

OFF TRAIL STUDIOS



Music Release Day Checklist

A working checklist for the final stretch of your release — the weeks before, release day itself, and the debrief after — so nothing important slips through.

READ ARTICLE

How to use this doc:

- This is a working template — make a copy to your drive to start editing (**File** → **Make a Copy**), then work through each section and fill in your own details as you go.
- Check tasks off as you complete them.
- Add rows or notes for anything specific to your project.
- Share your copy with your manager, PR, or bandmates to build it together.
- Reuse it for every release — your EPK gets easier to update each time.

Use this checklist alongside the Off Trail Studios Music Release Day Checklist article. Duplicate this document for every release and customize it with your own deadlines, links, collaborators, and notes.

The goal is not to make your release more complicated — it is to organize the details early so you can focus on sharing your music and enjoying the moment.



1–3 Weeks Before Release

Release Details

- ☐ Confirm distributor delivery and release date.
- ☐ Check artist name and song title.

- ☐ Confirm final artwork.
- ☐ Verify producer, mixer, mastering, songwriter, and featured artist credits.
- ☐ Confirm royalty splits.
- ☐ Check lyrics and explicit-content information.

Smart Link + Pre-Save

- ☐ Finalize your Smart Link.
- ☐ Test streaming links on desktop and mobile.
- ☐ Confirm pre-save setup.
- ☐ Add website, music video, merch, shows, or other relevant links.
- ☐ Save your final release link somewhere easy to access.

EPK + Artist Profiles

- ☐ Update artist bio.
- ☐ Add final cover artwork.
- ☐ Update press photos.
- ☐ Check private listening links.
- ☐ Update website and social links.
- ☐ Refresh Spotify for Artists profile.
- ☐ Refresh Apple Music for Artists profile.
- ☐ Update YouTube and social profiles.

Release Content

- ☐ Create main release announcement.
- ☐ Prepare Story graphics.
- ☐ Prepare Reels, TikToks, or Shorts.
- ☐ Prepare lyric clips.
- ☐ Organize behind-the-scenes footage.
- ☐ Prepare captions and important links.

Collaborators

- ☐ Send release date to collaborators.
 - ☐ Send Smart Link.
 - ☐ Send artwork and shareable assets.
 - ☐ Confirm social handles and tags.
-



Release Day

Before Announcing

- ☐ Confirm the correct audio is live.
- ☐ Check artwork appears correctly.
- ☐ Confirm the song is connected to the correct artist profile.
- ☐ Test Smart Link.
- ☐ Check credits and lyrics where available.

Update Profiles

- ☐ Change 'Coming Soon' to 'Out Now'.
- ☐ Update bios.
- ☐ Update website links.
- ☐ Update link-in-bio pages.
- ☐ Replace outdated banners or graphics.
- ☐ Update pinned content.

Share Your Release

- ☐ Publish main release announcement.
- ☐ Pin your release post.
- ☐ Share Smart Link everywhere.
- ☐ Post Stories.
- ☐ Post Reels, TikToks, or Shorts.
- ☐ Share behind-the-scenes moments.
- ☐ Tag collaborators.

Engage With Your Audience

- ☐ Reply to comments.
- ☐ Thank listeners and supporters.

- ☐ Repost listener Stories.
- ☐ Share fan reactions.
- ☐ Consider a livestream or Q&A.

Celebrate

- ☐ Save screenshots and memories from release day.
 - ☐ Thank your team.
 - ☐ Take time to enjoy the release.
-

1–4 Weeks After Release

Continue Sharing

- ☐ Share behind-the-scenes content.
- ☐ Share songwriting or recording stories.
- ☐ Post live performances or alternate versions.
- ☐ Share visual content from the release.

Press + Milestones

- ☐ Share press coverage.
- ☐ Share playlist placements.
- ☐ Share radio support or other milestones.
- ☐ Add important wins to your EPK.

Analytics

- ☐ Review Spotify for Artists.
- ☐ Review Apple Music for Artists.

- ☐ Review distributor analytics.
- ☐ Check listener locations.
- ☐ Check saves and engagement.
- ☐ Review playlist activity.
- ☐ Note what content performed best.

Update Your Materials

- ☐ Update EPK with new achievements.
- ☐ Update website with new press, videos, or milestones.
- ☐ Save notes about what worked for your next release.

✨ Release Debrief

- ☐ What worked well?
- ☐ What took longer than expected?
- ☐ What would you prepare earlier next time?
- ☐ What content connected best?
- ☐ What should you change for your next release?

Off Trail Studios helps independent artists bring their releases together through mixing, mastering, artwork, branding, EPKs, websites, and creative direction.

Want a hand with your release?

Off Trail Studios can support you across audio and visual — mixing, mastering, cover art, EPKs, websites, and everything in between — or plan a custom package around whatever your release needs.

→ [Explore our packages](#) · Get in touch

Made by Off Trail Studios · offtrailstudios.com
More templates at offtrailstudios.com/library · Password: [otslibrary](#)