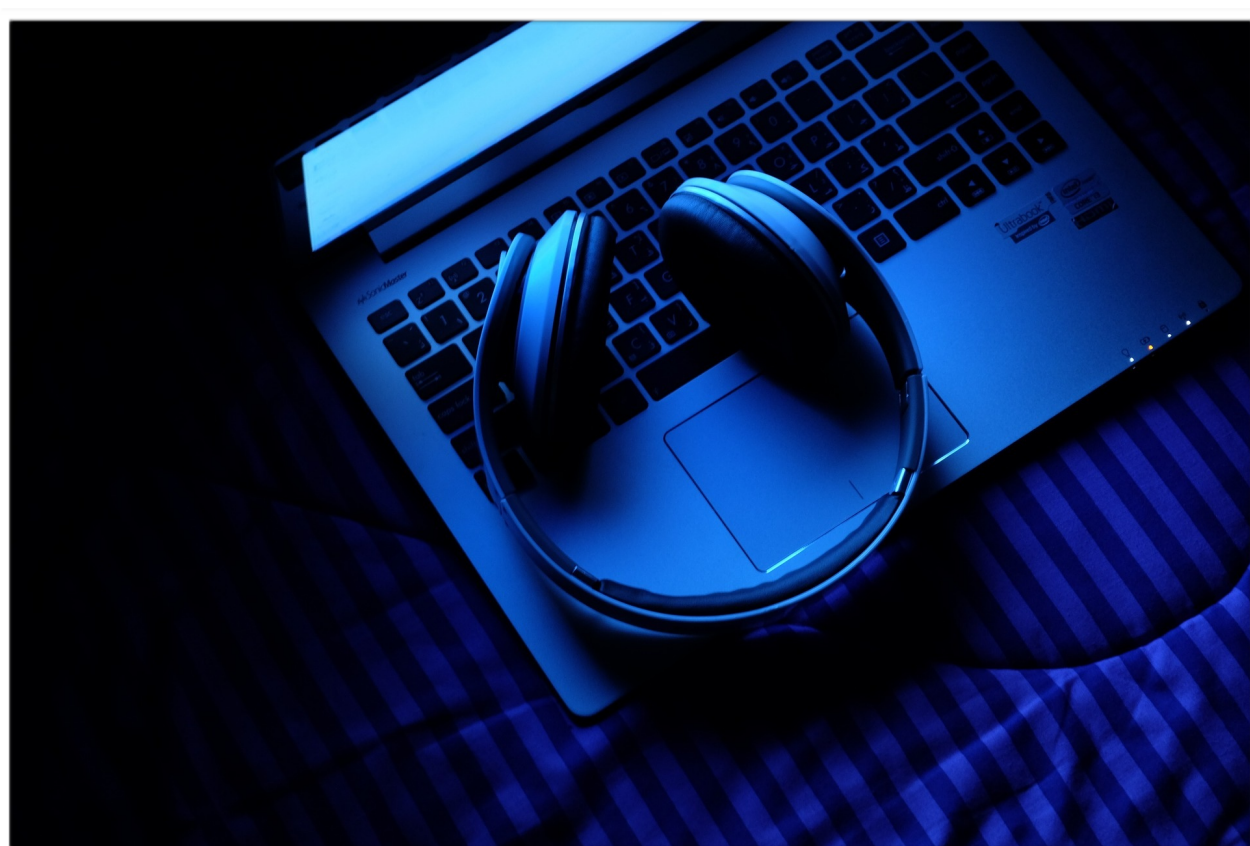


33 Things to Do Before Recording, Releasing, and Promoting Your Music

by Bjorgvin Benediktsson



Musicpreneur - www.audio-issues.com and BBenediktsson.com

Production and Promotion

You Get One Shot to Make a First Impression

There are a million different ways to record and release a song.

You can do it yourself completely and learn from audio blogs like my own when you get stuck. You can also enlist the help of audio professionals that can do it all for you so you can allow yourself to be the musician.

Regardless of which path you choose, it's good to have a clear idea of what exactly you want to record and why.

In the following pages you will find a list of questions to ask yourself when you're getting ready to produce a song. It's designed to get you thinking about everything that goes into the production so you end up with something truly great.

Following that, you will find a list of things you should set up before you release the song so you have the necessary online presence to make a greater impact with your music.

If you get stuck or feel overwhelmed please don't hesitate to contact me for personalized coaching and support for your mixing, mastering, and marketing needs if you feel like it's all a bit too much. But if you're up to challenge of doing it yourself just remember to have fun and take one step at a time!

Enjoy!

