



THE ARTISPRENEUR ACADEMY
PART IV

Release & Marketing

Five courses. One playbook
for the business of music.

By
Patrick Diamitani

ART MEANS BUSINESS
artispreneur.com

The Artisprenneur Academy: Part IV – Release & Marketing

By Patrick Diamitani

Copyright © 2026 Diamitani Industries. All rights reserved.
Published by Artisprenneur · artisprenneur.com

First edition · October 2026

This volume collects five of the seventeen Artisprenneur Academy courses (Part IV: Release & Marketing).

The courses in this collection are educational material. Nothing in this book is legal, tax, or financial advice. Verify current requirements with official sources and a qualified professional.

C O N T E N T S

Contents

1. How to Distribute Your Music	5
2. How to Submit Music to Blogs & Playlists	12
3. How to Add Music to Collaborative Playlists	20
4. How to Network in the Music Industry	25
5. How to Promote Your Own Shows	32

BEFORE YOU BEGIN

How to Use This Volume

This volume brings together the **five courses of Part IV: Release & Marketing** from the Artispreneur Academy – Get heard and get booked. Distribution, playlist and press pitching, networking, and promoting your own shows. It is one of four volumes making up the complete seventeen-course curriculum for running your music like a business.

Read it straight through, or jump to the course you need right now. Every course opens with what you will learn, walks through the topic chapter by chapter, and closes with **Put It Into Practice** – one action to take this week – and **Reflection** questions to connect the lesson to your own career.

Artispreneur exists for one reason: **a business that works as hard as you do**. These courses are the education layer of that mission – plain-English, no gatekeeping, built to produce results, not noise.

A NOTE ON ADVICE

EDUCATIONAL NOTICE

This material is educational only and is not legal, tax, or financial advice. Laws, fees, and platform rules change – verify current requirements with official sources and a qualified professional before you act.

How to Distribute Your Music

This course will help independent artists understand the process of distributing music through Digital Service Providers (DSPs), such as TuneCore, CD Baby, DistroKid, and others. You'll learn how these platforms work, what services they provide, and how to choose the best one for your music. By the end of this course, you will know how to get your music on major streaming platforms like Spotify, Apple Music, and Amazon Music.

WHAT YOU WILL LEARN

- Explain the fundamentals of Music Distribution
- Understand and apply Comparing Popular Distribution Platforms
- Apply the process for Distribute Your Music
- Understand and apply Maximizing Revenue from DSPs
- Evaluate options related to the Best DSP for Your Needs
- Resolve common questions and identify where expert guidance may be needed

Chapter 1: Introduction to Music Distribution

This chapter focuses on What is a DSP (Digital Service Provider)?, Why You Need a Distribution Service, and Overview of Major DSP Platforms. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

What is a DSP (Digital Service Provider)?

A Digital Service Provider (DSP) is an online platform that distributes music to streaming services, allowing your songs to be available on Spotify, Apple Music, Amazon Music, and other platforms.

Key Points

- DSPs handle the logistics of getting your music on multiple streaming services.
- You retain ownership of your music while DSPs distribute it for public consumption.

Why You Need a Distribution Service

Using a DSP ensures your music reaches a wide audience:

- Exposure: DSPs allow you to distribute your music globally.
- Revenue: You earn royalties every time your music is streamed or downloaded.
- Convenience: DSPs handle the backend work, freeing you to focus on creating.

Overview of Major DSP Platforms

We'll cover several popular platforms, including:

- TuneCore: Offers music distribution and publishing admin services.
- CD Baby: Known for its comprehensive services, including physical distribution.
- DistroKid: Affordable, fast uploads with unlimited releases.
- Amuse: Free music distribution with an option to upgrade for additional services.
- UnitedMasters: Focuses on artist independence and offers brand deals.

Put It Into Practice

- Review your current approach to what is a dsp (digital service provider)?.
- Gather the information or documents you need for why you need a distribution service.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 2: Comparing Popular Distribution Platforms

This chapter focuses on TuneCore, CD Baby, and DistroKid. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

TuneCore

TuneCore charges per release but offers:

- Distribution to over 150 stores.
- Publishing administration to collect royalties from global platforms.
- Sync licensing opportunities.

CD Baby

CD Baby is a one-time fee service that includes:

- Global distribution to all major DSPs.
- Physical distribution services for CDs and vinyl.
- YouTube and Facebook monetization tools.

DistroKid

DistroKid is known for:

- Unlimited releases for a flat annual fee.
- Fast distribution to major platforms.
- Customizable splits for collaborators and automated royalty payments.

Amuse and UnitedMasters

Amuse offers free and premium tiers, with free distribution and an option to get additional promotion tools. UnitedMasters emphasizes artist independence and connects musicians with brand opportunities, along with sync licensing deals.

