




10-Step Artist Development

Checklist

The essential foundation every independent artist needs before spending money on marketing, promo, or release campaigns.

-  Most artists don't fail because they lack talent. They fail because they build out of order.
-  They release music without a strategy, promote songs without a brand, and spend money before they know what really moves their career forward.
-  This checklist helps you find the gaps, tighten your plan, and build like an artist with a real career path.

 Created by **RadMedia Entertainment**



Free Artist Development Audit



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How to Use This Checklist

Before You Spend Money on Anything Else

This is not a motivational worksheet. This is a career foundation check. Go through each step and mark what you already have completed. Be honest. If a section feels unclear, incomplete, or random, that is probably where your artist development needs attention.



By the end, you should know:

- ✓ What parts of your artist foundation are solid
- ✓ What parts are missing or weak
- ✓ What you should fix before spending more money
- ✓ Whether you need a real artist development plan

Quick Score Guide

8-10
checked

You have a strong foundation.
Now focus on execution, visibility, and growth.

100%

5-7
checked

You have pieces in place, but your system needs work. This is where many artists get stuck.

50%

0-4
checked

You may be moving too fast.
Build the foundation first so you do not waste money, music, or momentum.

20%

Phase 1: Foundation

Your foundation controls everything that comes after it. Your visuals, songs, content, marketing, audience, and offers should all connect back to who you are as an artist.



Step 1: Define Your Artist Identity

Before people can connect with you, they need to understand who you are.

Action items:

- ✓ Write your artist story in 2–3 sentences
- ✓ Define your exact sound or genre blend
- ✓ Identify your target audience
- ✓ Write a short artist mission statement

Why it matters:



A clear identity makes every decision easier.



Step 2: Understand Music Rights & Publishing

Before you release music, understand what you own and how you get paid.

Action items:

- ✓ Join a PRO
- ✓ Register your songs correctly
- ✓ Know who owns the master recording
- ✓ Know who owns the publishing
- ✓ Keep split sheets for collaborations

Why it matters:



Ownership protects your income.



Step 3: Set Up Professional Distribution

Distribution gets your music onto platforms like Spotify, Apple Music, YouTube, Amazon, TikTok, Instagram, and more.

Action items:

- ✓ Choose a distributor
- ✓ Use the same artist name across all platforms
- ✓ Claim Spotify for Artists and Apple Music for Artists
- ✓ Check credits, artwork, and metadata

Why it matters:



Clean distribution prevents confusion and lost royalties.

Phase 2: Visibility

Once the foundation is in place, people need to be able to find you, understand you, and take you seriously.



Step 4: Build Your Digital Presence

Your online presence is usually your first impression. Make it clean, consistent, and easy to understand.



Why it matters:

Your online presence is your first impression.



Essential Platforms

- Instagram
- TikTok
- YouTube
- Facebook
- Spotify for Artists
- Website or landing page
- Email list



Action Items

- Use consistent profile photos and banners
- Write a short, clear bio
- Add music links to every platform
- Post content that supports your artist identity
- Start building an email list



Step 5: Create a Press Kit / EPK

An EPK is your professional artist one-sheet. It helps venues, podcasts, blogs, playlist curators, brands, and collaborators understand who you are quickly.



Why it matters:

Be ready when opportunities come.



Your EPK Should Include

- Artist bio
- Professional photos
- Music links
- Social media links
- Streaming numbers or key stats
- Past shows or press highlights
- Contact information
- Booking information



Action Items

- Write a 100–150 word artist bio
- Gather at least 3 strong photos
- List your strongest achievements
- Add your best music links
- Save everything as a PDF or clean web page

Phase 3: Production & Releases

Good music still matters. But good music alone is not enough. Your songs need quality production and a release plan that gives them a chance to work.

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Step 6: Invest in Quality Production

Your music needs to sound competitive enough for streaming, playlists, press, radio, sync, and live opportunities.



WHY IT MATTERS

Quality makes every marketing dollar work harder.

ACTION ITEMS

- ✓ Record 3–5 strong songs
- ✓ Work with a producer or engineer who understands your sound
- ✓ Budget for professional mix and master
- ✓ Get feedback from experienced music people
- ✓ Avoid releasing unfinished music just because you are excited

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Step 7: Plan Your Release Strategy

Do not just upload a song and hope the internet develops a conscience. A release needs a rollout.



WHY IT MATTERS

A strong release strategy creates momentum.

ACTION ITEMS

- ✓ Decide whether to release singles, an EP, or an album
- ✓ Plan at least 30–60 days ahead
- ✓ Create cover art and visual assets
- ✓ Schedule social media content
- ✓ Prepare email and text announcements
- ✓ Plan what happens before, during, and after release day

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Step 8: Master Playlist Pitching

Playlists can help new listeners discover your music, but only if you pitch the right songs to the right people at the right time.



WHY IT MATTERS

Targeted pitching builds discovery momentum.

ACTION ITEMS

- ✓ Research playlists in your genre
- ✓ Find curator emails, forms, or social contacts
- ✓ Pitch 3–4 weeks before release when possible
- ✓ Personalize your message
- ✓ Track who responds
- ✓ Avoid playlist scams

Phase 4: Monetization & Growth

Streams are part of the business, not the whole business.
A serious artist needs a stronger growth system.



Step 9: Build a Revenue Model

A serious artist needs multiple ways to earn.

Revenue Streams To Consider

- Streaming royalties
- Direct music sales
- Merchandise
- Live shows
- Sync licensing
- Features and collaborations
- Fan subscriptions
- Brand partnerships
- Teaching, coaching, or workshops

Action Items

- Set a music income goal for the year
- Choose 2–3 revenue streams to focus on first
- Track every dollar earned from music
- Build offers around your strongest assets



Why it matters:

Multiple income streams create stability.



Step 10: Create a 12-Month Growth Plan

Your career needs a simple roadmap.

Your Plan Should Include

- Release goals
- Content goals
- Audience growth goals
- Email list goals
- Gig and performance goals
- Collaboration goals
- Revenue goals
- Budget
- Skills you need to improve

Action Items

- Write where you want to be 12 months from now
- Break the goal into quarterly milestones
- Choose monthly actions
- Review progress every 90 days



Why it matters:

Random effort creates random results.

Artist Development Self-Audit

Check each item you have completed.



Foundation

Score

- I can explain my artist identity clearly.

- I understand my rights, publishing, and splits.

- My music distribution and artist profiles are set up correctly.



Visibility

- My digital presence looks professional and consistent.

- I have an EPK or press kit ready to send.



Production & Releases

- My music sounds professionally recorded, mixed, and mastered.

- I have a clear release strategy.

- I know how to pitch playlists and track outreach.



Monetization & Growth

- I have more than one possible income stream.

- I have a 12-month growth plan.



Your Score

- > **8–10 checked:** You are ready to focus on growth and execution.
- > **5–7 checked:** You need a stronger system before scaling.
- > **0–4 checked:** Build the foundation before spending more money.

Total Checked

/10

Your Next Step

If you checked 7 or fewer boxes, your music career probably does not need more random promotion.

It needs a clearer plan.

RadMedia Entertainment helps independent artists connect the pieces: identity, production, rights, publishing, release strategy, content, visuals, booking, and long-term growth.

We Can Help With

- Artist development planning
- Music production and creative direction
- Release strategy
- EPK and press materials
- Publishing and rights setup guidance
- Social media and content strategy
- Live performance and booking support
- Website and brand presentation



Book a **Free** Artist Development Audit

We'll look at where you are, what is missing, and what should happen next.



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