Björgvin Benediktsson

Song Structure

1. Is the song completed?
2. Does it have all the necessary parts: verses, choruses and bridges that you believe it needs?
3. Does each part flow naturally into one another?
4. Are the lyrics completed?
5. Is the melody strong and believable, evoking emotion and building up into the chorus?

Instrumentation and Arrangement

6. Did you think about all of the instruments that should be in the song?
7. If you're in a band, has each band member written specific parts for the song? Disregard this if you're in a jam band :)
8. Are there enough musicians and instruments in your band to make an exciting song or are you a singer/songwriter that needs to hire session musicians to help flesh out the arrangement?
9. Is the song in the right key for the singer?
10. Is the song the right tempo or would speeding it up or slowing it down help make it more powerful?
11. Have you written vocal harmonies to make the melody even more powerful (or to make a boring melody actually exciting!)
12. Will you be needing to do a lot of overdubs or will this be a simple demo recording with everyone playing in the room?

Recording and Mixing

13. If you're doing this yourself, do you have all the necessary gear you need to create great recordings?
14. If you're getting outside help, do you have a budget in mind?
15. Are all your instruments (including the drums!) tuned?
16. Have you become comfortable recording to a click track or a simple beat?
17. Have you planned enough time in the studio to get everything done? Trust me, you can't make an album in 4 hours.
18. Is everybody **well rehearsed and ready to rock** when the time comes? Time is money, **even if you're doing it yourself.**
19. Before you edit your tracks, have you finished recording every instrument?
20. Have you edited everything together to create a tighter groove?
21. Have all the vocals been tuned (if necessary)?
22. If you recorded all the instruments the whole way through the song, have you thought about any creative ways to use mutes and solos to make the arrangement more interesting?
23. Do you know the 5 most important things to think about when you're mixing?
24. Have you made your mix sound as good as you possibly can, bringing out the character of each track and making sure the most important aspects of your production are front and center at every given moment?

Promotion and Marketing

25. Do you have a website for your music with all of the necessary information?
26. Do you have all the necessary online marketing tools to promote your music?
27. Do you have cover art for your song or album?
28. Do you have band images for your band (if applicable)?
29. Do you have a way to collect emails from fans and an email marketing strategy to engage with them?
30. Do you have a Bandcamp account to sell your music?
31. Do you have a separate Paypal account to handle music transactions?
32. Do you have any prospects or leads with music venues in town where you can book a gig?
33. Have you read the \$1,000 Musician's Top 10 Resource Guide to Managing Your Music?

Would You Like Some Help?

The 33 questions above might be slightly overwhelming but you shouldn't tackle it all at once. If you approach it logically, one thing at a time, you should be able to figure it out. For more DIY help in the music production and promotion department, please check out further reading from the various links above.

However, if you need specialized help with one-on-one mixing, mastering, production or online promotion, please don't hesitate to contact me for personalized coaching and mentoring. I'm positive we can help you solve any music production problem you might have.

[Click here to contact me to let me know how I can help you make a bigger impact with your music.](#)

About the Author:

Hi. I'm Björgvin Benediktsson. I'm an audio engineer, author, and online entrepreneur. I'm an Alumni from the SAE Institute and I've been working in the audio industry since 2006.



I've worked in live sound doing huge concerts back home in my native Iceland (that's where the name is from), recording bands in Madrid, Spain (where I went to audio engineering school) or producing, recording and mixing local bands in Tucson, Arizona (I get around a lot...).

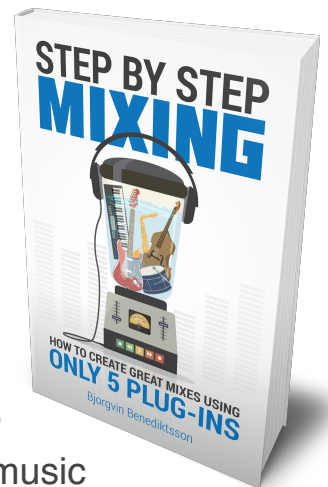
Through these diverse experiences I've grown to learn one thing:

I love teaching you how to make an impact with your music productions.

My work has been featured on:



I'm also the best-selling author of Step By Step Mixing: How to Create Great Mixes Using Only 5 Plug-ins, as well as five other books and courses, some of which you can find here and here.



Since 2009, I've run www.audio-issues.com, one of the longest-running audio education sites online, where hundreds of thousands of engineers have learned how to make a bigger impact with their music production. I am an expert in online impact through authority building, thought leadership and email marketing.

If you're looking for someone to help you make better sounding music, as well as mentor you to improve your online presence to promote your music...or need an unlimited supply of content ideas to promote your productions, I can help.

Looking forward to hearing from you, [click here to send me a request for a quote](#).

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