Put It Into Practice

- Review your current approach to tunecore.
- Gather the information or documents you need for cd baby.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 3: How to Distribute Your Music

This chapter focuses on Step-by-Step Guide to Uploading Your Music, Preparing Your Music for Distribution, and Understanding Metadata and ISRC Codes. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Step-by-Step Guide to Uploading Your Music

Sign Up: Create an account with your preferred DSP.

- Upload Your Music: Ensure your tracks are properly mixed, mastered, and in the correct format (usually WAV or FLAC).
- Fill in Metadata: Input all relevant information, including track names, artist names, and genres.
- Choose Release Date: Schedule your release for maximum impact.

Preparing Your Music for Distribution

Make sure your music is ready for distribution by:

- Ensuring high-quality audio (WAV or FLAC files).
- Finalizing album artwork (at least 3000x3000 pixels).
- Collecting ISRC and UPC codes (some DSPs generate these for you).

Understanding Metadata and ISRC Codes

Metadata is crucial for categorizing your music on streaming platforms. An ISRC code is a unique identifier for each track, ensuring proper royalty collection.

Put It Into Practice

- Review your current approach to step-by-step guide to uploading your music.
- Gather the information or documents you need for preparing your music for distribution.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 4: Maximizing Revenue from DSPs

This chapter focuses on Collecting Royalties from Streaming Platforms, Managing Splits with Co-Creators, and How to Use Analytics to Grow Your Audience. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Collecting Royalties from Streaming Platforms

Royalties from DSPs include:

- Mechanical Royalties: Earned from streams and downloads.
- Public Performance Royalties: Paid when your music is played on the radio or in public spaces.
- Publishing Royalties: Ensure you're collecting these if you write your own music.

Managing Splits with Co-Creators

DSPs like DistroKid allow you to automatically split royalties with collaborators:

- Set up individual royalty percentages.
- Ensure everyone gets paid fairly.

How to Use Analytics to Grow Your Audience

Use the data from DSP platforms to:

- Track listener locations and demographics.
- Identify which platforms and playlists are driving the most streams.

Put It Into Practice

- Review your current approach to collecting royalties from streaming platforms.
- Gather the information or documents you need for managing splits with co-creators.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 5: Choosing the Best DSP for Your Needs

This chapter focuses on Pricing Models (Subscription vs. Per Release), Additional Services (Sync Licensing, Publishing Admin), and Ease of Use and Customer Support. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Pricing Models (Subscription vs. Per Release)

Compare the pricing structures of DSPs:

- TuneCore: Pay per release, no annual subscription.
- DistroKid: Annual fee for unlimited releases.
- Amuse: Free option with an upgraded premium service.

Additional Services (Sync Licensing, Publishing Admin)

Some DSPs offer additional services like:

- Sync Licensing: Opportunities to get your music featured in TV shows, movies, or commercials.
- Publishing Administration: DSPs like TuneCore can collect publishing royalties on your behalf.

Ease of Use and Customer Support

When choosing a DSP, consider:

- The user interface and how easy it is to navigate.
- Availability of customer support to help you troubleshoot issues.

Put It Into Practice

- Review your current approach to pricing models (subscription vs. per release).
- Gather the information or documents you need for additional services (sync licensing, publishing admin).
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 6: Frequently Asked Questions (FAQ)

This chapter focuses on Can I Switch DSPs After I Release a Song?, How Much Do DSPs Take in Fees?, and How Do I Get My Music on Playlists?. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Can I Switch DSPs After I Release a Song?

Yes, but it requires removing your music from one DSP and re-uploading it to another, which can disrupt streams and playlist placements.

How Much Do DSPs Take in Fees?

Each DSP takes a small percentage of royalties as a fee for distributing your music. Some take no additional fee, but charge per release or through subscriptions.

How Do I Get My Music on Playlists?

Getting your music on editorial playlists often requires:

- Using the playlist submission tools provided by streaming platforms (e.g., Spotify for Artists).
- Networking with playlist curators or using DSP features that promote playlist placement.

Put It Into Practice

- Review your current approach to can i switch dsps after i release a song?.
- Gather the information or documents you need for how much do dsps take in fees?.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 7: Course Conclusion and Next Steps

This chapter focuses on Recap of Key Points and How to Start Distributing Your Music Today. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Recap of Key Points

DSPs: Digital Service Providers help distribute your music to streaming platforms, allowing you to reach a global audience.

- Choosing the Right Platform: Consider pricing, services, and ease of use when selecting the best DSP for your needs.

How to Start Distributing Your Music Today

Sign up for a DSP, prepare your tracks, and start uploading to make your music available worldwide.

Put It Into Practice

- Review your current approach to recap of key points.
- Gather the information or documents you need for how to start distributing your music today.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Recommended Next Steps

1. Put this course into practice today
2. Explore more courses in the Academy
3. Keep building your music business

How to Submit Music to Blogs & Playlists

This course will guide independent artists through the process of submitting their music to blogs and playlists for maximum exposure. You'll learn how to find the right blogs and playlists for your genre, the best practices for submission, and how to follow up professionally to increase your chances of being featured.

