

Your bio is often your first chance to make a great impression with the press. Your bio appears not only on your website, but on all of your social media accounts as well as on your EPK. Bloggers, journalists, booking agents, labels and even new fans will look to your bio to learn more about you and the things that make you unique. A great bio can get you booked for a gig or a press opportunity, a bad bio can bore people and get you completely looked over (no matter how good your music might be).

**We will craft a professional bio that will highlight your best traits, biggest accomplishments and give information on your latest releases.**

**BIO Includes:**

1. First we will send you a questionnaire for us to utilize while writing your bio. We might give you a call to discuss further, or send you a few more questions depending on your answers.
2. You will receive both long and short versions of your bio (the long version will be for your official website and the short version can be used by press when posting your music, it will also be used for your Facebook Page, Youtube 'About' Section and your EPK)
3. Once we send you the completed bio, we will let you look it over and then give you 1 final edit if needed.

**Here are a few sample bio's that we've written for artists in the past:**

**MC BRAVADO ([www.mcbavado.com](http://www.mcbavado.com))**

In an era where most albums are glorified mixtapes about drug money and female conquests, MC Bravado has a left-field approach. His distinct delivery, and almost peerless lyricism has him deemed, *Rap's Bob Dylan*, and continues to make him an artist to watch out for. His latest project 'Hip-Hop' will be dropping this winter, and has features that include OnCue, an artist championed by JustBlaze, as well as production by J57 of the Brown Bag All-Stars, who has done recent work with Joey Bada\$\$, Method Man, and many more. You'll find both OnCue and J57 on the lead single entitled, "Gold."

"I sought OnCue out for the feature because the song is about recognizing the beauty in my current situation as an artist. So, while I may not be signed to a major, I'm working with an artist that I've listened to for years and admire very much. You can expect the video to be out in November." - Bravado

The goal for this project is to give the true hip-hop head, as well as the casual listener, everything that they've been missing in terms of both new-school originality and homage to the golden era sound. Bravado continues to show his versatility on this album, with content that practically requires footnotes at times to unpack in its entirety.

"My upcoming project, "Hip-Hop\*" is intended to encapsulate who I am as an artist, as well as what I perceive to be an ideal reflection of today's hip-hop landscape. An asterisk itself represents something that's omitted, altered, or needs to be explained further, so that reflects the concept of the album." - Bravado

Expect MC Bravado to be doing a lot more radio appearances as “Hip-Hop\*” is unveiled to the public. You can also catch him live over the next few months, including opening up for OnCue on a select few dates and opening for multi-platinum recording artists Nappy Roots this September. Be sure to sign up to his mailing list to be the first to hear “Hip-Hop” in it’s entirety.

Bravado has been featured on many popular blogs, including 2DopeBoyz, Kevin Nottingham, CrayonBeats, and many more. His group, Cypher Junkies, won Demo of the Month on [HipHopGame.com](http://HipHopGame.com) as was named “hip-hop artist of the year” by the Times Herald Record (newspaper in Hudson Valley region of NY) several years in a row. He’s performed at the legendary Webster Hall in New York, and has also had magazine write-ups in a few printed publications including OvaGround Mogul, and 24OurMusic. His last project, a concept-based EP called “Walk the Line,” was a collection of songs created as a tribute to an iconic songwriter and performer Johnny Cash, who has always resonated with MC Bravado on a deep, personal level. The project received great reviews, one of them from 24OurMusic, which gave the EP a 9.1/10 review score, calling it “nourishing ear candy.”

MC Bravado, born Richard Croce, originated in the NYC area and currently resides in Baltimore, Maryland as a high school English Teacher.

“As a public school teacher, my free time is finite. Work and music are life. Being an educator in such an environment during a climate of monumental discord has made me a better person as it’s furthered my sense of empathy by beckoning me to face, discuss, and actively deal with uncomfortable issues that few see in their profession on a daily basis. I learn just as much from my students as they learn from me which is part of what makes teaching so dope. Teaching English also helps keep my pen game where it needs to be as well as I’m always reading and writing from a critical vantage point.”

In addition to the aforementioned OnCue and J57, MC Bravado has been fortunate enough to collaborate with a slew of talented artists throughout his career, including Soul Khan, KONCEPT, and DeeJay Element of the Brown Bag All-Stars, EP of the Doppelgangaz, Real Deal, Dylan Owen, Pace Won of the Outsidadz, Anthony Vincent of Ten Second Songs, and many more.

“Some of my most validating moments as an artist have come from being fortunate enough to work with a few of my major influences, namely Copywrite and Mac Lethal, both of whom produced joints on my debut album, “The Illy-Ad”, and also featured as emcees on said LP. I’ve also got a joint in the works with SC Static, a member of my crew, that will feature Apathy. It’s gonna be the single off a project Stat’s doing exclusively produced by Teddy Roxpin who also contributed to my “Hip-Hop\*” project.”

To stay updated on the latest music and news from MC Bravado, be sure to subscribe to his newsletter and follow him on Twitter and Instagram @MCBravado.

