

Sell Before Your Stream Checklist

(6 Week Campaign)

Week 1: Setup & Soft Launch

Goals:

Start as soon as you are ready to launch your song! Remember you ALREADY have a list of people you can tap for support, even if you are still working on building your social media fanbase!

Tasks:

- ___ Set Up Mass Email Tool (Aweber, Mailchimp, Wix/Square Space Form)
- ___ Reach out to the CONTACTS on your phone (text everyone, one at a time):

Example: “Hey John, it’s been a while! Wanted to see if you might be willing to check out my new song before its officially released. Is it ok if I add you to my private email list?”

___ Determine where to sell your song (website, Bandcamp, Even). Your “sales page” will include:

- Song file (Mp3, Wav, FLAC are most common)
- Cover Art
- “Name Your Price” – set \$1 minimum

___ Batch Create Content For Socials (Photos, Videos, Behind The Scenes For Posts, Reels, Shorts, Etc.)

___ Soft Launch Sales Page With Current Community & Encourage Email Sign Ups

___ Post 1st Teaser Videos To 3 Social Media Platforms (Ig, TikTok, YouTube Shorts)

Pro Steps (Optional)

___ Set Up URL Redirect Link To Your Release Page (www.yourband.com/yoursong)

___ Add Extra Merch Items Special To Your Release (T-Shirts, Posters, Photos, Etc.)

___ Create A Giveaway To Harvest Emails From Your Social Media (Demo, Lyric Sheet, Behind The Scenes Content, Exclusive Access)

Week 2: Go Live & Build Engagement

Goals:

Direct Audience Engagement

Audience Harvesting

Growing Email List

Make Sales

Schedule Song For Streaming And Submit To Spotify For Artists

Tasks:

- ___ Host 2 To 3 Live Sessions (10-15 Min) (Tiktok, IG, YouTube)
- ___ On Livestream, Tell Viewers To Join Email List & Buy The Song Early
- ___ Shout Out Viewers That Sign Up To Email Or Buy Song In Real Time
- ___ Start Posting Content You Batch Created (Option: Try Scheduling Apps To Help)
- ___ Post Behind The Scenes Content Of The Creative Process
- ___ Use DMs To Connect With Community (Ask For Feedback, Offer Early Buy Link, Etc.)
- ___ Take Clips From Livestreams And Repurpose As Shorts/Reels And Post Across Platforms
- ___ Schedule Song For Streaming Release For 1 Month Out
- ___ Submit To Spotify For Artists (Add 8 Sec Video For Spotify Canvas For The Song)

Week 3: Viral Content & More Audience Harvesting

Goals:

- Using Viral Content To Expand Reach
- More Email Sign Ups & Sales

Task:

- ___ Research Viral Trends (TikTok/Ig/Etc.) & Adapt Them To Your Project
- ___ Post 3-5 Viral Style Videos (Song Story, Acoustic Version, “This Song Is For You If...”, Walking)
- ___ Pin The Best Performing Posts To The Top Of Your Social Media Pages
- ___ Make Sure Your Link In Bio is Updated On Social Media Pages
- * Track Your Analytics

Week 4: Mid Campaign Push

Goals:

- Deepen Fan Connection
- Increase Urgency
- Sales
- Collabs

Tasks:

- ___ Post Instagram Carousels (4-10 Images In A Post) Show Your Journey And Personality
- ___ Go Live With A Q&A/Hangout About The Song, Continue Collecting Email Signups
- ___ Send Email Reminder To List With “Only One Week Left For Early Access” Encouraging Sales
- ___ Repost Higher Performing Content
- ___ Share Testimonials & Fan Feedback In Posts And Stories (Take Screenshots)
- ___ Collaborate With A Couple Creators For Shoutouts , Interviews, Cross Promotion
- ___ (Optional) Start Testing Paid Promotion On Your Strongest Platform With Strongest Content

Week 5: Final Push Before Streaming Release

Goals:

Boost Final Sales Before Streaming Launch

Tasks:

- ___ Host Final Livestreams Reminding Fans Of Last Chance To Buy Before Song Goes To Streaming
- ___ Continue Personal DMs (Utilizing Voice DMs) For Last Outreach To Groups Of Fans
- ___ Share Testimonials & Fan Feedback In Posts And Stories (Take Screenshots)

Week 6: Last Call & Transition To Streaming

Goals:

- Prepare Audience For Streaming Release

Tasks:

- ___ Send Final Email Blast With Message Of Urgency
- ___ Post Countdown Reminders On Social Media
- ___ Publicly Thank Supporters In Stories And Posts
- ___ Get Posts Ready For Streaming Announcement/Release
- ___ Analyze And Track Data From Sales, Emails, And Engagement

* Plan Next Release Cycle Based On Analytics

Things To Remember

1. When Creating Content, Set Aside A Couple Hours Of The Weekend To Batch Create Content (Videos, Photos, Stories)
2. Use A Second Device To Document Your Content Creation Process. You Can Do This Live Or Use For BTS Content Later.
3. Take Multiple Pictures And Videos And Change Your Outfits For Different Posts.
4. Pay Attention And Save Videos Of Viral Trends To Fit Your Style. (Don't Copy, Adapt The Ideas)
5. You Can Experiment With Different Scheduling Apps To Help You Save Time And Take Some Of The Pressure Off.
6. Post Across All Social Platforms With Hyperfocus On The Platform That Has The Best Response. And Prioritize The Best Style That Work For You. (Carousels, Stories, Shorts, Lives)
7. Don't Stress Is Some Posts Flop. No One Saw Them So It's Doesn't Matter. Just Keep Posting And Refining Your Style.
8. Don't Forget To Cross Promote With Other Creatives That Helped With Your Project. (Producers, Photographers, Etc) Even Small Collabs Can Help.
9. Carousels On IG Work Because They Will Be Showing To You Followers Repeatedly

10. Make Sure Your Audience Feels Seen By Replying And Interacting Often. It Builds Loyalty.

You got this!

Miss Krystle, Top Music Attorney

Need legal help?
480-248-0657
ClientCare@DelgadoEntertainmentLaw.com
www.DelgadoEntertainmentLaw.com
