



Independent Artist Registry

artist submission review critique for: **Sahra Indio**

This is the review of the materials you submitted for the Independent Artist Registry. Although each submission is graded using the same criteria, the summaries listed below are specific to your materials. Each category has three paragraph summaries which detail the reviewer's critique of your materials. Whenever possible, the reviewer included suggestions for improving areas the submission was downgraded on.

Each category carries a maximum score of 25. Your submission's cumulative score is determined by adding the scores from all 4 categories.

Artists selected for induction into the IAR will be notified individually.

Music

score: 23

This is a very solid submission. The song is solid in every aspect, and the production and engineering are great. The hooks really lock on and stick in your head. The lyric and tone of the chorus are a perfect for each other and the production is very warm and rich. The meter in the lyric has its own syncopated groove which blends perfectly. You feel the rhythm and it moves you.

The only thing that stood out as a negative for comercaill appeal is the length, 5:05, but there are opportunities for additional edits to make this a more radio-friendly mix. Trim down the outro and a few other things and this can be a hit.

One of the best music submissions reviewed so far, a solid tune that could be outstanding with a bit of polish.

Website

score: 22

We liked the overall vibe of this site, the design with the sun and butterfly was soothing and it was easy to get around. Good job by including lots of songs to listen to. We dug that you offered an HTML choice for slower modems and that you had old and new show dates listed. You also gained points for having art and CD's for sale. Site is very professional looking.

There were a few times where we felt like we didn't have control, more like watching a TV show than a site. For example when the music played no song name was given on the flash version. The art and CD's were cool, but more merch for the music and artist is suggested. While there are many things to read adding more pictures may increase the aesthetics.

We suggest including some shirts and stickers for sale. Maybe tone down the amount of reading a bit. Just add more photos, even up the pics to words ratio and be sure that the flash version has all the song choices the HTML version does.

Press kit

score: 21

Nice-looking press kit. I like the simplicity of it, and the use of colors. The heavy stock photo paper adds a nice touch, but just make sure that the text will still be readable. That's more important than anything. I loved the business card and photo; very professional-looking headshots. Even the live photo was good. The bio was nicely done, and it speaks well of your discretion that you kept it to just one page.

I would put your name on the outside of the folder rather than your album title. It took me more than a minute to figure out that your name was Sahra. At first I thought "Good's Gonna Happen" was a band name. You always want to avoid confusion. The bio page could have used a little better formatting. It looks like you center-justified everything, making the final sentences on paragraphs stand out at the bottom. I would just left-justify everything if possible.

You're in the right direction with this kit. You've already got style, you just need a little more substance. Include one or two press clips if you have them. Consider writing a short vida (chronology of accomplishments). Don't add much to your bio, but perhaps put a little more in there about what drives you and makes you who you are.

Professionalism

score: 25

Enjoyed talking to this artist immensely. Right away you gain an feel of understanding with her and can relate to where she's coming from and what she is talking about. Her open and relaxed conversational style lended well to the music that she produces.

Her persistence was on the ball and the submission reached us faster than even she was expecting it to. The confirmation call was received in a timely fashion as well.

The one thing that stuck out in my mind with her was that despite her laid back and relaxed style, she remained on top of things in regards to her submission. Her professionalism was expemplary. She found that happy medium where she was efficient profssionally, but was able to retain every bit of her personality. It's that intangible that gives the artist an edge even before they have an opportunity to meet the other party in person. One of the most professional artists we've spoken to.

cumulative score: 91