



## CHECKLIST FOR NEW RELEASES

*We suggest compiling all your digital music files in one place. Dropbox works well because you can share and manage the files easily with a team.*

### **MUSIC Files\***

*Always name your files for easy identification. ie. ArtistName - SongTitle.mp3*

- MP3 files (original song, edits, and instrumentals)
- WAV files (original song, edits, and instrumentals)
- Private Streaming Links (Soundcloud private playlist works well)

### **GRAPHICS NEEDED**

*Always name your files for easy identification. ie. ArtistName - PressPhoto1.jpg*

- Press photo (three different photos recommended but at least have one)
- Cover art for single and/or album (high and low resolution)
- Banners for social media (before release date & after release date)
- Banner for Spotify profile
- Avatar for social media (make it the same artwork for all of the platforms)
- Consider a text logo(s) (png file)

### **OTHER ASSETS:**

*Always name your files for easy identification. ie. ArtistName - Biography.jpg*

- Biography (as Word Doc)
- One Sheet (PDF)
- EPK
- Linktree
- Press Release
- Lyric Sheets
- Album/Single Credits
- Metadata Sheet (as a Word Doc)
- Stage Plot (PDF) - can get free templates online

## **BASIC CHECKLIST FOR BAND/ARTIST WEBSITE\***

*DIY website programs include: Bandzoogle is a great, easy option.*

A current, professional press photo(s)  
Music (clips are okay) or a link to a player like Spotify or Soundcloud  
Well written bio  
Itinerary of upcoming shows  
Bullet points of bands accomplishments (if you have any)  
Links to social media  
Videos (if you have any)  
Mailing list sign up (Mailchimp works well but there are others - if you use Bandzoogle for your website, a mailing list management platform is included)  
Contact email  
Continue to add content as you get it

***\*Some artists like to simply have a one page splash page that forwards users to their Spotify and/or their social media pages. This is acceptable if your strategy is heavily dependent on those platforms but some fans may want more information about shows, etc.***

## **SOCIAL MEDIA**

*Even if you don't use all of them, sign up and secure your handle name so that (1) you can use in the future if needed and (2) nobody else gets your name.*

Facebook  
Twitter  
Instagram  
TikTok  
YouTube  
Pinterest

## **REGISTRATIONS/PAPERWORK**

SET UP YOUR BUSINESS  
SET UP YOUR PUBLISHING COMPANY  
HAVE WORK FOR HIRE SIGNED AGREEMENTS w/YOUR PRODUCER w/TERMS  
HAVE SIGNED AGREEMENTS WITH EVERY CO-WRITER OF YOUR SONGS  
(MAKE SURE TO HAVE THEIR PUBLISHING INFO)

ASCAP/BMI/SESAC (How you get paid for songwriter/publisher royalties.) [Should both an artist songwriter account and a separate account as a publishing company.]

SOUND EXCHANGE (How you get paid for digital performances.)

HARRY FOX (How you get paid for mechanical royalties.)

SONGTRUST (How you get paid for master recordings.)

COPYRIGHT YOUR MUSIC

TRADEMARK YOUR BAND/ARTIST NAME

## **DISTRIBUTION COMPANIES:**

### **Pick one:**

CDBaby

TuneCore

DistroKid

AWAL

BELIEVE

There are many more...

## **STREAMING PLATORMS:**

You music register with PANDORA manually and it takes a long time to be approved (despite what the aggregates say).

Claim your Artist Dashboard for Spotify, Apple Music, Pandora.

## **TIPS:**

Consider joining artist support groups like The Indie Collaborative (free)

[www.IndieCollaborative.com](http://www.IndieCollaborative.com)

ALWAYS be professional and on time.

ALWAYS respect other people's time and don't waste it.

Collect all your files and organize them in Dropbox. (We like Dropbox!)

Don't send pitches out on Friday afternoons! Emails get lost over the weekend.

Don't ever use the words "real deal", "next big thing", or "hit song" in pitches.

Don't ever say you are like the Beatles. (Just don't.)

Don't say you can't describe your own music. Come up with a description.

Don't say you can't do something. Figure it out and get it done.

Don't text someone unless they give you permission to do so.

Don't ever ask someone you want to work with to google you because they won't.

Don't start pitching your music until you have everything ready to go.

Don't release any music or videos without a plan.

Don't add people to mailing lists without their permission.

Smile. The journey is half the fun!