WHAT YOU WILL LEARN

- Explain the fundamentals of Music Submissions
- Apply the process for Find Blogs and Playlists for Your Genre
- Understand and apply Preparing Your Music for Submission
- Understand and apply Submitting Your Music to Blogs
- Understand and apply Submitting Your Music to Playlists
- Understand and apply Following Up with Blogs and Playlist Curators

Chapter 1: Introduction to Music Submissions

This chapter focuses on Why Submitting to Blogs and Playlists is Important, How Blogs and Playlists Help Grow Your Audience, and Understanding What Blogs and Playlists Look For. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Why Submitting to Blogs and Playlists is Important

Blogs and playlists are essential for promoting independent music because they:

- **Boost Exposure:** Playlists and blogs help your music reach new audiences.
- **Add Credibility:** Being featured on a reputable blog or playlist builds your reputation as an artist.
- **Drive Streams:** Playlist placements often result in an increase in streams, which can boost your overall visibility.

How Blogs and Playlists Help Grow Your Audience

By getting featured:

- **Blogs:** Write-ups on music blogs can attract dedicated listeners and potentially lead to interviews, reviews, or even playlist placements.
- **Playlists:** Playlist curators have a large following, which gives your song the chance to be heard by more people.

Understanding What Blogs and Playlists Look For

To increase your chances of being featured:

- **Quality of Music:** High-quality, well-produced music has the best chance.
- **Presentation:** Professionalism matters. Have a clear, concise pitch with all the necessary materials (streaming links, press kits, bio).
- **Relevance:** Make sure your music matches the genre and style of the blog or playlist you're submitting to.

Put It Into Practice

- Review your current approach to why submitting to blogs and playlists is important.
- Gather the information or documents you need for how blogs and playlists help grow your audience.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 2: How to Find Blogs and Playlists for Your Genre

This chapter focuses on Researching Blogs in Your Niche, Finding Playlist Curators on Spotify, Apple Music, and YouTube, and Creating a Target List of Blogs and Playlists. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Researching Blogs in Your Niche

Use directories like Hype Machine and Indie Shuffle to find blogs that cover your genre. Search for:

- **Genre-Specific Blogs:** These cater to your specific style (indie, hip-hop, electronic, etc.).
- **Emerging Artist Blogs:** These platforms are designed to showcase up-and-coming talent.

Finding Playlist Curators on Spotify, Apple Music, and YouTube

Look for independent curators and user-generated playlists by:

- **Searching Playlist Keywords:** Use genre or mood-based keywords on Spotify or YouTube.
- **Engaging with Curators on Social Media:** Many playlist curators are active on Instagram, Twitter, or LinkedIn and may post submission guidelines there.

Creating a Target List of Blogs and Playlists

Organize a target list of relevant blogs and playlists in a spreadsheet:

- **Blog/Playlist Name.**
- **Contact Information.**

- Submission Guidelines (if available).
- Date of Submission.

Put It Into Practice

- Review your current approach to researching blogs in your niche.
- Gather the information or documents you need for finding playlist curators on spotify, apple music, and youtube.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 3: Preparing Your Music for Submission

This chapter focuses on Key Elements of a Professional Music Submission, How to Write a Compelling Pitch, and Including Press Kits, Social Proof, and Streaming Links. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Key Elements of a Professional Music Submission

Before submitting, ensure you have:

- A High-Quality Track: Only submit your best, fully mastered music.
- Streaming Links: Provide direct links to Spotify, Apple Music, or YouTube (avoid attachments).
- Professional Artwork: Eye-catching visuals that align with your brand.

How to Write a Compelling Pitch

Your pitch should be:

- Personalized: Address the recipient by name and mention why your music is a good fit for their blog or playlist.
- Brief but Detailed: Include a short bio, your music's unique qualities, and a clear call to action (e.g., "I'd love for you to feature this track on your blog").

Including Press Kits, Social Proof, and Streaming Links

Attach or link to a digital press kit (EPK) that includes:

- Bio: Short, engaging story about you as an artist.
- Press Mentions: Include any previous blog features, interviews, or quotes.
- Social Proof: Highlight notable streaming numbers, social media followers, or collaborations.

Put It Into Practice

- Review your current approach to key elements of a professional music submission.
- Gather the information or documents you need for how to write a compelling pitch.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 4: Submitting Your Music to Blogs

This chapter focuses on How to Submit to Music Blogs via Email, Using Blog Submission Platforms (SubmitHub, Hype Machine), and Best Practices for Writing Your Blog Submission Email. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

How to Submit to Music Blogs via Email

When submitting via email:

- Subject Line: Make it compelling but concise (e.g., “New Indie Pop Release from [Your Name]”).
- Introduction: Introduce yourself briefly, mention the blog by name, and explain why your music is a good fit.
- Body: Provide streaming links, a short bio, and relevant info (such as upcoming releases or tours).

