

10 THINGS TO THINK ABOUT BEFORE DISTRIBUTING YOUR MUSIC

IS YOUR MUSIC READY FOR THE MARKETPLACE?

Take off your artist hat for a minute. Listen to the song objectively. If you can't, maybe find an impartial but respected friend who can.

HAVE THESE SONGS BEEN TESTED WITH THE TARGET AUDIENCE?

First, you need to identify the target audience. Who do you want to listen to this music? Have you tested this material out in front of a representative sample of that audience?

DO I HAVE ENOUGH TIME TO PROPERLY PROMOTE THIS MUSIC?

In general, we recommend that you send your music to your distributor 8 weeks before the release date. This allows plenty of time to promote the track beforehand.

IS THERE A REASON TO RELEASE THIS SONG RIGHT NOW?

Perhaps there is momentum or a special event and waiting for a proper release rollout may be detrimental, but it's very rare that you'll need to release music immediately.

DOES THIS RELEASE FIT A CERTAIN MOOD OR SEASON?

Determine what time of year might be best for its release. Releasing the upbeat song of the summer in November isn't a great strategy.

HAVE I HANDLED ALL THE MUSIC BUSINESS?

Have you registered your copyright? Have you registered the music with your PRO, SoundExchange, and the MLC? Do you have clearance for samples, tracks, or cover songs?

DO I HAVE THE PROPER METADATA?

Good metadata will help listeners find you and help you to get paid when they listen. Make sure that you have ISRCs and UPCs and correct participants.

DO I HAVE A WELL-PLANNED MARKETING STRATEGY?

Don't just throw your music out into the world and expect it to perform. Find ways to use all of the promotional assets available to you in your marketing plan.

DO I HAVE HIGH-QUALITY MARKETING MATERIALS?

Having proper materials brings a level of professionalism to your project, and many of your competitors won't take this extra, but important and necessary step.

WHAT MAKES YOUR MUSIC BETTER THAN ALL OF THE 38 MILLION TRACKS THAT RECEIVED ZERO PLAYS LAST YEAR?

There's a massive amount of music being released every Friday. A large portion hasn't even been streamed once. The goal is to avoid being one of those.