

STREET SMRT PROFESSIONAL



10 MIND- BLOWING HACKS TO KICK-START YOUR NEXT BIG RELEASE!

**ATTENTION ALL MUSIC HUSTLERS! GET READY GET POPPIN WITH OUR
ULTIMATE GUIDE TO PLANNING UR NEXT SMASH**

10 MIND-BLOWING HACKS TO KICK-START YOUR NEXT BIG RELEASE!

DROP THAT ALBUM LIKE A BOSS!

LET'S NOT SKIP THE BASICS, FOLKS! BEFORE DIVING INTO THE RELEASE PLAN, MAKE SURE YOUR ALBUM IS FULLY COOKED AND READY TO GO, INCLUDING THE MASTERING BIT!
NO USE GETTING TOO EXCITED AND PLANNING AHEAD IF YOU AREN'T SURE THE MUSIC WILL BE READY TO ROCK. AFTER ALL, THERE'S A TON THAT COULD GO WRONG IN THE PROCESS!

CRAFT A TIMETABLE!

LET'S SPIN THE CLOCK HANDS BACK FROM RELEASE DAY TO MAKE A MASTER SCHEDULE! WE'LL INCLUDE ALL THE JUICY DETAILS - FROM PROMOTIONS AND PRESS RELEASES TO SHIPPING DEADLINES. REMEMBER, WE'RE SANDWICHED BETWEEN THE MASTERING AND THE BIG DAY!
AND HEY, LET'S NOT FORGET TO MAP OUT THE SINGLES AND OTHER FUN STUFF TOO!

CREATE AND COLLECT RESOURCES

ROUND UP ALL THE GOODIES LIKE PRESS PICS, BIOS, AND ALBUM ART, AND CREATE ONE ROCKIN' PRESS KIT TO SEND OUT TO MEDIA OUTLETS AND CURATORS.

KEEP ALL THIS AWESOMENESS IN ONE CENTRALIZED CLOUD DRIVE FOR EVERYONE ON THE TEAM (AND THE ARTIST!) TO EASILY GRAB AND GO.

TACKLE THE TOP PRIORITIES LIKE A BOSS!

READY, SET, PRIORITIZE! FIRST UP, TACKLE THE HEAVY LIFTERS LIKE MANUFACTURING SINCE THEY CAN TAKE EONS. NEXT UP, DON'T FORGET TO UPLOAD THE ALBUM TO YOUR DIGITAL DISTRIBUTOR AND ARTWORK TO YOUR ARTIST IN CASE OF ANY LAST MINUTE TWEAKS. AND IF YOUR ARTIST IS A BIT INDECISIVE, BETTER TO BE SAFE THAN SORRY, RIGHT?

JOT DOWN YOUR MISSIONS!

SO, WHAT'S THE PLAN FOR THIS RELEASE? ARE WE AIMING TO BREAK EVEN? OR, ARE WE DIPPING OUR TOES IN THE WATER WITH A NEW ARTIST?

PERHAPS, THIS IS JUST THE BEGINNING OF A RECORD LABEL EMPIRE, AND WE'RE ON A MISSION TO BUILD OUR BRAND AND SPREAD THE WORD!

OR MAYBE, JUST MAYBE, THIS IS A PASSION PROJECT, AND WE'RE AIMING TO SEE SOME TANGIBLE RESULTS AND MAKE SOME WAVES IN THE MUSIC WORLD. WHAT'S THE PLAN, BOSS?



10 MIND-BLOWING HACKS TO KICK-START YOUR NEXT BIG RELEASE!

JOT DOWN YOUR WILDEST AMBITIONS!

LET'S GET REAL AND SET SOME SOLID, MEASURABLE TARGETS FOR THIS RELEASE. FORGET VAGUE OBJECTIVES - LET'S NAIL DOWN SOME GOALS THAT WE CAN ACTUALLY TRACK AND CELEBRATE.