Using Blog Submission Platforms (SubmitHub, Hype Machine)

Platforms like SubmitHub and Hype Machine allow artists to:

- Submit their music directly to blogs and playlists.
- Track submissions and see feedback from curators.
- SubmitHub: Offers both free and paid submission options, with fast response times.

Best Practices for Writing Your Blog Submission Email

Keep your email:

- Polite and professional.
- Focused: Stay on topic and get to the point quickly.
- Link-Friendly: Avoid attachments, instead provide direct streaming links.

Put It Into Practice

- Review your current approach to how to submit to music blogs via email.
- Gather the information or documents you need for using blog submission platforms (submithub, hype machine).

- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 5: Submitting Your Music to Playlists

This chapter focuses on How to Reach Out to Playlist Curators, Using Playlist Submission Platforms (Playlist Push, Daily Playlists), and How to Increase Your Chances of Playlist Placement. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

How to Reach Out to Playlist Curators

When contacting playlist curators:

- Find Their Contact Information: Look for email addresses on their social media profiles or in playlist descriptions.
- Personalize Your Email: Mention why your track is a great fit for their playlist.

Using Playlist Submission Platforms (Playlist Push, Daily Playlists)

Platforms like Playlist Push or Daily Playlists allow you to:

- Submit your music to a large network of playlist curators.
- Increase your chances of placement on curated lists.
- Playlist Push: Paid service that targets curators based on your genre.
- Daily Playlists: Free submission platform for independent artists.

How to Increase Your Chances of Playlist Placement

To increase your chances:

- Submit your track early: Curators prefer new music.
- Provide context: Briefly explain what your song is about and why it suits their playlist.
- Follow guidelines: Many playlists have specific submission rules—be sure to follow them.

Put It Into Practice

- Review your current approach to how to reach out to playlist curators.
- Gather the information or documents you need for using playlist submission platforms (playlist push, daily playlists).
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 6: Following Up with Blogs and Playlist Curators

This chapter focuses on When and How to Follow Up, Avoiding Spammy Follow-Ups, and Building Long-Term Relationships with Curators. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

When and How to Follow Up

Follow up after:

- 7–10 days if you haven't received a response.
- Keep your follow-up brief and polite, referencing your original submission.

Avoiding Spammy Follow-Ups

Don't bombard blogs or curators with too many emails. Respect their time and be professional in your communications.

Building Long-Term Relationships with Curators

Maintain relationships by:

- Sending updates when you release new music.
- Thanking them for any features or placements.
- Supporting their work by promoting their blogs or playlists on your social media.

Put It Into Practice

- Review your current approach to when and how to follow up.
- Gather the information or documents you need for avoiding spammy follow-ups.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 7: Frequently Asked Questions (FAQ)

This chapter focuses on How Many Blogs or Playlists Should I Submit To?, What If I Don't Get a Response?, and Should I Pay for Submissions?. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

How Many Blogs or Playlists Should I Submit To?

Start by submitting to 20–30 blogs or playlists that match your genre and scale from there.

What If I Don't Get a Response?

Don't be discouraged if you don't get a response. Many curators receive hundreds of submissions, so it may take time to get noticed. Keep submitting to new outlets.

Should I Pay for Submissions?

Some services, like SubmitHub, charge for guaranteed feedback. While paying for submissions can sometimes increase your chances, focus on organic submissions first.

Put It Into Practice

- Review your current approach to how many blogs or playlists should i submit to?.
- Gather the information or documents you need for what if i don't get a response?.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 8: Course Conclusion and Next Steps

This chapter focuses on Recap of Key Points and How to Stay Organized and Track Your Submissions. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Recap of Key Points

Targeted Submissions: Make sure you submit to relevant blogs and playlists.

- Professional Pitches: Write compelling, concise emails with direct streaming links.
- Follow-Up: Be polite and respectful in your follow-up communications.

How to Stay Organized and Track Your Submissions

Use a spreadsheet or CRM tool to:

- Track the blogs and playlists you've submitted to.
- Monitor responses and follow-up dates.
- Keep notes on each interaction.

Put It Into Practice

- Review your current approach to recap of key points.
- Gather the information or documents you need for how to stay organized and track your submissions.

- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Recommended Next Steps

1. Targeted Submissions: Make sure you submit to relevant blogs and playlists
2. Professional Pitches: Write compelling, concise emails with direct streaming links
3. Follow-Up: Be polite and respectful in your follow-up communications

How to Add Music to Collaborative Playlists

This course will teach artists how to add their music to collaborative playlists on platforms like Spotify, YouTube, and Apple Music. You'll learn how collaborative playlists work, how to find and join these playlists, and strategies to leverage playlisting to grow your fanbase.

