

25 STEPS TO TAKE BEFORE RELEASING YOUR MUSIC SINGLE

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NICE TO MEET YOU SUPERSTAR!

My name is Latoya Cooper also known as "The Songstress", the VISIONARY behind Music Meets The Boardroom.

I created the organization in 2017 after discovering a major void in the music industry - tons of information, scattered amongst the internet with little help and no real direction for indie artist entrepreneurs!

At Music Meets The Boardroom we are committed to fixing this problem! We offer an "Indie Artist Power Conference" and an "Artist Ready For Profitability" Membership Program. ideal for an indie artist like you with a entrepreneurial spirit driven by musical ambitions, but not sure how to apply the valuable yet overwhelming information available to you. We help you figure it out and we help you move forward powerfully!

My team and I are dedicated to elevating the lives of indie artist entrepreneurs - by preparing you for ladder growth professionally, financially and operationally within your music empire. We believe it starts with the following

Methodology:

- Leading with your **SuperPower!**
- Positioning yourself with a solid **Plan** of action.
- Establishing clear **Ownership** of your career investments before walking into any boardroom!
- Moving forward in **Action** with confidence and unapologetically!



@MUSIC_MEETS_THE_BOARDROOM

OUR VISION: A community of 1,000 Thriving A-list Indie Artist Entrepreneurs who find purpose, self-empowerment and strategy to execute God's plan for their gift.

OUR MISSION: We Help Indie Artists Entrepreneurs Find Their Superpower and Build A Plan For Action.



INTRODUCTION

DON'T BLEND IN, STANDOUT!

If you are reading this download you desire to take your music career and business seriously from the start! Embracing the gift of music is truly a spiritual journey. Exploring a career and future in music requires a strong commitment, it is a lot of work to succeed!

You are not only a gifted individual creating music to heal and build community, you are also a business! Yes, you are a business, a brand, and it's important you start the race ALL artist and ALL business.

How you navigate your gift shapes your future. In order to be taken seriously and achieve your musical goals, you must first take yourselves seriously. This means not only mastering your talent, but also growing in business so you are able to benefit from the gift you have been trusted with.

Preparing to release a music single RIGHT is exciting, but can be an overwhelming process if you are not sure what steps to take. Many artists release their music with no direction or plan AND miss possible streams of revenue!

Don't blend in, standout, by taking the proper steps at the beginning of your career, it is crucial. On the next three pages you will find a checklist, 25 steps that will make a big difference in the flow of your musical journey and how prepared you are for the opportunities that follow your single or album release.

If you need coaching through any of the checklist steps, join the Music Meets The Boardroom "Artists Ready For Profitability" Membership Program through our website at: MusicMeetsTheBoardroom.com. Our membership space offers support during the development of your release, plus after launch support and community for up to a year!



SINGLE RELEASE CHECKLIST

25 STEPS TO TAKE BEFORE RELEASING YOUR FIRST SINGLE

COLLECT DOCUMENTS

Follow up on any pending documentation, including Songwriter Split Sheets.

SET DISTRIBUTION DATE

Schedule distribution six weeks out from completion date.

MIX AND MASTER TRACK

Do not skip the mix and master process, required for radio play.

UPC and ISRC BARCODES

Secure UPC and ISRC codes. Codes track sale and play activity.

METADATA

Add metadata during Mastering or distribution, required for FM radio play.

SINGLE COVER

Make sure your single cover meets distribution size and color format requirements.

PERFORMING RIGHTS ORGANIZATION (PRO)

Register song with a PRO as a Songwriter and Performer.

NIELSEN SOUNDSCAN

Billboard sales data is fed from Nielsen Soundscan, register your song.

COPYRIGHT

Copyright lyrics and music before releasing single to public. Protect your asset.

REGISTER WITH "SOUND EXCHANGE" DIRECTLY!

Submit repertoire and tax documents annually via website or email.

SINGLE RELEASE CHECKLIST

25 STEPS TO TAKE BEFORE RELEASING YOUR FIRST SINGLE

SOCIAL MEDIA CHANNELS

Update and secure all brand social media channels and URLs.

YOUTUBE CHANNEL

Update your Youtube Channel, this tool is often requested by PR and blogs.

MARKETING PLAN

Outline 6 month marketing plan before releasing single. First 6 months most crucial.

SUBMIT TO PANDORA

Pandora has it's own song streaming requirements, submit directly to website.

INSTAGRAM BIO

Update Instagram bio, include a [Linktr.ee](https://linktr.ee) link in bio to website, YouTube channel and music platforms, etc.

PRESS RELEASE

Draft press release. Search PR databases for successful examples or work with PR.

PRESS RELEASE DATE

Schedule press releases at 8:00/9:00 AM EDT. Tuesday's are ideal.

SINGLE RELEASE DATE

Release single on a Friday, it is music industry standard.

BUSINESS BANK ACCOUNT

Setup business bank account to receive auto deposits for royalties and payments.

SCHEDULE PHOTO SHOOT

Secure high-resolution brand photos with professional industry photographer. (COVER, SOCIAL, WEBSITE).

SINGLE RELEASE CHECKLIST

25 STEPS TO TAKE BEFORE RELEASING YOUR FIRST SINGLE

UPDATE BIO

You will need a high-resolution image and bio for press and blogs.

PERSONAL PRESS QUOTES

Create a list of 6 personal music quotes you can share with press and blogs.

POST-RELEASE EVENTS

Before single is released secure performances so fans can experience song live.

ACCOMPLISHMENTS LIST

Maintain list of musical accompaniments, will need for press and gig bidding.

BUILD WEBSITE

Setup website to collect email addresses from fans who subscribe to website. Website also serves as EPK.

PRESS AND BLOGS

List top 10 press desired, reach-out to journalists professionally via email.

GOOGLE SEARCH

Build outside social media as well, Google search is a strong resume, **PRESS!**

PRESS!

Add all press coverage you receive to your website.

ACCESS TO SINGLE

Single should be easily accessible for fans, add to website and all social media.

VISION, MISSION, GOAL

Define what your overall Vision, Mission and Goals are for the single and write it down and read it everyday!

GOODBYE NOTE

DON'T BLEND IN, STANDOUT!

Congratulations on taking the first step toward full-filling your calling within music. We know this short checklist will be helpful during the early stages of your musical journey.

Here at Music Miss The Boardroom we genuinely want to see you succeed and care about your professional needs.

As you move forward be intentional about everything you do, even on the days you feel like giving up.

The life of an indie artist entrepreneur is a continuous learning experience. Take time to invest in your craft and future like you are doing now, so you are able to carry the weight of the requirements of your growing career.

If you need coaching through an of the checklist steps, join our "Artists Ready For Profitability" Membership Program at: MusicMeetsTheBoardroom.com.

We are here to support your success!

MUSIC MEETS THE BOARDROOM WOULD LOVE

YOUR FEEDBACK

REGARDING THE CONTENT IN THIS CHECKLIST.

POST A REVIEW TO OUR
GOOGLE PROFILE.

YOUR REVIEW IS
POWERFUL, HELP US HELP
OTHERS!!!! CLICK "G" ICON



Pssss.... make sure
your single is available
on all music streaming
platforms **AND** you
have editing righting
to your streaming
account profiles if it's
an option.

