FOR INDEPENDENT ARTISTS

RELEASE READY

The independent artist checklist for a clean release.

COVER. ASSETS. METADATA.
ROLLOUT. RELEASE DAY.



SAMPLE COVER

RUN THIS BEFORE YOU UPLOAD

Most releases do not fail because the song is weak. They fail because the cover is late, the assets are missing, or release day turns into chaos. Run this list before you upload.

01 BEFORE THE COVER

- [ ] Track title and artist name are final
- [ ] You have one sentence for the feeling you want
- [ ] You have three references, not ten
- [ ] Release date and deadline are confirmed
- [ ] Clean and explicit versions are planned

02 COVER SPECS

- [ ] 3000x3000 px, 1:1
- [ ] RGB, 300 DPI
- [ ] Title is readable at thumbnail size
- [ ] Nothing important sits within 100 px of the edge
- [ ] No mockup, no screenshot, no low resolution file
- [ ] Cover works on dark and light interfaces

03 ASSET PACK

- [ ] Main cover
- [ ] Animated cover or loop
- [ ] Story version 1080x1920
- [ ] Teaser 9:16
- [ ] Canvas 9:16 or 1:1
- [ ] Press or playlist image

04 DISTRIBUTION

- [ ] Distributor and release date confirmed
- [ ] ISRC and UPC ready
- [ ] Credits and splits written
- [ ] Lyrics and explicit tag checked
- [ ] Genre and subgenre selected
- [ ] Presave link ready

05 ROLLOUT

- [ ] 4 weeks before: cover and assets locked
- [ ] 3 weeks before: presave and first teaser
- [ ] 2 weeks before: playlist pitch and press
- [ ] 1 week before: stories and personal DMs
- [ ] Release day: all links in one place

06 RELEASE DAY

- [ ] Release is live on every platform
- [ ] Cover shows correctly on Spotify and Apple
- [ ] Main post published
- [ ] Story with link published
- [ ] Link sent to 10 people personally
- [ ] Post pinned and bio updated

07 AFTER RELEASE

- [ ] Thank everyone who shared
- [ ] Save the best performing asset
- [ ] Ask three listeners what they felt
- [ ] Start the next release while it is fresh

FIX THESE BEFORE RELEASE

If any of these are true, fix them before release. A clean release is not a luxury. It is the difference between a song that looks serious and a song that looks rushed.

01 **COVER TEXT IS UNREADABLE AT THUMBNAIL SIZE**

If the title disappears at 200 px, it will disappear in the feed.

02 **COVER IS A SCREENSHOT OR A MOCKUP**

A mockup is not a cover. Export the real file.

03 **THERE IS NO STORY OR TEASER VERSION**

The release needs assets for stories, teasers and canvas.

04 **THE DISTRIBUTOR HAS NOT CONFIRMED THE DATE**

A date that is not confirmed is not a date.

05 **YOU ARE STILL WAITING FOR THE COVER 7 DAYS BEFORE RELEASE**

Late cover means rushed approval and a weaker launch.

> **A LATE COVER DOES NOT DELAY THE RELEASE.**
> **IT LOWERS THE RELEASE.**

NEED A COVER THAT PASSES EVERY CHECK?

DM SHOP

@TEZZ.COVERART / ONE OF ONE AND CUSTOM WORK

DM SHOP
@TEZZ.COVERART

Save this checklist and run it before every release.