



Song Share **ROADMAP** TO SHARING SONGS



WWW.SONGSHAREMUSIC.COM



OVERVIEW

01 **SONGWRITING**

02 **PRE-PRODUCTION**

03 **PRODUCTION**

04 **BRANDING**

05 **POST-PRODUCTION**

06 **ADMINISTRATION**

07 **DISTRIBUTION**

08 **EVENT PRODUCTION**





HEY, FRIEND. IT'S JESS.

I've been in your shoes. The fear of taking the first step (because... where do you even start?), the late-night lyric meltdowns, the “what even *is* branding” moments, the sheer panic of release day, and yes... even the ever so confusing paperwork. As an artist, songwriter, teacher, publisher, and so many other things, I've walked (sometimes stumbled) through it all. Newsflash: I made it through, and so will you. But, I did not do it alone.

This checklist isn't just a guide; it's your backstage pass to working with a team that *gets* it. Whether you need someone to cheer you on, help you slay those admin dragons, or take the reins so you can breathe, we have your back.

SongShare isn't just a service—it's your secret weapon.

So, grab a snack (seriously, they're crucial), take a deep breath, and let's dive in. You've got the talent, and we've got the know-how to make sure the world hears it. Let's make this journey as fun, fabulous, and stress-free as possible.

Love ya!

Jessica Hitte

LET'S DO IT!

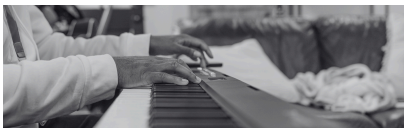


**STAY CONSISTENT
IN YOUR OWN**



growing

JOURNEY



AND CELEBRATE

YOUR

success.

STEP ONE



SONGWRITING



THE SPARK.

It all starts here. Whether you're writing solo or collaborating, this is where the heart of your music comes to life. We'll help you nail down your lyrics, melody, and structure to create something that truly resonates. This is the foundation of the music creation process.

SONGWRITING

Checklist

01

BRAINSTORM IDEAS, THEMES, OR STORIES FOR YOUR SONG.

- Reflect on personal experiences or emotions you want to express.
- Research topics or themes that resonate with your target audience.
- Free-write or use prompts to generate creative ideas.

02

EXPERIMENT WITH MELODIES AND CHORD PROGRESSIONS.

- Play around with different instruments to find a unique sound.
- Record snippets of melodies to revisit later.
- Try varying tempos and keys to discover what fits your theme.

03

REFINE YOUR LYRICS TO TELL A COHESIVE STORY OR EVOKE EMOTION.

- Edit for clarity, rhythm, and flow.
- Ensure your lyrics match the mood of your melody.
- Seek feedback from trusted peers or mentors.

