



Most artists don't need more tips. They need one clear release plan.

**01 SIGNAL & STORY**

Why does this song need to exist? What is it about? Who cares — and why?

One sentence that makes a stranger stop scrolling (the Derek Sivers hook test)  
What feeling or change do you want this song to create in people?

**02 POSITIONING & IDENTITY**

Who is the artist? Does your visual world match the sonic world? Would a stranger immediately get it?

Does your visual identity — photos, artwork, aesthetic — truly reflect the music?  
What world, scene, or culture does this song belong to?

**03 OUTCOME & GOALS**

Define success before release. Streams are not a goal. Fans, emails, tickets, and revenue are.

Fans vs followers — how will you measure real fans? Email list? WhatsApp group?  
Is there a revenue goal — tickets, merch, Patreon, or direct support?

**04 ASSETS & READINESS**

Nothing can release that isn't ready. Master WAV, artwork, metadata, ISRC/UPC, EPK, smart link, social assets.

All audio, artwork & metadata confirmed and signed off?  
Smart link / pre-save live? Distribution submitted?

**05 CONTENT ENGINE**

This is how music gets in front of people. What's the creative angle? How does this song translate to short-form? What makes it impossible to scroll past?

What is the one creative concept that will make your content stand out from the crowd?  
Frequency, formats, platforms — and the production plan to actually make it happen

**06 AMPLIFICATION**

Build a hit list of 10–20 real people — blogs, DJs, tastemakers, industry — who will genuinely care.

Which writers, shows, or community pages have covered music like yours?  
Which industry people — managers, agents, labels — should notice this?

**07 DISTRIBUTION ENGINE**

How does the signal travel? Organic social, paid ads, playlist pitching, partnerships, PR.

Meta or TikTok ads? Budget, creative approach, and targeting?  
Spotify pitch submitted? Any independent playlist relationships?

**08 BUDGET & LEVERAGE**

What's available — and what multiplies it? Plan across ads, PR, content, and distribution.

Total campaign budget?  
What can you barter, borrow, or trade?

**09 CONVERSION PATH**

Streaming is the minimum. Where do fans land? Email, WhatsApp, pre-save, merch, launch show.

Where do you send people beyond the DSP smart link?  
How do you capture fans — not just listeners?

**10 MOMENTUM PLAN**

A single is a stepping stone. Always plan 6–18 months ahead. What does this set up next?

What follows this release — single, EP, album, tour?  
Is there a waterfall strategy into a larger project?

**11 RELEASE TIMELINE**

Work backwards from your release date. Six weeks minimum.

Add any other time-sensitive tasks here...

<b>-6 WKS</b>	<b>-4 WKS</b>	<b>-2 WKS</b>	<b>LAUNCH</b>	<b>+2 WKS</b>
Distribution uploaded Content plan locked	PR outreach begins Pitching submitted	Assets final Ads ready Pre-save live	Content burst Ads live Pre-save converts	Sustain ads Engage fans Assess & iterate