

Independent Promotion in the UK - are they any good?

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I was asked by a friend who has spent a fortune and got nothing. Who, if anyone, is any good? Can they make a difference?

My advice was - don't pay them if they're not.

Now this may seem a trifle hard but I reckon it's fair. For a start NEVER ask a promotion person for their opinion. NEVER let them control A&R. If you have decided on a single, ask them if they believe they can get massive exposure. If they really believe in it they will do so for free.

And here's the deal. Suppose, clutching a figure out of the air, they normally charge