

# MIC<sup>co</sup>

## SINGLE RELEASE CHECKLIST

### Pre-Release

- Choose your release date.
- Finalize the audio mix and master of your single.
- Create a new press image.
- Start designing your merchandise, album artwork, and vinyl.
- Develop a compelling artist bio, blurb, press release, and pitch email.
- Secure all necessary licensing and copyright clearances for your single.
- Make sure all song metadata is accurate and complete.
- Register your music with a PRO and SoundExchange.
- Set up your music publishing to ensure you receive all possible royalties from your music.
- Develop an eye-catching Spotify Canvas for your single.
- Upload your song to SoundCloud as a private link to share prior to release.

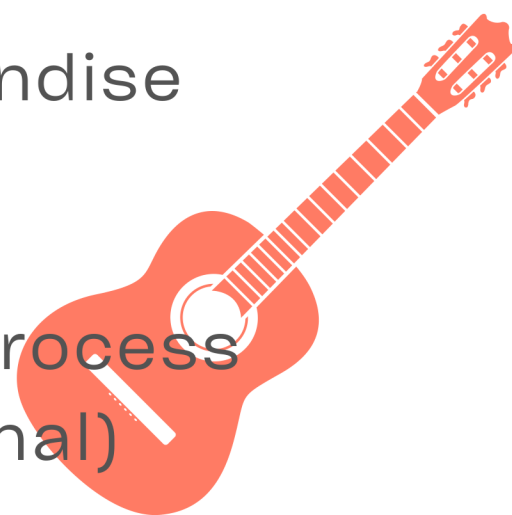


# MIC<sup>co</sup>

## SINGLE RELEASE CHECKLIST

### Pre-Release

- Begin production of your merchandise and vinyl records (optional)
- Start shipping and distribution process for merchandise and vinyl (optional)
- Gather and organize all your assets in one place
- Upload your song to your chosen music distributor.
- Optimize your website and social media profiles for your upcoming release.
- Monitor and analyze the performance of your release.
- Begin engaging with fan communities (Reddit, Discord).
- Create a professional Electronic Press Kit (EPK) and One Sheet.
- Set up a smart link to consolidate all your music links into one easy-to-share URL.
- Create and launch engaging challenges on TikTok and Instagram Reels to promote your single.
- Reach out to your digital distributor's artist liaison for support and guidance.



# MIC<sup>co</sup>

## SINGLE RELEASE CHECKLIST

### Pre-Release

- Announce your single's release date across all your social media platforms, website, and mailing list.
- Begin planning and creating your music video and lyric video.
- Claim your Spotify for Artists account to manage your artist profile.
- Create your Amazon Music for Artists account to manage your artist profile.
- Create your Apple Music for Artists account to manage your artist profile.
- Get your Spotify artist profile verified to gain credibility.
- Submit your music to Spotify's editorial team for consideration on their curated playlists.
- Submit your music to Apple Music's editorial team for playlist consideration.
- Pitch to Amazon Music.
- Add a Canvas to your track on Spotify.
- Pitch to radio programmers, music directors and speciality shows.



# MIC<sup>3</sup>

## SINGLE RELEASE CHECKLIST

### Pre-Release



Create a targeted list of media outlets and music blogs to approach for coverage of your release.



Begin planning and creating your music video and lyric video.



Submit your music to media outlets and music blogs for coverage and reviews.



Send follow-up emails to media outlets and music blogs that you've pitched for coverage.



Create a pre-save campaign to generate buzz and ensure your fans can save your upcoming release.



Tease your release on social media.



Plan and execute fan engagement activities to build excitement



Create a Shopify store and link it to your Spotify artist profile to sell merchandise directly to your fans.



Create a smart link for your music to provide a single, convenient landing page where fans can access your music on various platforms.



# MIC<sup>co</sup>

## SINGLE RELEASE CHECKLIST

### Day of Release

- Follow Up with Radio Programmers, Music Directors, and Specialty Shows.
- Email your fan list announcing the release.
- Make sure your release is properly updated on all music platforms.
- Update your Spotify Artist Profile to highlight your new release.
- Keep an eye on your streaming numbers, social media engagement, and sales.
- Submit your song to services that play music in retail stores.
- Take time to celebrate your release and share the moment with your fans on social media



MIC<sup>co</sup>





# MIC

## SINGLE RELEASE CHECKLIST

### Post-Release

- Contact influencers, TikTokers, bloggers, and radio stations to keep the momentum of your release going.
- Keep the momentum going by continuing to submit your song to independent Spotify playlist curators.
- Submit your song to services that curate music for retail stores.
- Submit your song to music supervisors who select tracks for TV shows, movies, and commercials.
- Keep your Spotify Artist Pick updated with your latest release and any other relevant content.
- Review your streaming and engagement stats a week after your release.
- Send follow-up messages to contacts you reached out to post-release, such as influencers, bloggers, and radio stations.
- Share your press coverage on your social media channels
- Continuous interaction with your fans helps build a loyal fan base



# MIC

## SINGLE RELEASE CHECKLIST

### Post-Release

Launch Meta (Facebook and Instagram) ads to promote your latest release and reach a wider audience.

Use hashtags and SEO strategies to enhance the discoverability of your music online.

Seek out and collaborate with other artists to expand your reach and tap into new audiences.

Organize contests and giveaways to engage your fans and build excitement around your release.

Share behind-the-scenes content with your fans to give them an exclusive look at your music-making process and build a deeper connection.

Organize and host a live streaming event to engage with your fans and promote your latest release.

Regularly check your streaming statistics on the Spotify mobile app to track the performance of your new release.

Begin planning your next music release using the waterfall strategy to maximize engagement and build anticipation.



# MICCO

## JOIN MICCO TODAY

Hope you found this PDF super helpful! If you liked this guide, you're going to love our fully loaded Single Release Checklist. It's fully customizable and interactive—just enter your release date, and it generates a personalized, step-by-step playbook with detailed instructions, insider tips from music industry experts, and all the direct links you need.

Why You'll Love Our Single Release Checklist:

- **Fully Customizable:** Input your release date, and get a tailored timeline guiding you through every stage.
  - **Step-by-Step Playbook:** Clear instructions for each step, ensuring you know exactly what to do.
- **Insider Tips:** Gain valuable insights from music industry pros.
  - **All the Links You Need:** Direct access to resources for submitting and promoting your music.

**For just \$10, you get this incredible checklist plus:**

- 10,000+ industry contacts
  - Step-by-step guides
- Templates for pitches and promotions
  - 24/7 one-on-one support
- Weekly Zoom sessions with experts

Join MICCO today and make your next single release a smashing success!

Best,  
The MICCO Team

[JOIN MICCO NOW](#)