04

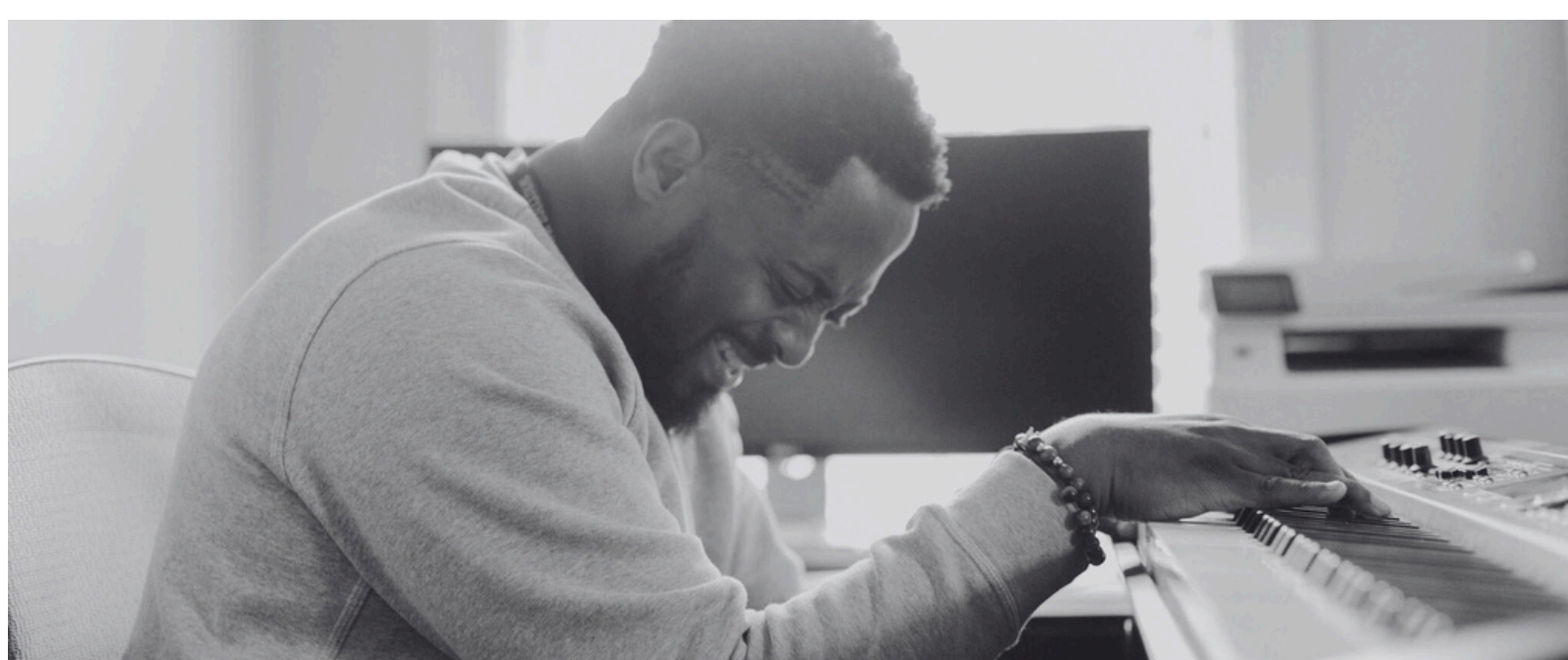
RECORD A ROUGH DEMO TO CAPTURE YOUR IDEAS.

- Use basic recording equipment or apps.
- Focus on structure and feel, not perfection.
- Share your demo with collaborators for input.

STEP TWO



PRE-PRODUCTION



THE BLUEPRINT.

Prior to hitting the studio, we'll help you map out your song's vibe. From arrangements to instrumentation, we'll make sure the track's direction is crystal clear. Think of this as the planning stage to save time (and headaches) later.

PRE-PRODUCTION

Checklist

01

DECIDE ON THE INSTRUMENTATION AND ARRANGEMENT.

- Choose the instruments that best support the song's mood.
- Plan dynamic changes (e.g., quiet verses, powerful choruses).

02

CREATE A DEMO THAT HIGHLIGHTS THE SONG'S VIBE.

- Add basic instrumentation to flesh out the track.
- Identify areas that need improvement or enhancement.

03

SELECT AND PREPARE YOUR MUSICIANS AND VOCALISTS.

- Make sure your chosen musicians and vocalists that fit the vision for the song.
- Track and prepare materials for each group to ensure they are able to come to the studio confident and ready or are able to remotely record to your exact specifications.
- If recording your project live, It is highly suggested to have your singers and musicians record in the studio beforehand for a strong foundation during the live recording. This allows for capturing the emotion without the quality and accuracy suffering.

04

PLAN YOUR RECORDING SESSION AND SET A BUDGET.

- Research studio options and book time.
- Allocate funds for studio time, musicians, and producers.

STEP THREE



PRODUCTION



THE BUILD.

Head to the studio (or the stage) with us by your side to bring your song to life. We'll help you record your vocals, track instruments, and collaborate with producers or engineers to make sure the sound matches your vision.

PRODUCTION

Checklist

01

RECORD VOCALS AND INSTRUMENTS IN THE STUDIO.

- Work with engineers to capture high-quality audio.
- Record multiple takes for flexibility during editing.

