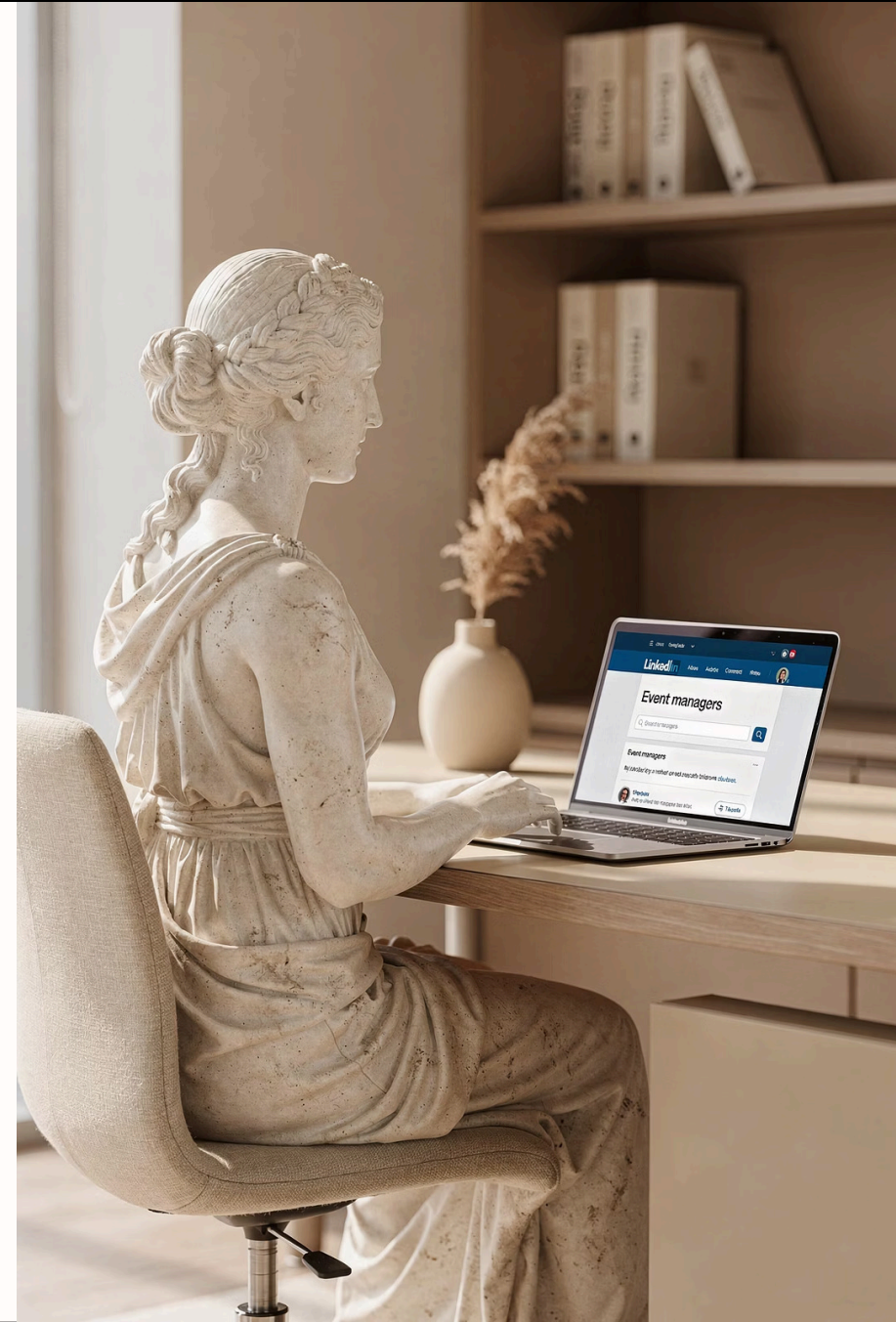


# The Boutique Filing System: Naming Guide

Strategic Naming Conventions for the Modern Musician



# The Core Philosophy

**Never use "Final," "Version 2," or generic names**

Never use "Final," "Version 2," or generic names like "My\_EPK." Your file name should tell the booker exactly who you are, what the document is, and the year.

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## The Formula

**i [Category] – [Artist Name] – [Year/Version]**

# The Standard Asset List

Use these exact naming conventions for your folder structure:

## Primary EPK

**EPK — Artist Name — 2026.pdf**

Clean, authoritative, and searchable.

## Setlist

**REPERTOIRE — Artist Name — Full List.pdf**

"Repertoire" sounds more premium than "Setlist."

## Promo Photo

**PROMO — Artist Name — Headshot 1.jpg**

Helps planners know exactly which file is the photo.

## Stage Plot

**STAGE PLOT — Artist Name — 2026.pdf**

Signals technical readiness to sound engineers.

# The Premium Upgrade

For high-end clients, we use  
"Atmospheric" language:

## Vibe Menu

VIBE MENU — Artist Name — Experience Guide.pdf

## Premium EPK

PORTFOLIO — Artist Name — Luxury & Corporate.pdf

## Technical Rider

TECH RIDER — Artist Name — Duo/Trio/Full Band.pdf



# Pro-Tips for "The Boutique Look"



## **Use Title Case**

Artist Name looks better than artist\_name.



## **Use En-Dashes or Spaces**

EPK — Name is easier to read than EPK\_Name.



## **Avoid Special Characters**

Stick to dashes and spaces; avoid #, !, or % as they can break some download links.



## **PDF is Queen**

Never send a .doc or .pages file. Always export to PDF so your beautiful formatting stays locked in.

# The "Searchability" Test

Imagine a booker has 50 files in their "Downloads" folder.

If your file is named Bio.pdf, they will lose it.

**If it is named BIO — Artist Name.pdf, they can find you in 2 seconds**