WHAT YOU WILL LEARN

- Explain the fundamentals of Collaborative Playlists
- Apply the process for Find Collaborative Playlists
- Apply the process for Add Your Music to a Collaborative Playlist
- Apply the process for Create and Manage Your Own Collaborative Playlist
- Understand and apply Maximizing the Benefits of Collaborative Playlisting
- Resolve common questions and identify where expert guidance may be needed

A practical guide for independent artists and creative entrepreneurs

Chapter 1: Introduction to Collaborative Playlists

This chapter focuses on What Are Collaborative Playlists? and Why Collaborative Playlists Are Important for Artists. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

What Are Collaborative Playlists?

Collaborative playlists allow multiple users to:

- Add songs.
- Curate together, creating a shared experience.

Why Collaborative Playlists Are Important for Artists

Collaborative playlists are important because they:

- Increase exposure: Allow others to help share your music with their audiences.
- Create opportunities for networking: Connect with other artists and fans.

Put It Into Practice

- Review your current approach to what are collaborative playlists?.
- Gather the information or documents you need for why collaborative playlists are important for artists.

- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 2: How to Find Collaborative Playlists

This chapter focuses on Searching for Playlists on Spotify and Other DSPs and Using Social Media and Forums to Discover Playlist Opportunities. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Searching for Playlists on Spotify and Other DSPs

Use:

- Search terms like "collaborative playlist" or specific genre terms on Spotify or YouTube to find playlists you can join.
- Third-party websites like PlaylistExchange or Reddit threads dedicated to music curation.

Using Social Media and Forums to Discover Playlist Opportunities

Join music communities on:

- Reddit (e.g., r/SpotifyPlaylists).
- Facebook groups and Discord servers dedicated to collaborative playlisting.

Put It Into Practice

- Review your current approach to searching for playlists on spotify and other dsps.
- Gather the information or documents you need for using social media and forums to discover playlist opportunities.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 3: How to Add Your Music to a Collaborative Playlist

This chapter focuses on Best Practices for Pitching Your Music and Following Playlist Guidelines for Submission. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Best Practices for Pitching Your Music

When submitting to playlists:

- Follow submission guidelines closely.

- Write a compelling pitch explaining why your song fits.

Following Playlist Guidelines for Submission

Ensure you:

- Respect the playlist curator's rules (some may limit the number of songs per artist).
- Avoid spam submissions: Engage with the playlist first, then make your pitch.

Put It Into Practice

- Review your current approach to best practices for pitching your music.
- Gather the information or documents you need for following playlist guidelines for submission.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 4: How to Create and Manage Your Own Collaborative Playlist

This chapter focuses on Inviting Collaborators to Your Playlist and Promoting Your Playlist to Grow Followers. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Inviting Collaborators to Your Playlist

On platforms like Spotify, you can:

- Set up a collaborative playlist.
- Share the invite link with other musicians and fans.

Promoting Your Playlist to Grow Followers

Promote your playlist by:

- Sharing it on social media.
- Inviting other artists to share with their followers.

Put It Into Practice

- Review your current approach to inviting collaborators to your playlist.
- Gather the information or documents you need for promoting your playlist to grow followers.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 5: Maximizing the Benefits of Collaborative Playlisting

This chapter focuses on Driving Engagement from Playlists and Using Analytics to Track Growth. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Driving Engagement from Playlists

After your song is added:

- Engage with listeners: Respond to comments and messages.
- Share the playlist on your channels to help it gain more traction.

Using Analytics to Track Growth

Platforms like Spotify for Artists allow you to:

- Track how your playlist is performing.
- See listener data to understand engagement.

Put It Into Practice

- Review your current approach to driving engagement from playlists.
- Gather the information or documents you need for using analytics to track growth.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 6: Frequently Asked Questions (FAQ)

This chapter focuses on How Do I Ensure My Song Stays on a Playlist? and What If My Submission Gets Rejected?. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

How Do I Ensure My Song Stays on a Playlist?

Ensure your song fits the playlist's theme, engages listeners, and follows the playlist's rules.

What If My Submission Gets Rejected?

If your submission is rejected, don't be discouraged:

- Follow up with a polite thank-you and consider submitting again with a different track.
- Look for new opportunities and continue networking.

Put It Into Practice

- Review your current approach to how do i ensure my song stays on a playlist?.
- Gather the information or documents you need for what if my submission gets rejected?.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 7: Course Conclusion and Next Steps

This chapter focuses on Recap of Key Points and How to Continue Building Your Playlist Strategy. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Recap of Key Points

Collaborative playlists are a great way to increase exposure and network with other artists.

- Always follow playlist guidelines and respect the curation process.

How to Continue Building Your Playlist Strategy

Continue networking with other artists, join new playlists, and create your own to build your community of collaborators.

Put It Into Practice

- Review your current approach to recap of key points.
- Gather the information or documents you need for how to continue building your playlist strategy.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Recommended Next Steps

1. Review the chapters that are most relevant to your current goals.
2. Choose one practical action and complete it this week.
3. Keep the guide available as a reference while you build your music business.