IT'S A TEAM EFFORT, SO BOTH THE ARTIST AND LABEL SHOULD HAVE THEIR OWN SET OF OBJECTIVES. MAYBE THE LABEL AIMS TO SELL OUT 50% OF THE INVENTORY IN THE FIRST THREE MONTHS OR MAKE A PROFIT BY A CERTAIN DATE. ON THE ARTIST SIDE, MAYBE THEY DREAM OF HAVING THEIR MUSIC ON VINYL OR BEING FEATURED IN A PRESS OUTLET THEY LOVE. WHATEVER THE GOALS, LET'S MAKE THEM CRYSTAL CLEAR AND ROCK THIS RELEASE!

READY, SET, LET'S UNLEASH THIS ALBUM INTO THE WORLD!

TIME TO PUSH OUR ALBUM OUT THERE! LET'S SLIDE INTO THE DMS OF MEDIA OUTLETS AND CURATORS, FLAUNTING OUR TUNES FOR REVIEWS, INTERVIEWS, AND PLAYLIST FEATURES.

OUR SINGLES SHOULD BE THE FIRST TO HIT THE CURATORS' EARS ON THE RELEASE DAY OR JUST BEFORE IT, AND THE WHOLE ALBUM SHOULD BE IN THE HANDS OF WRITERS AROUND 4 TO 8 WEEKS BEFORE THE GRAND UNVEILING!

LET'S GET THE WORD OUT THERE!

BLAST THE NEWS ON ALL FRONTS, FROM FACEBOOK TO EMAIL LISTS TO INSTAGRAM! YOUR MUSIC FANS ARE EVERYWHERE, SO BE IN ALL PLACES AT ALL TIMES. WHETHER THEY'RE GROOVING IN VINYL SHOPS OR CHILLING IN PLAYLISTS, IT'S ALL GOOD! JUST MAKE SURE TO MEET YOUR FANS WHERE THEY ARE AND ROCK THEIR WORLD!

LET'S GET THIS PARTY STARTED WITH AN EPIC POST-RELEASE PLAN!

HOLD YOUR HORSES AND SAVE A FEW PROMO TRICKS UP YOUR SLEEVE FOR THE WEEKS AND MONTHS POST-LAUNCH.

DON'T JUST FOCUS ON D-DAY, BUT ALSO PLAN FOR THE WEEKEND, WEEK, AND MONTH AFTER!

REMEMBER, RELEASE DAY IS NOT THE END OF THE RACE; IT'S THE START OF YOUR POST-LAUNCH MARATHON!

IT'S TIME TO PLAN A POST-RELEASE CELEBRATION!

DON'T JUST STOP AT THE FINISH LINE! PLANNING AHEAD IS KEY WHEN IT COMES TO AN ARTIST'S NEXT MOVES. FOR STARTERS, YOU AND THE ARTIST SHOULD HAVE A SOLID 3-6-MONTH POST-RELEASE PLAN IN PLACE. BUT IT DOESN'T STOP THERE! THERE'S ALWAYS ANOTHER ADVENTURE IN THE WORKS.

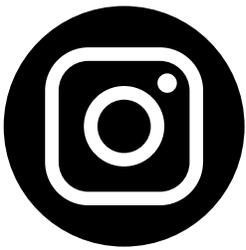
KEEP IN MIND, CREATING AN ALBUM IS NO SMALL FEAT! IT TAKES UP TO 2-3 MONTHS TO RELEASE AFTER 2 MONTHS OF MIXING AND MASTERING, 2-3 MONTHS OF RECORDING, AND 3-6 MONTHS OF SONGWRITING. THAT'S ROUGHLY A 1.5-2-YEAR JOURNEY! BUT HEY, ONCE YOU'VE REACHED THE END OF THE LINE, IT'S TIME TO HOP ON THE NEXT RIDE!



Thank you!

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STAY CONNECTED



DONT MISS THIS

**HERE IS 25% OFF THE FULL EBOOK JUST
FOR CHECKIN OUT THE SNEAK PEEK**

**PROMO
CODE**

PEEK25

