The album release checklist.



Prepare the emails, videos, ads and store before the album comes out. Use this checklist to plan the work before, during and after release.

01



Before you announce the album

- ☐ Grow email subscribers and set up a welcome series: automatic emails that introduce new subscribers to the artist and the music.
- ☐ Prepare your website page and store for the release.

02



Singles and pre-orders

- ☐ Give each single its own email, posts and ads.
- ☐ Open pre-orders for records and bundles in your store.
- ☐ Pitch one song to Spotify at least 7 days before release (2 weeks is recommended) and to Apple Music at least 10 days before.

03



The last-chance pre-order push

- ☐ Confirm the last order date with whoever ships the records.
- ☐ Send the last-chance email and matching ads. This push is essential.

04



Release day: lead with listening

- ☐ Send fans to the music. Update links, profiles, pinned posts and ads.
- ☐ Keep records and merchandise easy to find.

05



After release: keep promoting

- ☐ Keep sharing performances, song stories and fan responses.
- ☐ Review listeners, new email subscribers, sales and stock.

A first listen can lead to a later purchase.

People who discover the music after release day may still buy the record, merchandise or tickets. Keep the store easy to find.

Plan your release with us