How to Network in the Music Industry

This course will guide independent artists through the process of building meaningful and lasting relationships within the music industry. You'll learn how to identify key players, approach industry professionals, network at events, and maintain relationships that can boost your career. By the end of this course, you will know how to effectively expand your network and leverage it for long-term success.

WHAT YOU WILL LEARN

- Explain the fundamentals of Networking
- Understand and apply Who to Network With
- Apply the process for Approach Industry Professionals
- Understand and apply Networking at Industry Events
- Understand and apply Online Networking and Social Media
- Understand and apply Maintaining and Nurturing Relationships

Chapter 1: Introduction to Networking

This chapter focuses on Why Networking is Crucial for Artists, Types of Networking (In-person, Virtual), and Building Genuine, Long-Term Relationships. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Why Networking is Crucial for Artists

Networking is an essential skill for any artist because it helps you:

- Gain Access to new opportunities, including collaborations, sync licensing deals, and gig bookings.
- Build Long-Term Career Support: Having a strong network helps you navigate industry challenges and grow sustainably.

Types of Networking (In-person, Virtual)

There are two primary types of networking:

- In-Person Networking: Engaging with industry professionals at events, conferences, and showcases.
- Virtual Networking: Connecting through social media, emails, and online platforms.

Building Genuine, Long-Term Relationships

Focus on building meaningful connections by:

- Showing Interest in the other person's career and projects.

- **Offering Value:** Help promote their work, collaborate, or offer advice.

Put It Into Practice

- Review your current approach to why networking is crucial for artists.
- Gather the information or documents you need for types of networking (in-person, virtual).
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 2: Who to Network With

This chapter focuses on Identifying Key Industry Professionals (Music Supervisors, Managers, etc.), Connecting with Fellow Artists, and Networking with Fans and Audience Members. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Identifying Key Industry Professionals (Music Supervisors, Managers, etc.)

Know the key players in your career:

- **Music Supervisors:** Responsible for selecting music for films, TV, and commercials.
- **Managers:** Help guide your career decisions and expand your reach.
- **Booking Agents:** Help you secure gigs and tours.

Connecting with Fellow Artists

Fellow artists are a valuable part of your network:

- **Collaborations:** Opportunities to create music together or perform at shows.
- **Knowledge Sharing:** Exchange tips on marketing, distribution, and the business side of music.

Networking with Fans and Audience Members

Building relationships with fans can:

- **Boost Loyalty:** Create a stronger fanbase that will promote your music.
- **Lead to Opportunities:** Fans can introduce you to industry professionals or other artists.

Put It Into Practice

- Review your current approach to identifying key industry professionals (music supervisors, managers, etc.).
- Gather the information or documents you need for connecting with fellow artists.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 3: How to Approach Industry Professionals

This chapter focuses on Crafting the Perfect Introduction (Email, Social Media), Strategies for Building Rapport, and How to Offer Value to Industry Contacts. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Crafting the Perfect Introduction (Email, Social Media)

A strong introduction should be:

- Personalized: Address the recipient by name and mention why you're reaching out.
- Clear: Explain who you are and what you're looking to achieve in a few sentences.
- Action-Oriented: End with a call to action (e.g., requesting a meeting or collaboration).

Strategies for Building Rapport

Building rapport is key to long-term relationships:

- Active Listening: Show genuine interest in what the other person is saying.
- Offering Help: Provide value before asking for something in return, whether it's promoting their work or offering insights.

How to Offer Value to Industry Contacts

Offering value includes:

- Promoting their work on your social media or website.
- Introducing them to your network or helping them solve a problem related to their business.

Put It Into Practice

- Review your current approach to crafting the perfect introduction (email, social media).
- Gather the information or documents you need for strategies for building rapport.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 4: Networking at Industry Events

This chapter focuses on How to Prepare for Conferences, Festivals, and Showcases, Strategies for Approaching People in Person, and How to Follow Up After an Event. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

How to Prepare for Conferences, Festivals, and Showcases

Preparation is crucial:

- Research Attendees: Know who will be there and prioritize people you want to meet.
- Prepare an Elevator Pitch: Be ready to introduce yourself and your work in 30 seconds.

Strategies for Approaching People in Person

When approaching people:

- Be Confident: Introduce yourself with a smile and start with a compliment or a mutual topic.
- Have Business Cards Ready: Leave something behind to stay connected.

How to Follow Up After an Event

Always follow up within 24–48 hours:

- Thank them for their time.
- Reference something specific from your conversation.
- Suggest the next step, whether it's a meeting, collaboration, or staying in touch.

Put It Into Practice

- Review your current approach to how to prepare for conferences, festivals, and showcases.
- Gather the information or documents you need for strategies for approaching people in person.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 5: Online Networking and Social Media

This chapter focuses on Leveraging LinkedIn, Instagram, and Twitter for Industry Connections, Engaging with Online Communities (Forums, Groups), and Building and Growing Your Digital Network. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Leveraging LinkedIn, Instagram, and Twitter for Industry Connections

Use social media platforms to:

- Follow industry leaders and engage with their content.
- Join music-related hashtags and participate in discussions.