02

LAYER HARMONIES OR ADDITIONAL TRACKS FOR DEPTH.

- Add background vocals or instrumental textures.
- Consider having a vocal arranger for this portion. An outside ear can be a game changer.

03

COLLABORATE WITH PRODUCERS OR ENGINEERS TO ACHIEVE YOUR VISION.

- Communicate your goals clearly and provide references.
- Stay open to creative suggestions from your team. They are all on your side and want you to win.

04

ENSURE ALL PARTS ARE RECORDED AND READY FOR EDITING.

- Double-check that no elements are missing or incomplete.

STEP FOUR



BRANDING



THE IDENTITY.

Your music isn't just about the sound—it's about the story. We'll help you define your visual identity, message, and how you want your audience to connect with your work. This includes designing artwork, refining your artist persona, and ensuring everything aligns with your unique style.

BRANDING

Checklist

01

DEFINE YOUR ARTIST IMAGE AND MESSAGE.

- Identify what makes you unique as an artist.
- Create a mission statement or tagline that reflects your vision.

02

DESIGN COVER ART AND PROMOTIONAL VISUALS.

- Work with a graphic designer or use design tools.
- Ensure visuals align with your song's theme and style.

03

CREATE A COHESIVE STORY OR THEME FOR YOUR RELEASE.

- Develop a narrative that ties your music and visuals together.
- Plan how to communicate this story across platforms.

04

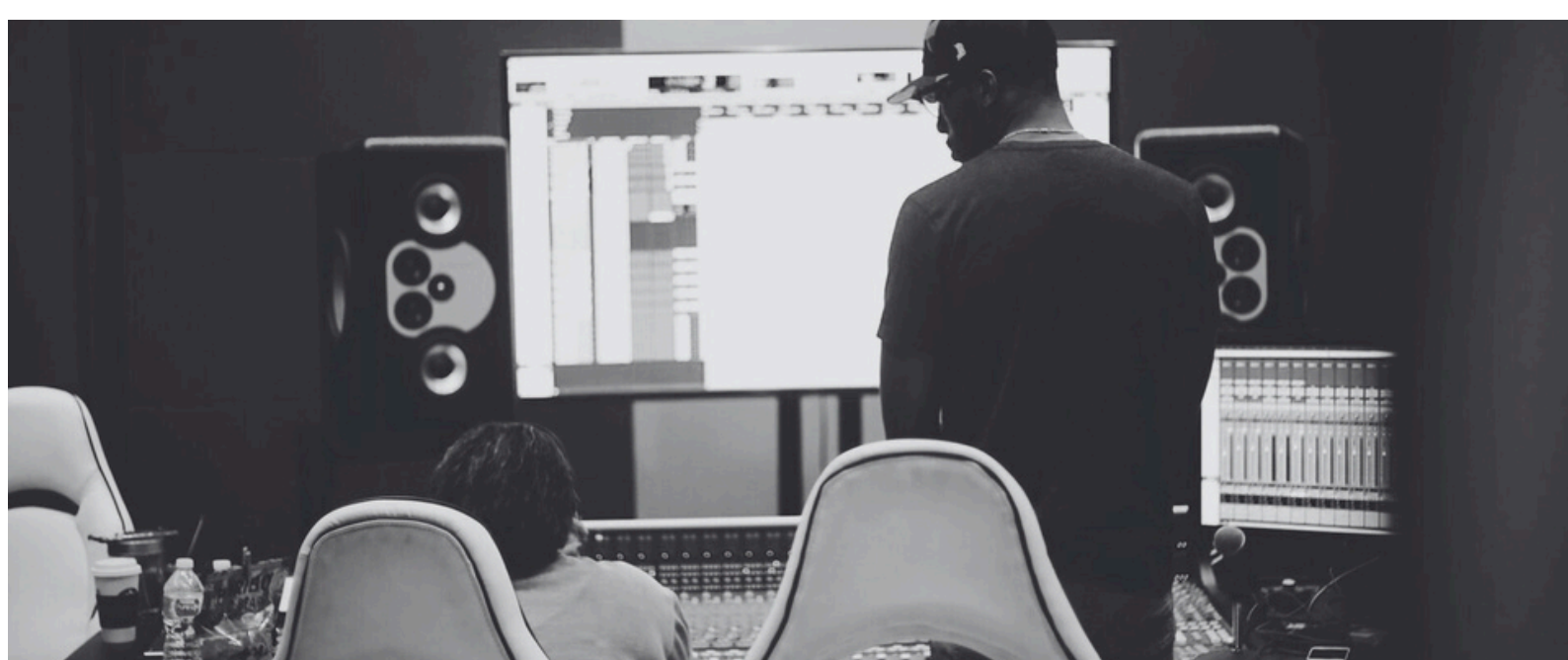
PLAN YOUR SOCIAL MEDIA AND WEBSITE UPDATES.

