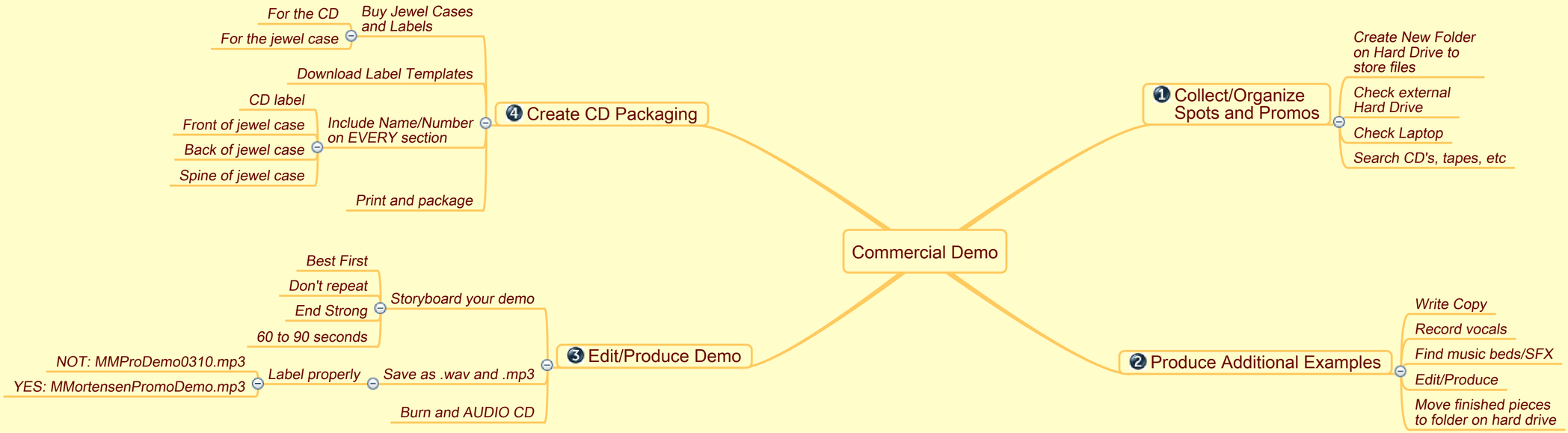
Commercial Demo
❶ Collect/Organize Spots and Promos
Create New Folder on Hard Drive to store files
Check external Hard Drive
Check Laptop
Search CD's, tapes, etc
❷ Produce Additional Examples
Write Copy
Record vocals
Find music beds/SFX
Edit/Produce
Move finished pieces to folder on hard drive
❸ Edit/Produce Demo
Storyboard your demo
Best First
Don't repeat
End Strong
60 to 90 seconds
Save as .wav and .mp3
Label properly
NOT: MMProDemo0310.mp3
YES: MMortensenPromoDemo.mp3
Burn and AUDIO CD
❹ Create CD Packaging
Buy Jewel Cases and Labels
For the CD
For the jewel case
Download Label Templates
Include Name/Number on EVERY section
CD label
Front of jewel case
Back of jewel case
Spine of jewel case
Print and package