

# Music Release Preparation Checklist & Release Planner

## Release Information

Artist / Band Name: \_\_\_\_\_

Release Title: \_\_\_\_\_

**Release Type:**

- Single
- EP
- Album
- Live Release
- Demo
- Remix
- Other: \_\_\_\_\_

Planned Release Date: \_\_\_\_\_

Distributor: \_\_\_\_\_

Primary Genre: \_\_\_\_\_

Secondary Genre: \_\_\_\_\_

**Explicit Content:**

- Yes
- No

## Audio Delivery Checklist

- Final master WAV received
- Streaming master confirmed
- Clean version prepared if needed
- Instrumental version prepared if needed
- Acapella prepared if needed
- File names verified

- Audio checked for clicks, glitches, clipping, or wrong versions
- Final approved files backed up

## Metadata Preparation

Item	Information
Artist Name Formatting	
Release Title Formatting	
Track Title Formatting	
Songwriter Credits	
Producer Credits	
Publisher Information	
Copyright Owner	
Master Owner	
ISRC Code(s)	
UPC Code	
Release Date	
Label Name	

## Artwork & Visual Assets

- Album cover completed
- Artwork meets distributor size requirements
- No spelling errors on artwork
- Artist name matches metadata
- Release title matches metadata
- Social media square graphic prepared
- Vertical story/reel graphic prepared
- YouTube thumbnail prepared
- Banner/header image prepared
- Press photo prepared
- Lyric graphics prepared if needed
- Teaser video prepared if needed

# Artist Profile Preparation

- Spotify artist profile updated
- Apple Music artist profile updated
- YouTube channel updated
- Bandcamp page updated if applicable
- Website updated
- Bio updated
- Links checked
- Profile images consistent
- Banner images consistent

# Promotional Content Calendar

<b>Date</b>	<b>Content / Action</b>	<b>Platform</b>	<b>Completed</b>
	Release announcement		<input type="checkbox"/>
	Cover art reveal		<input type="checkbox"/>
	Teaser clip		<input type="checkbox"/>
	Pre-save / pre-order post		<input type="checkbox"/>
	Behind-the-scenes post		<input type="checkbox"/>
	Release day post		<input type="checkbox"/>
	Follow-up post		<input type="checkbox"/>
	Live performance clip		<input type="checkbox"/>
	Email announcement		<input type="checkbox"/>

# Outreach Tracker

<b>Contact / Outlet</b>	<b>Type</b>	<b>Date Contacted</b>	<b>Follow-Up Date</b>	<b>Response</b>
	Blog			
	Playlist			
	Podcast			

	Radio			
	Venue			
	Influencer / Creator			

## Distribution Verification

Before approving the release:

- Correct audio files uploaded
- Correct artwork uploaded
- Track order verified
- Metadata reviewed
- Credits reviewed
- Explicit tag confirmed
- Release date confirmed
- Artist profile mapping checked
- Territory settings checked
- Pre-save/pre-order link tested if available
- Distributor confirmation received

## Release Day Checklist

- Streaming links active
- Website updated
- Social media posts published or scheduled
- Email announcement sent
- YouTube video/visualizer public if applicable
- Bandcamp page live if applicable
- Merch link active if applicable
- Press contacts notified
- Playlist submissions checked
- Team members notified
- Links tested on mobile and desktop

## Post-Release Follow-Up

<b>Date</b>	<b>Action</b>	<b>Completed</b>
	Share listener reactions	<input type="checkbox"/>
	Post lyric/video clip	<input type="checkbox"/>
	Send follow-up email	<input type="checkbox"/>
	Contact press again	<input type="checkbox"/>
	Share live version or rehearsal clip	<input type="checkbox"/>
	Review streaming data	<input type="checkbox"/>
	Plan next promotional push	<input type="checkbox"/>

## **Archive Confirmation**

- Final masters saved
- Artwork saved
- Metadata sheet saved
- Credits saved
- Distributor confirmation saved
- Copyright documentation saved
- Promotional assets saved
- Release links saved
- Backup completed