- Update profiles with new visuals and bios.
- Create a schedule for posts to build anticipation for your release.

STEP FIVE



POST-PRODUCTION



THE POLISH.

Once the track is recorded, we'll help you make it shine. Mixing balances the individual pieces of your song, while mastering ensures it sounds great no matter where it's played. This step ensures your song is radio-ready.

POST-PRODUCTION

Checklist

01

MIX YOUR TRACK TO BALANCE VOCALS, INSTRUMENTS, AND EFFECTS.

- Adjust levels, EQ, and panning for clarity and depth.
- Listen on various devices to ensure consistency.

02

ADD FINISHING TOUCHES LIKE REVERB, EQ, OR COMPRESSION.

- Enhance the overall sound without overprocessing.

03

MASTER THE TRACK FOR CONSISTENCY ACROSS ALL PLATFORMS.

- Optimize loudness and frequency balance for streaming.
- Ensure the track meets industry standards.

04

TEST THE FINAL VERSION ON DIFFERENT DEVICES.

- Play it on headphones, speakers, and car stereos.
- Make final adjustments based on feedback.

STEP SIX



ADMINISTRATION



THE PAPERWORK.

We'll help you get your ducks in a row. From registering your song with performance rights organizations (PROs) to handling licensing and contracts, we'll make sure you're set up to get paid and protect your work.

ADMINISTRATION

Checklist

01

REGISTER YOUR SONG WITH A PERFORMANCE RIGHTS ORGANIZATION (E.G., ASCAP, BMI).

- Sign up with a PRO if you're not already a member.
- Submit your song details to collect writer royalties.
- Some administrators require you to start your own publishing company. Check with them to see if that's needed.

02

HANDLE LICENSING FOR ANY SAMPLES OR COLLABORATIONS.

- Obtain permission for any borrowed elements.
- Draft agreements with collaborators to outline rights and splits.

03

ORGANIZE METADATA (CREDITS, ISRC CODES) FOR DISTRIBUTION.

- Include accurate information for all contributors.
- Double-check details to avoid errors during release.

04

SIGN UP FOR NECESSARY ORGANIZATIONS FOR COLLECTING.

- Assign the correct percentages for masters for all parties involved through SoundExchange.
- Ensure you and your team are receiving payment for your hard work through their collecting assistance.

STEP SEVEN



DISTRIBUTION



THE LAUNCHPAD.

We'll guide you through choosing your distribution platform and uploading your music. Whether it's Spotify, Apple Music, or a physical product, we'll help get your music out to the world. Plan your release date with our expertise to make sure everything is ready to go live.

DISTRIBUTION

Checklist

01

CHOOSE A DISTRIBUTION PLATFORM.

- Research platforms to find the best fit for your needs. (Distrokid, CDbaby, Tunecore, and many others are great options for self-distribution. For playlisting benefits, look into an independent distribution label.
- Set up an account and upload your music.

02

UPLOAD YOUR TRACK WITH ALL NECESSARY DETAILS (TITLE, GENRE, ARTWORK).

- Ensure your metadata matches your registration information.
- Preview your submission for accuracy.

03

SET A RELEASE DATE AND PREPARE FOR LAUNCH.

