

Keep the details together.

A practical planning checklist. Your distributor sets delivery lead times and current technical requirements.

Artist, release title and intended release date

Treat the date as provisional until your distributor confirms the schedule.

Prepare your release folder

- ☐ Final audio files, clearly named and checked from beginning to end.
- ☐ Final song titles, track order, language and any explicit-content details.
- ☐ Artist and contributor names, roles and agreed credits.
- ☐ Cover artwork and images you have permission to use.
- ☐ Rights, licences, permissions and contributor agreements relevant to the release.
- ☐ Lyrics, a short artist biography and a contact email.
- ☐ Distribution details and store links when they become available.

What still needs attention?

Write down the missing item, who is responsible and the next action.

Give the release a plan.

Use this four-week outline as a working schedule. Allow more time when your distributor or project needs it.

A simple four-week outline

- ☐ Week 1: finalise your brief, audio, credits and asset list.
- ☐ Week 2: confirm distribution timing; prepare artwork, captions and video excerpts.
- ☐ Week 3: check preview links, share the story behind the song and plan release-day posts.
- ☐ Week 4: share verified listening links, respond to listeners and note what worked.

Your one-sentence introduction

Artist + track + what makes it worth hearing. Keep it specific and honest.

Three places to share it

Choose relevant communities, existing listeners or suitable editorial contacts.

Before any outreach

Read the recipient's submission guidance. Personalise your message, use a working listening link and keep the request brief. Do not claim guaranteed playlist placement, streams or sales. Track replies and respect requests not to be contacted.

Turn the plan into useful release content.

launchcraftstudios.com/contact/