Engaging with Online Communities (Forums, Groups)

Platforms like Reddit, Facebook Groups, and Discord have active music communities where you can:

- Share your music.
- Ask for advice from other artists and industry professionals.

Building and Growing Your Digital Network

Grow your digital network by:

- Consistently engaging with content related to your genre or niche.
- Offering insights and helping others, which will increase your visibility in the community.

Put It Into Practice

- Review your current approach to leveraging linkedin, instagram, and twitter for industry connections.
- Gather the information or documents you need for engaging with online communities (forums, groups).
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 6: Maintaining and Nurturing Relationships

This chapter focuses on How to Follow Up and Stay Top-of-Mind, Giving Value in Your Relationships, and Converting Relationships into Collaborations and Opportunities. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

How to Follow Up and Stay Top-of-Mind

To stay top-of-mind:

- Check in periodically: Send friendly updates on your music or ask how their projects are going.
- Offer value: Provide them with opportunities, advice, or support.

Giving Value in Your Relationships

Value comes in many forms:

- Sharing resources, such as information about grants, events, or opportunities.
- Cross-promotion: Share their projects with your network.

Converting Relationships into Collaborations and Opportunities

When the time is right:

- Suggest collaborations that make sense based on your relationship.
- Be clear about your goals and how working together benefits both parties.

Put It Into Practice

- Review your current approach to how to follow up and stay top-of-mind.
- Gather the information or documents you need for giving value in your relationships.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 7: Frequently Asked Questions (FAQ)

This chapter focuses on What Should I Avoid When Networking? and How Do I Network Without Coming Across as Pushy?. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

What Should I Avoid When Networking?

Avoid:

- Overloading contacts with constant requests.
- Being transactional: Build relationships, don't just ask for favors.

How Do I Network Without Coming Across as Pushy?

To avoid coming across as pushy:

- Focus on building rapport before asking for anything.
- Always offer value before asking for help or collaboration.

Put It Into Practice

- Review your current approach to what should i avoid when networking?.
- Gather the information or documents you need for how do i network without coming across as pushy?.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 8: Course Conclusion and Next Steps

This chapter focuses on Recap of Key Points and How to Continue Growing Your Network. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Recap of Key Points

Networking is about building genuine, long-term relationships.

- Focus on offering value and maintaining consistent communication.

How to Continue Growing Your Network

Attend industry events, even virtual ones, to meet new people.

- Follow up regularly and keep nurturing your relationships.

Put It Into Practice

- Review your current approach to recap of key points.
- Gather the information or documents you need for how to continue growing your network.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Recommended Next Steps

1. Networking is about building genuine, long-term relationships
2. Focus on offering value and maintaining consistent communication
3. Attend industry events, even virtual ones, to meet new people

How to Promote Your Own Shows

This course will teach independent artists how to book and promote their own shows, from securing venues to creating marketing campaigns that sell tickets. You'll learn strategies for negotiating fees, building a fanbase through live performances, and managing the logistics of performing. By the end of this course, you'll be equipped to successfully book, promote, and perform your own shows.

WHAT YOU WILL LEARN

- Explain the fundamentals of Show Booking
- Understand and apply Researching and Selecting Venues
- Understand and apply Crafting a Pitch to Venues
- Understand and apply Negotiating Terms with Venues
- Understand and apply Promoting Your Show
- Understand and apply Managing Your Show

Chapter 1: Introduction to Show Booking

This chapter focuses on Why Booking Your Own Shows is Important and Types of Shows You Can Book. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Why Booking Your Own Shows is Important

Booking your own shows allows you to:

- Build Your Fanbase: Live shows offer a direct way to connect with new listeners.
- Control Your Revenue: You manage ticket sales, fees, and merch sales.

Types of Shows You Can Book

You can book various types of shows:

- Local Gigs: Performing at smaller venues in your city.
- Tours: Performing in multiple cities.
- Festivals: Playing at larger events for exposure.

Put It Into Practice

- Review your current approach to why booking your own shows is important.
- Gather the information or documents you need for types of shows you can book.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 2: Researching and Selecting Venues

This chapter focuses on Identifying the Right Venues for Your Genre and Understanding Venue Types. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Identifying the Right Venues for Your Genre

When choosing venues:

- Match Your Genre: Make sure the venue's typical acts align with your sound.
- Consider Venue Size: Choose a venue that fits your current fanbase size.

Understanding Venue Types

Bars and Clubs: Great for emerging artists and intimate performances.

- Theaters: Ideal for larger, more formal events.
- Festivals: Provide exposure to bigger audiences and industry professionals.

