

# THE ULTIMATE 90-DAY MUSIC RELEASE PLAN

FROM DOWNBEAT TO DROP

**The difference between a successful album drop and one that only your mom ever hears is a thought-out release plan.**

Here is your ultimate checklist guide for everything you'll need for a fantastic release!

**SOUND CANNON**  
PRODUCTIONS



## WEEK 1

Days 1-7

- Read through this entire checklist!
- Have songs finished and practiced, ready for recording
- Register you and your songs with a PRO
- Register your domain and setup your website if you don't already have one
- Define your budget and be sure to include:
  - Recording
  - Mixing
  - Mastering
  - Musicians
  - Promotional content (photos, video, music videos, etc.)
  - Marketing
  - CDs, Vinyl, Merch etc.

## WEEK 2

Days 8-14

- Have studio with engineer and/or producer decided on
- Discuss project and timeline with producer
- Decide who is mastering the project
- Hire musicians/studio

## WEEK 3

Days 15-21

- Recording session day(s)
- Working on overdubbing
- Start/commission artwork for project (note album artwork will take longer than single artwork)
  - Hire photographer or artist
  - Schedule photoshoot

## WEEK 4

Days 22-29

- Mixing done and sent to be mastered\*
- Decide if you are going to have a music video(s) made. Need to begin contacting a team to accomplish this.
- Decide if you are going to have an album release show

## WEEK 5

Days 29-35

- Song(s) are mastered and completed\*
- Artwork is completed
- Release date is decided (most distribution services need 2-3 weeks lead time)
- Choose distribution service
- Get a UPC/IRC code and register with Nielson SoundScan BDS
- License any cover songs you have on your project
- Upload artwork and wav files for distribution
- Create (or rebrand) you social sites

## WEEK 6

Days 36-42

- Map out supplemental content for release
- Create/shop-out social content
- Decide on a marketing plan. Research what kind of marketing you plan to do for your release. Do you need to hire a marketing company? PR? Publicist?
- If going DIY for promotion, consider hiring a consultation hour to two with a professional to discuss your marketing and promotion strategy
- Book album release show venue and hire musicians

## WEEK 7

Days 43-49

- Continue working on creating content (photos, graphics, announcements, video, etc.)
- Put together an EPK and presskit
- Get USBC code if needed
- If planning on printing CDs or Vinyl decide on who you are going to hire to print them and then send artwork and music files to the manufacturer

## WEEK 8

Days 50-56

- Continue Work on creating content (photos, graphics, announcements, video, etc.)
- Write out content schedule for the 2 weeks before your release and 4 weeks after

## WEEK 9

Days 57-63

- Continue work on creating content (photos, graphics, announcements, video, etc.)

## WEEK 10

Days 64-70

- Launch Pre-Save campaign

## WEEK 11

Days 71-77

- Schedule out what social content you can
- Rehearse for release show

## WEEK 12

Days 78-84

Begin posting release content

Announce Release

## WEEK 13

Days 85-89

This is the week you get all of your ducks in a row! You're 7 days out from your release and maybe your release show, too.

Double and triple check that your release will be ready:

Check and make sure you haven't received any messages from your distribution

Check in with the venue and double check everything is ready for your show

Make sure you have social content ready for release week

Check in with your promotions team (or yourself) that you have everything in place for the release

Write your album release email that will go out to your mailing list

## DAY 90

Release day

Album Release Show

Video release

The date of video releases depends on what you are releasing. If you are releasing a single, oftentimes the video is released the same day, if you are releasing an album often music videos are released before and after the album drops to help build and continue momentum.

## BEYOND

**Your music is out there now!** Congrats. Now is the time to use your music as a way to connect with fans, venues, the press and more.

Continue to release content and book shows to help promote your new music. But always remember – the release isn't the end – it's just the beginning! And don't wait too long to start thinking about what your next project will be.

From your fans at

**SOUND CANNON**  
PRODUCTIONS



We make it easy for artists to create a kickass record (that will wow more than just your mom).

BOOK WITH US