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FAQ - Release Process & What To Expect

1. Once you complete the **admin form** and get back **all** the requested assets to us, we will create a **contract (50/50 split on net profits)** and send via **DOCUSIGN**, this requires you to read, agree and sign electronically from any Smartphone, PC, or Tablet. (This makes it an effortless process for both parties while helping save on paper wastage and hopefully the effects of deforestation). **Royalties** are tracked via **RoyaltyWorx** ensuring **transparency on sales and streams.**

2. **If we agree to go forward with a remix then we will contact a number of ar**tists from our roaster. A remix is a solid way to pad out an EP and get heard by another artists fan base boosting traffic to the original mix. Artists share 50% of their royalties for only the remixed track so the original mix is not effected.

3. We get to work on all the artwork, **mastering, setting up promotions** and all **label nitty gritty**.
   Your **premasters will be checked** by our engineer to make sure they are all good to go and **occasionally** we will request some **mix adjustments** to get the **best masters possible**. (please make sure you have the **original DAW file** to accommodate this if needed).

4. Next **you will receive** a copy of a **draft artwork to check** that we have made no obvious mistakes with artist names etc before moving onto creating **a press kit for promotion** that includes **promo videos, Images** and **press release**. We will then send the whole pack for you to check over again.

5. We should now have a good idea of your **scheduled Release Day** and will confirm with you that this does **not clash** with any **other releases** you may have planned. **(We have a busy catalogue so please be patient).**

6. Your release will be uploaded and finalised with our **distributer (label Worx)** months prior to your arranged release date [or at very least 6 weeks as a minimum]. This allows time for it to be uploaded to all the **main distribution and streaming sites** and allows time for a **full promo campaign.**

7. The release becomes available to **Pre-order** from certain stores **4 weeks** prior to the official release date (any **pre-orders** go towards **chart positions** on the release day). So, at this point **get promoting** 😋

8. Our third-party **promotion campaign** also gets sent out around this period and is sent to a large list of **DJs, radio stations** and **press** getting your music to some of the best names. **Promo reports** will be sent to you as soon as they become available. This has gained the support from huge names like **Jamie Jones** and **Franky Rizardo** with previous **features** on their **radio shows, Hot Robot & Flow** to name a few. **Spotify playlist requests** will also be **sent to curators.**

9. We will expect you **to provide u**s with a **video introducing your release** and a short *Production break down video of your track* (at least 1 of these is a must for optimum promotion). Also promoting from your own platforms is essential to get the best results and exposure so please try your best with this 😊

10. You should receive your smart link from us between **2 to 3 weeks** before the **release day** (with Pre-Order and pre save sites. On **release day** this will be edited to include all major stores and streaming services.

11. We also request you **like, comment, share** all our posts that are **affiliated with your release** across all platforms, t*his increases visibility and will **boost streaming & sale royalties** as all tracks are monetized on all platforms (Things like **Sound Cloud repost** are important).*

12. As part of our agreement with **Labelworx** your tracks may be selected for their **VA (Various Artists) compilations**. This can happen 90 days after the initial release, when most **organic sales start to slow down.** Being included in these **themed compilations** extends the shelf life of your tracks, **providing additional promotion** and exposure. Your music will be **featured alongside popular artists** in the genre, giving it a new boost and **attracting more listeners** well after the original release date.

We will also provide you with a **release help sheet** that includes helpful links and To Do's to get the best from your release with us. **(This will include help with claiming artist profiles for new artists)**

All the best **DESIGN Records_**

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