Put It Into Practice

- Review your current approach to identifying the right venues for your genre.
- Gather the information or documents you need for understanding venue types.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 3: Crafting a Pitch to Venues

This chapter focuses on Creating a Professional EPK (Electronic Press Kit), Writing a Pitch Email that Gets a Response, and Following Up with Venue Managers. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Creating a Professional EPK (Electronic Press Kit)

Your EPK should include:

- Biography: A short artist bio.
- Music Samples: Links to your best songs.
- Performance History: Previous show experiences and press mentions.

Writing a Pitch Email that Gets a Response

Your email should:

- Be Concise: Include only the necessary information.
- Highlight Your Value: Mention what you can bring to the venue (e.g., ticket sales, promotion).

Following Up with Venue Managers

Always follow up:

- Politely if you haven't heard back after a week.
- Be persistent but respectful in your communication.

Put It Into Practice

- Review your current approach to creating a professional epk (electronic press kit).
- Gather the information or documents you need for writing a pitch email that gets a response.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 4: Negotiating Terms with Venues

This chapter focuses on Understanding Booking Contracts and Setting Up a Performance Agreement. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Understanding Booking Contracts

Key contract elements include:

- Revenue Split: The percentage of ticket sales you'll keep.
- Merch Sales: Whether you keep 100% of merch revenue or split with the venue.

Setting Up a Performance Agreement

The performance agreement should outline:

- Your Fee: Flat fee or a percentage of ticket sales.
- Rider: Your technical and hospitality needs (equipment, drinks, meals).

Put It Into Practice

- Review your current approach to understanding booking contracts.
- Gather the information or documents you need for setting up a performance agreement.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 5: Promoting Your Show

This chapter focuses on Creating a Marketing Campaign for Your Performance, Using Social Media and Email Campaigns to Sell Tickets, and Partnering with Local Media Outlets. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Creating a Marketing Campaign for Your Performance

To promote your show:

- Use a countdown strategy on social media.
- Design engaging flyers and graphics to share with your audience.

Using Social Media and Email Campaigns to Sell Tickets

Promote your show by:

- Running social media ads targeted to your fanbase.
- Emailing your mailing list with early access or special offers.

Partnering with Local Media Outlets

Engage local media by:

- Sending press releases to newspapers, blogs, and radio stations.
- Arranging interviews to boost awareness of your show.

Put It Into Practice

- Review your current approach to creating a marketing campaign for your performance.
- Gather the information or documents you need for using social media and email campaigns to sell tickets.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 6: Managing Your Show

This chapter focuses on Preparing for Performance Day, Coordinating with the Venue Team, and Ensuring a Smooth Show Experience. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Preparing for Performance Day

Prepare by:

- Creating a detailed schedule for your performance day (soundcheck, setlist, etc.).
- Doing a tech run-through with the venue team to ensure everything is working properly.

Coordinating with the Venue Team

Work with the venue's:

- Sound Engineer: Ensure sound quality for the performance.
- Lighting Tech: Ensure lighting fits your aesthetic.

Ensuring a Smooth Show Experience

On show day:

- Arrive early to manage any last-minute details.
- Stay organized: Keep your team informed of the schedule and any changes.

Put It Into Practice

- Review your current approach to preparing for performance day.
- Gather the information or documents you need for coordinating with the venue team.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 7: Frequently Asked Questions (FAQ)

This chapter focuses on *How Do I Set the Right Ticket Price?* and *What Should I Include in a Performance Rider?*. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

How Do I Set the Right Ticket Price?

Ticket price should be based on:

- Venue size and typical ticket rates.
- Your fanbase: Consider your audience's budget.

What Should I Include in a Performance Rider?

Include in your rider:

- Technical requirements: Microphones, amps, stage setup.
- Hospitality: Food, drinks, accommodations (if needed).

Put It Into Practice

- Review your current approach to how do i set the right ticket price?.
- Gather the information or documents you need for what should i include in a performance rider?.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 8: Course Conclusion and Next Steps

This chapter focuses on Recap of Key Points and How to Continue Expanding Your Live Performance Career. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Recap of Key Points

Booking and promoting shows gives you control over your live performance career.

- Work closely with venues to ensure a smooth show day.

How to Continue Expanding Your Live Performance Career

Build relationships with venues to get rebooked for future performances.

- Plan regional or national tours to expand your reach.

Put It Into Practice

- Review your current approach to recap of key points.
- Gather the information or documents you need for how to continue expanding your live performance career.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Recommended Next Steps

1. Booking and promoting shows gives you control over your live performance career
2. Work closely with venues to ensure a smooth show day
3. Build relationships with venues to get rebooked for future performances



Your business should work as hard as you do.

Keep learning at artispreneur.com – the full Academy, your EPK builder, contracts, your catalogue, and an agent for the business of your music.

[**artispreneur.com**](https://artispreneur.com)

ART MEANS BUSINESS

Quality · Professionalism · Accessible · Effective · Fun