusive summer residency at **Servant Jazz Quarters, London**.

LISTEN

Shelter - <https://www.dropbox.com/s/7dl3cvx07ugsuo6/1.%20Shelter.wav?dl=0>

Fire - <https://www.dropbox.com/s/o9ghtery1z3uam9/3.%20Fire.wav?dl=0>

Burn - <https://www.dropbox.com/s/7qqzxn53qvtl4my/5.%20Burn.wav?dl=0>

WATCH

Fire (Official Video) - <https://www.youtube.com/watch?v=H868Es67hHk>

Contracts (Live @ Sofar Sounds) - <https://www.youtube.com/watch?v=aSwhKOGx5CI>

Burn (Live @ Belladrum Festival) - <https://www.youtube.com/watch?v=-wFIEW6F6PI>



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SPOTIFY PITCH

WHAT TO FOCUS ON?

- Give context for your release
- Not a place for your bio
- Describe a feeling, paint a picture
- Mention similar artists / songs
- Leave them excited to listen!

Indie legends Tilbury return with their first single in 10 years. Skylights is a sexy but mournful track that aches of longing for a lost lover. With soundscapes that lie somewhere between Moon Safari by Air and Chris Isaak's Wicked Game, and a vocal feature from artpop singer Mr.Silla, this is the dark, slow-banger of the summer.

The single's artwork is designed by world famous comedian and illustrator Huggleikur Dagsson, who happens to be the brother of Tilbury's frontman.

ELEVATOR OR PITCH

BECAUSE IT'S SO MUCH EASIER TO BE LUCKY WHEN YOU'RE WELL PREPARED



ELEVATOR PITCH

- 60 seconds
- Who are you?
- What have you been doing?
- What have you achieved?
- What do you need?
- How do they contact you?

FIRST ME

NOW YOU

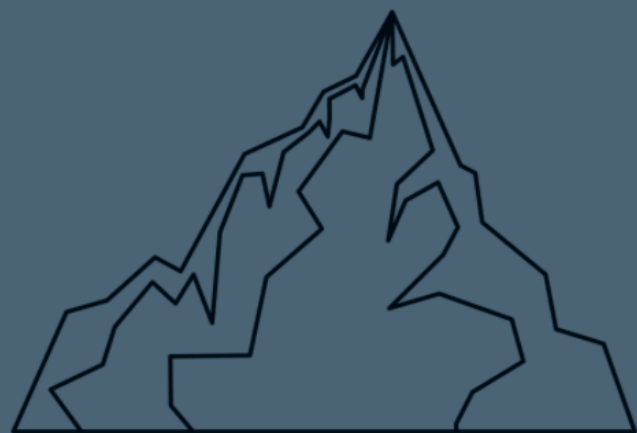
ELEVATOR PITCH

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QUESTIONS?

NOW'S THE CHANCE!

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THANK YOU!

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