Releasing a Single: the checklist

The pre-release checklist · Charlie Roberts

- [ ] **1. Lock the assets**
  Six weeks out, lock the final master, square artwork at 3000 x 3000 pixels, the track title, credits and ISRC.

- [ ] **2. Upload four weeks early**
  Upload to your distributor with a release date at least four weeks away. That gives you time to pitch to editors.

- [ ] **3. Claim your profiles**
  Claim your Spotify for Artists, Apple Music for Artists and Deezer for Creators profiles.

- [ ] **4. Pitch on Spotify**
  Pitch the unreleased song in Spotify for Artists. You can pitch one song per release, and it must be at least seven days before release day.

- [ ] **5. Build a shortlist**
  Shortlist ten to thirty blogs and curators that fit your genre, and read each one's submission rules.

- [ ] **6. Never buy streams**
  Never pay for guaranteed streams or playlist spots. Spotify says that can get your music removed. Paying for a listen or feedback, where the curator decides freely, is the safe structure.

- [ ] **7. Use free radio uploaders**
  Upload to BBC Introducing in the UK, or triple j Unearthed in Australia, if you are eligible. They are free.

- [ ] **8. Release day, then log**
  On release day, check the track is live everywhere and fix any metadata errors the same day. Then log every response, and follow up only where the rules allow it.

Full version: **Release Pitch Pack** (the timeline, one-sheet template, pitch scripts and submission routes) — https://payhip.com/b/aXhDx

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