

# Spotify playlist pitch *template*

Write your pitch here first, then paste it into Spotify for Artists. You can pitch one unreleased song at a time, at least 7 days before its release date, and the description has a 500-character limit. A pitch does not guarantee a playlist place.

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## 01 Before you pitch

*The song must be delivered by your distributor and show under Upcoming in Spotify for Artists. Pitch as early as you can: the minimum is 7 days before release.*

Song: [title]

Release date: [day and date]

Pitch by: [date at least 7 days before release; earlier is better]

Delivered to Spotify: [yes or no]

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## 02 Song details

*The form asks you to describe the song with tags and choices such as genre, mood, style and instruments. Fill in every one honestly: they help the pitch reach the right editors.*

Genre: [up to three]

Mood: [two or three words]

Style: [for example acoustic, live, electronic]

Instruments: [main instruments]

Language: [language]

Where you are from: [city, country]

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## 03 What the song is about

*One or two sentences. The story or feeling behind it, in your own words.*

[What the song is about]

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## 04 How it was made

*One sentence on the sound: where it was recorded, who played, one detail an editor will hear.*

[How and where it was made]

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## 05 Context

*Where the song sits: a debut, a single from an album, a first collaboration.*

[Single from, first release since, etc.]

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## 06 Marketing plan

*What you are doing to bring listeners to it, with dates: video, press, radio, shows, ads. Editors want to know the song has support.*

[Video, press, radio, shows, ads]

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## 07 The finished description

*Join the four parts above and count the characters: 500 is the limit. Plain words, no hype, no "sounds like the next" comparisons, no links.*

[Your description, under 500 characters]

Character count: [number] / 500

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## 08 After you pitch

*You cannot pitch another song until this one is out. Keep working on everything else: a pitched song also goes to your followers' Release Radar.*

[ ] Pitch sent: [date]

[ ] Pre-save link shared

[ ] Press and video plan on track

[ ] Next song to pitch: [title]

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Free template from Blue Leopard Media: [blueleopardmedia.com/tools/spotify-playlist-pitch-template/](https://blueleopardmedia.com/tools/spotify-playlist-pitch-template/)