## **JOIE KATHOS ([www.JoieKathos.com](http://www.JoieKathos.com) - site designed by Exclusive Public)**

From appearing on Oxygen Network’s, ‘The Glee Project,’ where she made top 15 female finalists out of 45,000, to being [sponsored by Red Bull](#), winning ‘Best New Artist’ at the 2013 Philly Hip Hop Awards, and now being the only artist to make the Mayor of Philadelphia dance, Joie Kathos is proving that she deserves her spot every chance she gets. She is currently gearing up to release her EP entitled “Floaters” which is due out mid July 2015.

“The title “Floaters” came from a life changing experience I had while going into eye surgery. I started to consistently see floaters and glares of light and my doctor told me I was at risk of Retina Detachment which could potentially result in me going blind. I took it really hard. The thought of not being able to see scared me a lot and made me question the importance of having vision. So I began to change my thought process a bit, and that lead to me finding

a clearer vision for my music and what my purpose for making is. Regardless I have eye site, I have a clear vision and who I want to be as a person and as an artist.” – Joie Kathos

The first single off of Floaters EP is called FADED which was inspired by the #BlackLivesMatter movement that has been rapidly surfacing through our headlines.

“The EP is a story about my struggle to find self, and the struggle to make a name for myself in this music industry (i.e. the reason why the album is called FLOATERS).” – Joie Kathos

Floaters is an example of how Joie Kathos truly isn't afraid to take it there and discuss the many issues going on in the media while also creating music that people can relate to. She delivers messages of optimism and hope through songs that talk about everyday struggles of life.

“I have nothing to prove to anyone, but I have everything to share. My talents were given to me to use as tools to help inspire, empower, and enlighten people. So that's why I do what I do.” –Joie

Born, Jordan Shannon, and hailing from West Philadelphia, Ms. Kathos has been performing since the age of 3, and started her career as a full-time dancer while attending the Creative and Performing Arts High School of Philadelphia. She wrote raps and made beats in her free time, but during the day she trained in all styles of dance including ballet, modern, jazz, tap, hip hop, and Broadway. Her dance skills opened up opportunities for her to perform all around the country, but as time went on Joie grew more passionate about the art of music and attended University of New Haven for Music and Sound Recording, and began crafting herself as a lyricist, writer, and producer.

After years of performing at some of Philly's most historic venues like The Legendary Dobbs, Warm Daddy's, Theater of Living Arts, and The Rotunda, Joie earned the title Best New Female Artist at the 2013 Philly Hip Hop Awards, and was seen on Oxygen Network's The Glee Project: Season 2, where she made it to the Top 15 female finalists out of 45,000 auditioners competing for a role on Glee.

Catch her performing on select dates on the east coast over the next few months, including Red Bull Sound Select in September. Make sure you take a listen to her Floaters EP, out now.

## **KID FLOH ([www.kidfloh.com](http://www.kidfloh.com) - site designed by Exclusive Public)**

From bad break ups, to the fear of failure, to being young and surrounded by fake friends and trying to figure out what life's about, Love Hate Thing – the new album from Kid Floh, truly embodies the life of a college student. Due to be released in May 2015, this 8 track free album gives you a closer look on life's sometimes confusing experiences.

“It's OK to be confused and it's OK to make mistakes as long as you focus on what's great,” explains Kid Floh when speaking on Love Hate Thing.

A few tracks from the new album will debut at this year's SXSW Festival, including the next single entitled ASAP. With lyrics like, “Went to college I did, but didn't graduate why? Teachers aint talkin' bout shit. I need some money, need it asap, cause I got loans I gotta pay back,” Kid Floh is definitely out to stir up some emotions.

“Love Hate Thing is possibly my best work till date. I'm proud of this project and excited for people to hear it. I'm in college (I actually just took a semester off to finish the album), so you'll really get an inside look at my experiences.”

But For Ryan Iseghohi aka Kid Floh, music has always been in the picture. He recorded his first song with his cousin at only 9 years old as a featured rapper.

“I grew up listening to a lot of rap music and it intrigued me. I loved it! I started writing my own raps and would recite them at school to my friends or whoever cared to listen.”

Being born in Lagos Nigeria, raised in Maryland and now residing in Dallas, he switched schools a lot, but his flow was the reason he quickly became popular at any school he attended. Music was just a hobby until Floh bought some music equipment and had the freedom of recording on his own time. He went from performing at school events to opening for major acts like Young Jeezy and entertaining in upscale venues like the House of Blues, and now he’s about to take it a step further with the release of his new album, Love Hate Thing.

“I want this album to influence people positively and I want them to be able to relate from a different perspective. And of course I’m young, so I have some turn up songs on there too,” laughs Floh.

To stay up to date on the new release and anything related to Kid Floh, be sure to subscribe to the mailing list.

Email [admin@exclusivepublic.com](mailto:admin@exclusivepublic.com) to order your bio today!

[www.ExclusivePublic.com](http://www.ExclusivePublic.com)

[Twitter.com/exclusivepublic](https://twitter.com/exclusivepublic)

[Facebook.com/exclusivepublic](https://facebook.com/exclusivepublic)

[Instagram.com/exclusivepublic](https://instagram.com/exclusivepublic)