

Release plan *template*

A six-week checklist that ends on release day, plus the weeks after it. Put your release date at the top, fill in the date each week starts, and tick each task as you go. Delete what does not apply; add what does. Start earlier if you can.

01 Release

The single, EP or album, the release date (most releases come out on a Friday), and who is doing what.

Release: [title], [single, EP or album]

Release date: [day and date]

Distributor or label: [name]

Team: [who does press, socials, video, ads]

02 Week 6 before release

Finish the music and the paperwork, and deliver the release to your distributor, so it reaches the streaming services in good time.

☐ Final master approved

☐ Artwork finished (3000 x 3000 pixels)

☐ Split sheet signed by every writer

☐ Credits and metadata checked: titles, writers, producer, ISRC

☐ Release delivered to the distributor with the release date set

☐ Song registered with your PRO

03 Week 5

Get the press materials ready before you contact anyone.

☐ Bio updated with the new release

☐ New press photos, with a no-login download link

☐ Press release written

☐ EPK and one-sheet updated

☐ Media list of the writers, blogs and radio shows to pitch

☐ Video shoot planned or finished

04 Week 4

Pitch, while there is still time for people to plan coverage.

- ☐ Pitch the song to Spotify's editors in Spotify for Artists (at least 7 days before release; earlier is better)
 - ☐ Pitch press and blogs, one person at a time
 - ☐ Pitch radio
 - ☐ Pre-save link set up
 - ☐ Content plan for socials written
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05 Week 3

Announce the release.

- ☐ Release date and artwork announced
 - ☐ First short clip posted
 - ☐ Pre-save link shared
 - ☐ Follow up press once, with something new
 - ☐ Launch show booked or confirmed
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06 Week 2

Build towards the day.

- ☐ Video finished and uploaded as unlisted, or scheduled as a YouTube Premiere
 - ☐ Two or three more clips posted
 - ☐ Newsletter drafted
 - ☐ Interviews or sessions confirmed
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07 Week 1

Check everything works.

- ☐ Every link checked from a logged-out browser
 - ☐ Release-day posts written and scheduled
 - ☐ Newsletter scheduled
 - ☐ Thank-you list ready: everyone who helped
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08 Release week

Release day and the days around it.

☐ Release-day posts live on every channel

☐ Video live

☐ Newsletter sent

☐ Coverage shared as it comes in

☐ Launch show

09 After release

Keep the release in front of new people for the next four weeks or more. Most listeners find a song after the first week, not on it.

☐ Check Spotify for Artists and YouTube Studio each week: where listeners come from

☐ Thank everyone who covered or shared it

☐ Add new press and numbers to the EPK and one-sheet

☐ Keep posting clips, live versions and fan reactions

☐ Run the official video as a YouTube ad campaign aimed at people who watch similar artists (Blue Leopard Media runs these with an editorial feature, from \$249: blueleopardmedia.com/services/music-marketing/)

Free template from Blue Leopard Media: blueleopardmedia.com/tools/release-plan-template/