

☑ Build Demand Before You Release Music

The 5-Step Checklist Every Artist Needs

☐ **1. Know Who Your Music Is For**

Stop saying "everyone."

Write down the types of people who would actually love your songs.

If you don't know who you're talking to, no one will listen.

☐ **2. Test Content Before Songs**

Drop clips, freestyles, riffs, stories on TikTok/Instagram.

Notice what gets people commenting or sharing – that's a signal.

☐ **3. Collect Emails, Not Just Likes**

Followers can vanish overnight.

A simple link in your bio offering a freebie (guide, demo, unreleased track) turns casual fans into superfans.

- [ ] **4. Build Hype First**

Show the process – studio sessions, behind-the-scenes, teasers.

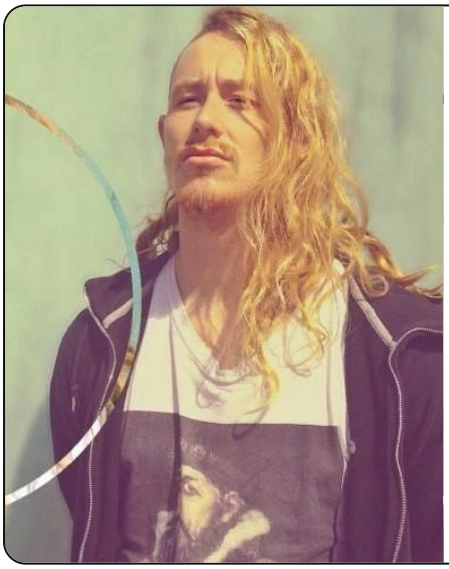
Get people asking “when’s it dropping?” **BEFORE** you release.

- [ ] **5. Release To A Waiting Crowd**

When people are already invested, the release feels like an event, not a gamble.

⚡ PRO TIP

Most artists skip steps 1–4… and that’s why 90% of releases flop.



👉 Want me in your corner to actually build demand for your music?

That’s exactly what I do inside **The Music Mentor**.

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