

WORKBOOK 8

~RELEASING #1~

How are you going to define the success of your next release?

Brainstorm anything extra / special you may be able to take advantage of to help the success of your release. This doesn't include typical marketing methods like content, ads, playlists, etc.

Define the selling point(s) of your release—

How are people going to feel connected to this release?

What is relatable about it?

What feelings would you associate with it?

What is the utility of it?

What are situations in which you can imagine people listening to it and loving it?

What is the main message, story, emotion, selling point of the release?

Go deeper into the selling point(s)—how can connect with them on a deeper emotional level?

Brainstorm specific content ideas for your release: