

The 12-Week Viral Music Release Checklist

Introduction – What This Course Will Do for You

Welcome to the **12-week Viral Music Release Checklist!** If you're here, chances are you've dropped a few songs before that didn't get the attention they deserved. You worked hard, shared the links, begged friends to repost... and still, silence. Meanwhile, other artists are blowing up with strategies you know nothing about.

Here's the good news: you're in the right place! This 12-week step-by-step guide is a proven formula that will help you release your music, promote it like a pro, and keep your streams growing long after release day.

This checklist is designed to simplify the release process into manageable steps. Each chapter covers a key aspect of promoting your music, week by week, ensuring you never miss a beat. You'll learn how to set the foundation, build hype, distribute your music properly, create viral content, and grow your fanbase without needing a record label or big connections.

Here's the Plan: We'll break this into **6 chapters** covering **12 weeks of actionable steps**. By the end of this course, you'll have a full rollout strategy that you can apply to every song you release, making each one bigger and better than the last.

Chapter 1: Building the Foundation for Success (Weeks 1–2)

Setting the Stage for a Strong Release

Before you drop your song, you need to create a solid foundation. This is where you begin building anticipation and engaging your fans early.

- **Document Your Creative Process:** Show your journey! Record short clips of your studio sessions or songwriting process and share them on TikTok and Instagram. Even if your studio is a corner of your room, it doesn't matter—fans love to see the real you.
- **Prepare Your Assets:** Get your song artwork, EPK (Electronic Press Kit), and social media content ready in advance. Use tools like Canva for artwork if you're on a tight budget.
- **Engage Your Fans:** Build a community with your existing fans—friends, family, and early supporters. Celebrate milestones, run polls, and share teaser clips to create excitement.

Week 1–2 Checklist:

- Record behind-the-scenes videos of your creative process.
- Create high-quality artwork for your song.
- Build an EPK with your bio, photos, and contact info.
- Post 10–20 short clips to engage your audience before release.

Example: Share a video of you in the studio with the caption, "Something big is coming... 🔥 Stay tuned!"

Chapter 2: Music Distribution & Playlist Strategy (Weeks 3-4)

Get Your Music on Every Platform

Once your foundation is set, it's time to distribute your music. This step ensures that your song reaches streaming platforms like Spotify, Audiomack, and Apple Music.

- **Pick the Right Distributor:** Options like DistroKid, TuneCore, and OneRPM offer various services. Choose the one that fits your budget and needs.
- **Submit Early:** Send your song to distributors at least 3–4 weeks before release to improve your chances of being added to playlists.
- **Pitch to Playlist Curators:** Reach out to curators and DJs on Instagram and Twitter. Be polite, and always include your EPK.

Week 3–4 Checklist:

- Choose your distributor and upload your song.
- Ensure your artwork and metadata are clean and professional.
- Pitch your song to at least 5 playlist curators.

Pro Tip: Schedule your release for a Friday to increase your chances of playlist visibility.

Chapter 3: Building Pre-Release Hype (Weeks 5–6)

Create Anticipation & Get People Talking

Hype is everything. If no one knows your song is coming, even the best track will go unnoticed. Your goal here is to make sure your fans are waiting for release day like they're waiting for December salary.

- **Announce Your Release Date:** Do it with flair. A simple "New song dropping soon" won't cut it. Create teaser videos and countdown posts.
- **Use Social Media:** TikTok challenges, behind-the-scenes clips, and countdowns are your best friends.
- **Collaborate with Influencers:** Micro-influencers with 5,000–50,000 followers are affordable and often more effective than big names.

Week 5–6 Checklist:

- Announce your release date with a teaser video.
- Create a TikTok challenge or trend around your song snippet.
- Reach out to influencers to promote your song before the release.

Example: "5 days to go! Who's ready for this vibe? 🔥 #SongTitleChallenge"

Chapter 4: Release Day Strategy (Weeks 7–8)

Make Noise & Own the Day

Release day is your moment. Treat it like a festival, not just a regular day. Be active, engage constantly, and keep the momentum alive.

- **Start Early:** Post about the release first thing in the morning.
- **Go Live:** Interact with your fans on Instagram and TikTok. Share the inspiration behind your song and play it live.
- **Keep Engaging:** Respond to comments, repost fan reactions, and encourage sharing.

Week 7–8 Checklist:

- Post your release announcement on all platforms.
- Host an Instagram Live to celebrate the drop.
- Share screenshots of playlist placements or fan reactions.

Pro Tip: Create a giveaway for the first 10 people who stream and share your song.

Chapter 5: Keep the Momentum Alive (Weeks 9–10)

Sustain the Buzz Beyond Release Day

Your song is out—now what? Keep the energy high to ensure your song doesn't fade out.

- **Repurpose Content:** Use TikTok trends and Instagram Reels to give your song new life.
- **Run Targeted Ads:** Even a \$200,000 budget can help you reach a bigger audience.
- **Celebrate Milestones:** Share every win—playlist placements, new streams, and fan reactions.

Week 9–10 Checklist:

- Create content for TikTok trends.
- Run Instagram and TikTok ads to boost visibility.
- Share fan-generated content and repost their reactions.

Example: "We just hit 20,000 streams! Thanks for the love—let's hit 50K next!"

Chapter 6: Building a Long-Term Career (Weeks 11-12)

Turn a Viral Moment into a Movement

Now that your song is gaining traction, focus on building a brand and career that lasts.

- **Define Your Identity:** Are you the soulful storyteller or the party anthem king? Let your style be consistent across all your content.
- **Create Long-Form Content:** Vlogs, live performances, and behind-the-scenes videos deepen fan connections.
- **Collaborate:** Join forces with other artists for remixes or features.

Week 11-12 Checklist:

- Create a personal brand that reflects your music.
- Collaborate with other artists and creators.
- Plan your next release and build anticipation early.

Conclusion & Next Steps

Congratulations! You've completed the **Viral Music Release Checklist**. Now it's time to apply these steps and watch your music grow.

And if you're ready to take things to the next level, my team at **SounDisruptr** offers top notch music marketing campaigns and one-on-one consultations. We've helped countless artists go viral—let's make you the next success story!