5 Things To Do Before
# Releasing Your Music

## Have your assets ready

- Press kit
- Artwork
- Press photos
- Description of the song
- Short videos for socials
- Artist bio

## Relationship etiquette

- Personalize your emails
- Make your first impression count
- Put a joke in your opener
- Be brief in your messages
- Send your music with a link, and not attachments

## Practice Consistent Networking

- Attend showcase festivals and conferences
- Performance rights organizations mailing lists events (SOCAN, BMI etc)
- Collaborate with other artists in your field

## Content is key

- Create content that links back to your music on multiple platforms
- Research types of content by other artists
- Take note of what's working on different platforms

## Set realistic expectations

- Connect with your local community
- Family
- Friends
- Local college stations
- Weekly arts paper