

The 8-week release checklist

A free, printable week-by-week checklist for releasing a single as an independent artist in India, from master and metadata to pitching, content, release day and the four weeks after.

Release date (a Friday): _____ Song: _____

Week -8: finish the music

- ☐ Final master approved (and a clean or radio edit if needed)
- ☐ Title locked, spelled exactly as it will appear everywhere
- ☐ **Split sheet** signed by every writer
- ☐ Samples cleared, if any
- ☐ AI use noted, if any, for your distributor's declaration

Week -7: visuals and story

- ☐ Cover art, 3000 × 3000 px, no logos or text that break store rules
- ☐ Press photos, horizontal and vertical
- ☐ The story of the song in one paragraph
- ☐ Lyrics typed and checked

Week -6: metadata and rights

- ☐ **Metadata and credits sheet** complete
- ☐ ISRC assigned (by your distributor, or your own)
- ☐ Song registered with IPRS by every writer, with matching shares
- ☐ Release date chosen

Week -6 to -4: deliver

- ☐ Uploaded to distributor, all platforms selected
- ☐ YouTube Content ID and Official Artist Channel requested, if available
- ☐ Delivery confirmed and no errors flagged

Week -4: pitch

- ☐ Song visible under Music → Upcoming in Spotify for Artists
- ☐ Spotify pitch submitted with accurate genre, mood, language and story
- ☐ Asked distributor about pitching other platforms

Week -4 to -1: build anticipation

- ☐ Content plan written: story, hook, making-of, countdown
- ☐ Hook clips tested with Trial Reels
- ☐ Pre-save link live and in your bio
- ☐ Closest fans told personally (DMs, WhatsApp, email list)

Week -2: outreach

- ☐ Personal pitches sent to playlist curators, journalists, blogs and radio
- ☐ Premiere offered to one outlet, if relevant
- ☐ EPK updated

Week -1: final prep

- ☐ Spotify Canvas uploaded
- ☐ Music video, lyric video or visualiser scheduled as a YouTube premiere
- ☐ Release-day posts and stories ready
- ☐ Link hub updated to go live on release day

Release day

- ☐ Song live on all platforms (check each one)
- ☐ Posts on Instagram, YouTube and everywhere else
- ☐ Artist Pick and bios updated
- ☐ Reply to every comment and message
- ☐ Thank and share everyone who supports it

Weeks +1 to +4: keep it alive

- ☐ A new clip of the song every two or three days
- ☐ Fan videos and playlist adds shared
- ☐ Numbers checked weekly: active listeners, saves, sends, watch time
- ☐ Plan an alternative version (acoustic, live, remix) for weeks +4 to +8
- ☐ Notes written: what worked, what to change next time

Online version and more free documents: surandsauda.in/learn/release-checklist/