majorly independent.

Before you hit release.

A practical checklist for the details, the rollout, and the work after release day.

PROJECT: _____ RELEASE DATE: _____

01 / SET YOUR DIRECTION

- ☐ Define the goal and the listeners you want to reach.
- ☐ Choose a realistic budget and assign responsibilities.
- ☐ Confirm your release date and distributor lead times.

02 / GET THE FILES RIGHT

- ☐ Approve final masters, artwork, and release versions.
- ☐ Check artist names, track titles, credits, and metadata.
- ☐ Confirm rights and permissions; organize approved assets.

03 / BUILD THE ROLLOUT

- ☐ Write the story and prepare photos, videos, and captions.
- ☐ Schedule pre-release, launch, and follow-up activity.
- ☐ Prepare outreach; check deadlines and test music links.

04 / RELEASE & KEEP GOING

- ☐ Check the live audio, artwork, credits, and links.
- ☐ Thank collaborators, respond to listeners, keep sharing.
- ☐ Review costs and reporting; note what to carry forward.

ONE THING TO DO NEXT:

_____

Planning resource. Adapt to your project, agreements, and provider requirements. Results are not guaranteed.