

Indie Album Release Roadmap

BACKGROUND WORK

Design album artwork and place teaser on social media sites
Create social media content about album- video from studio, photos, song clips, interviews about songs, lyric videos
Design merchandise (if needed)

Discover who you are as an artist!!!

CHOOSE SONGS

write or select songs
register with ASCAP, BMI, SESAC
(Songwriters & Publishers)

BUDGET

PRE-PRODUCTION

select studio, producer, engineer
select final songs
create recording schedule
determine keys and arrangements
(Studios)

RECORD

POST-PRODUCTION

mixing / mastering
adding in ISDN codes on songs for digital distribution
create and execute mechanical licenses for writers or cowriters

DUPLICATE & SELECT RELEASE DATE

FIND MORE WAYS TO SHARE YOUR MUSIC

radio promotions
film & TV placements
(Radio Promoters, Placement Companies)

KEEP GOIN'

DISTRIBUTION/LAUNCH

physical and digital distribution
release event
(Indie Distributors, Venues)

GET READY TO SELL

PR

create press release/media release
media contacting for reviews
plan launch event
prep website for sales
(Publicist)

ONGOING CAREER MANAGEMENT

Social Media/Fan Engagement
Booking Shows
Networking
Prayer/Positive Thoughts