- Choose a date that gives you time to promote.
- Coordinate with your marketing plan for maximum impact.
- If physical distribution is a desire of yours (cd's, records, print, etc.), make sure to check with your distributor about their suggested timeline.

04

ENSURE YOUR SONG IS LIVE ON ALL MAJOR STREAMING PLATFORMS.

- Check that your track appears correctly on Spotify, Apple Music, etc.
- Resolve any issues with your distributor promptly.

STEP EIGHT



EVENT PRODUCTION



THE SPOTLIGHT.

Now it's time to get ready to bring your project to the stage. Create buzz and build anticipation for your release concert or live event through strategic marketing. From social media campaigns and email promotions to impactful collaborations, we'll assist in providing the tools and expertise you need.

EVENT PRODUCTION

Checklist

01

PLAN AND PRODUCE LIVE PERFORMANCES OR LISTENING PARTIES TO SHOWCASE YOUR MUSIC.

- Choose a venue and set a date.
- Create a setlist that highlights your new release.
- Decide on any featured guests that would add something special.

02

ORGANIZE WITH FANS AND INDUSTRY PROFESSIONALS IN MIND.

- Invite key contacts and promote the event online.
- Incorporate interactive elements to engage attendees.

03

COORDINATE WITH PERSONNEL.

- Confirm technical requirements and logistics.
- Lock In your preferred choices for roles such as:
 - musicians, vocalists, stage manager, videographer, photographer, sound and lighting engineers, etc.
- Rehearse to ensure a smooth performance.

04

RECORD AND GENERATE CONTENT FOR PROMOTION.

- Capture quality photos and videos to use for content o share on social media.
- Encourage attendees to tag you in their posts.

TELL US WHAT YOU NEED, FRIEND.



A LITTLE HAND-HOLDING TO KEEP THINGS ON TRACK?

Project Consulting:

Strategic guidance on marketing, licensing, publishing, and distribution, empowering artists to take control of their projects.

YES, TAKE MY HAND!

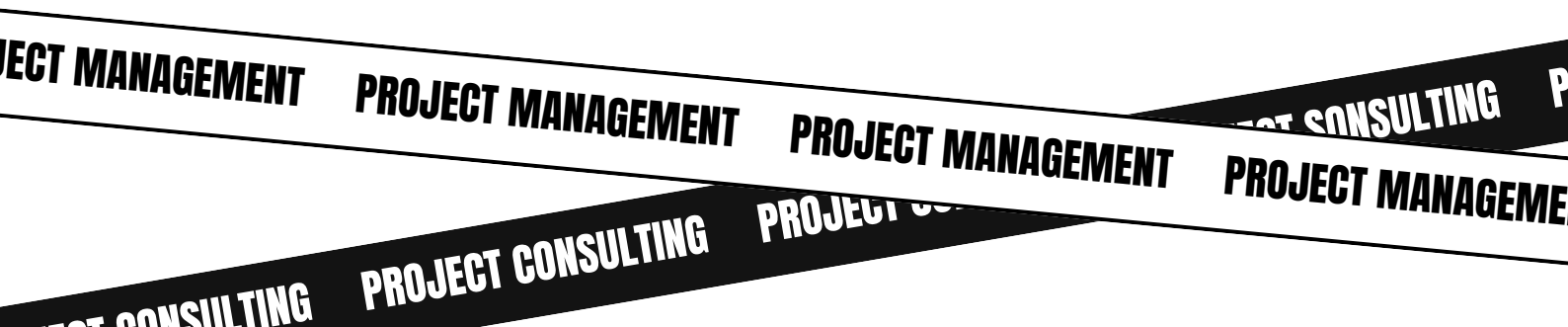


OR FULL-ON CHAUFFEUR SERVICE WHILE YOU RIDE SHOTGUN?

Project Management:

Complete oversight, managing all communication and logistics to ensure seamless execution in any stage of the process.

PLEASE TAKE THE WHEEL!





CONTACT US

Email: support@SongShareMusic.com

WWW.SONGSHAREMUSIC.COM