



# Helping You get into radio

## Demo Checklist

- Have your best work at the **START**.
- Don't start the demo with a jingle. Makes sure the first thing heard is you.
- Don't have too many other voices on your demo. You're the one trying to stand out.
- Don't have too much music on your demo or talk over it. The music always wins.
- Make sure the sound quality is excellent.
- Do create your demo in the style of the station you're sending it to.
- Don't have too many long links on your demo. Aim for 5-7 links on a 3 min demo.
- Show personality/relatability in your demo but also show you can do the basics. Show you can present.
- Don't have weather/traffic reports in your demo. They do not make you **STAND OUT!!**
- Show you can sell on a demo. Commercial radio loves presenters who sell competitions/other shows well.
- **SEND SEND SEND**. Get feedback and use it to improve.

More hints and tips at [www.thepips.co.uk](http://www.thepips.co.uk)