

Song Release Readiness Guide

INDEPENDENT ARTIST

**Prepare the essentials.
Capture your questions.**

Preparation checks + blank planning worksheets

A companion to **The Independent Artist Song Release Playbook**

The Tease · Launch · Revive System for Building a Real Campaign Around Your Music.

Raymond Finn & Trina Johnson Finn

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START HERE

How to Use This Companion

Use these pages to organize what you already know, identify missing preparation, and record questions about your release.

1. Start with the self-assessment.
2. Complete the release brief and asset inventory.
3. Check your listening destination.
4. Record your ideas, open questions, and results.

You do not need to fill every space. An unanswered question can show where you need more guidance.

This guide organizes your preparation. Read the Playbook alongside it as you develop your campaign.

Save a clean copy, then duplicate it for each release.

[Visit the permanent resource page](#)

Where Are You Now?

Choose the status that matches your release today.

- ☐ Not yet available
- ☐ Launching now or recently released
- ☐ Already released and ready for renewed attention

What feels ready?

What remains uncertain?

My biggest preparation gap

One question I want to resolve

My Release Brief

Record the basic facts and the purpose you have in mind.

Artist / project

Release title

Release date

Primary listener

One release goal

One listener action

Available time and budget

ASSETS

My Asset Inventory

Mark the current status of each asset. Use the notes area for files, links, or questions.

Asset	Ready	Missing	Needs checking
Cover artwork	☐	☐	☐
Artist photograph	☐	☐	☐
Music excerpt	☐	☐	☐
Video or visual	☐	☐	☐
Listening destination	☐	☐	☐
Artist profile and release details	☐	☐	☐

Files, links, or questions

Check Your Listening Link

My primary URL

- ☐ Artist name, artwork, and release title are correct.
- ☐ Buttons open the intended destinations.
- ☐ The page works on my phone.
- ☐ The page works when logged out.
- ☐ Wording matches the release's current availability.
- ☐ The release appears under the correct artist profile.

Problems or questions

Tease · Launch · Revive

The Playbook's framework connects preparation before release, attention around release, and renewed interest afterward.

Stage	My objective	Listener action	Open question
Tease			
Launch			
Revive			

Use the spaces to capture your own thinking and questions. Read the Playbook alongside this overview.

PLANNING

My Planning Notes

Choose the milestones you want to record. Leave room for adjustments.

Milestone I choose	Date	What needs preparation?

Questions about timing or order

My Communication Ideas

Capture ideas in your own words. These prompts are a place to start writing.

A musical moment I want to share

A story or detail behind the release

Something I want to say before release

Something I want to say when it becomes available

Something I want to share afterward

My listener invitation

Paid-Promotion Readiness

Complete this page only if you are considering paid promotion.

- ☐ I have a clear purpose for the test.
- ☐ My destination works.
- ☐ My creative is ready.
- ☐ I have set a spending limit.
- ☐ I know which result I want to record.

My remaining questions

OBSERVATION

My Campaign Snapshot

Choose the signals you want to observe and record their dates. This page captures observations without prescribing targets.

Signal I choose to observe	Starting value / date	Later value / date

What did I notice?

What do I want to understand better?

CONTINUE

Continue with the Playbook

Turn your preparation into a campaign.

The Independent Artist Song Release Playbook The Tease · Launch · Revive System for Building a Real Campaign Around Your Music.

By Raymond Finn & Trina Johnson Finn

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Keep a clean copy of this guide for your next release.

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