

30-Day Music Promotion Plan

Days 1 to 6 | One small task at a time

Move tasks to fit your week. All tasks can be done without paid ads. Keep time for making music. Write a result or next step under each task.

Song: _____ Goal: _____

1. Set one goal

Choose one song and a realistic result you want to work towards.

Result / next step: _____

2. Describe your listener

Write one sentence about the people your song may connect with.

Result / next step: _____

3. Check your links

Test your listening link on a phone and in a signed-out browser.

Result / next step: _____

4. Tidy your profile

Make your artist name, bio and music link clear.

Result / next step: _____

5. Write the song story

Explain why you wrote the song in two honest sentences.

Result / next step: _____

6. Choose three clip ideas

Pick a lyric, a making-of moment and a personal story.

Result / next step: _____

Keep your music moving

Days 7 to 12 | One small task at a time

7. Rest and review

Note what is ready and move tasks that do not fit your week.

Result / next step: _____

8. Make a lyric clip

Use a strong line and clear text that is easy to read.

Result / next step: _____

9. Share and reply

Post the clip with one action, then reply to useful comments.

Result / next step: _____

10. Find five outlets

Look for blogs, radio shows or curators that fit your sound.

Result / next step: _____

11. Check submission rules

Record their preferred links, forms and follow-up rules.

Result / next step: _____

12. Prepare a small press pack

Add a short bio, approved photo, credits and release details.

Result / next step: _____

Keep your music moving

Days 13 to 18 | One small task at a time

13. Write two personal pitches

Use the free template and explain the fit for each recipient.

Result / next step: _____

14. Review your first week

Note replies, saves or link clicks where you can see them.

Result / next step: _____

15. Make a story clip

Explain one moment that inspired the song.

Result / next step: _____

16. Share the story

Post with a clear listening link or profile-link instruction.

Result / next step: _____

17. Join one conversation

Help in a music community and follow its posting rules.

Result / next step: _____

18. Send a few good pitches

Send your personal messages through the accepted route.

Result / next step: _____

Keep your music moving

Days 19 to 24 | One small task at a time

19. Support another artist

Share a track you enjoy and say why it connected with you.

Result / next step: _____

20. Try a simple collaboration

Suggest one manageable idea to an artist with a shared interest.

Result / next step: _____

21. Rest and review

Keep the best idea from the week and drop an unhelpful task.

Result / next step: _____

22. Make a fresh version

Try a new opening for the clip that got the best response.

Result / next step: _____

23. Share the new version

Give listeners a new angle instead of the same caption.

Result / next step: _____

24. Check pitch replies

Follow up once only if allowed and enough time has passed.

Result / next step: _____

Keep your music moving

Days 25 to 30 | One small task at a time

25. Show the process

Share a demo, a recording choice or a short live take.

Result / next step: _____

26. Ask a useful question

Invite people to share which lyric or feeling stood out.

Result / next step: _____

27. Thank supporters

Thank people who shared, reviewed or listened, without pressure.

Result / next step: _____

28. Check your results

Compare the posts, time spent and responses you can see.

Result / next step: _____

29. Choose your next steps

Pick two ideas worth repeating and one thing to improve.

Result / next step: _____

30. Plan the next month

Set a small new goal and leave time to make more music.

Result / next step: _____

Keep what works. Change what does not. No plan can promise a set number of streams or followers.