



## Calendar of activities for a successful 2020 holiday release

### October 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
PLEASE NOTE: The schedule and dates in this calendar are an estimate and not guaranteed.				<ul style="list-style-type: none"> <li>• Go into the recording studio.</li> </ul> <p style="color: red;">• Do organic social posts several times a week to build awareness and excitement.</p>	<ul style="list-style-type: none"> <li>• In recording studio</li> </ul>	<ul style="list-style-type: none"> <li>• In recording studio</li> </ul>
4	5	6	7	8	9	10
<ul style="list-style-type: none"> <li>• In recording studio</li> </ul> <p style="color: red;">• In recording studio. • Post on social several times this week (share pics, videos, track snippets, and tell interesting stories: do not "sell sell sell.")</p>	<ul style="list-style-type: none"> <li>• In recording studio.</li> </ul> <p style="color: red;">• Post on social several times this week (share pics, videos, track snippets, and tell interesting stories: do not "sell sell sell.")</p>	<ul style="list-style-type: none"> <li>• In recording studio</li> </ul>	<ul style="list-style-type: none"> <li>• In recording studio.</li> </ul> <p style="color: red;">• Work on your cover art, find a photographer, and plan a shoot so you can get high-quality album pics before ordering CDs.</p>	<ul style="list-style-type: none"> <li>• In recording studio</li> </ul>	<ul style="list-style-type: none"> <li>• In recording studio</li> </ul>	<ul style="list-style-type: none"> <li>• In recording studio.</li> </ul> <p style="color: red;">• If you're planning to live stream a listening party or release event, investigate Twitch, FaceBook Live, and YouTube Live.</p>
11	12	13	14	15	16	17
<ul style="list-style-type: none"> <li>• In recording studio</li> </ul> <p style="color: red;">• In recording studio. • Post on social several times this week.</p>	<ul style="list-style-type: none"> <li>• In recording studio</li> </ul>	<ul style="list-style-type: none"> <li>• In recording studio</li> </ul>	<ul style="list-style-type: none"> <li>• In recording studio.</li> </ul> <p style="color: red;">• Write out all liner notes, lyrics, credits, and other content for your album packaging.</p>	<ul style="list-style-type: none"> <li>• In recording studio</li> </ul>	<ul style="list-style-type: none"> <li>• In recording studio.</li> </ul> <p style="color: red;">• If you've decided to live stream, set up your profile on your site of preference and start doing trial runs.</p>	<ul style="list-style-type: none"> <li>• In recording studio</li> </ul>
18	19	20	21	22	23	24
<ul style="list-style-type: none"> <li>• In recording studio</li> </ul> <p style="color: red;">• In recording studio. • Keep posting on social several times this week to keep fans engaged, interested, and excited.</p>	<ul style="list-style-type: none"> <li>• In recording studio</li> </ul>	<ul style="list-style-type: none"> <li>• Recording completed</li> </ul>	<ul style="list-style-type: none"> <li>• Order CDs from Disc Makers</li> </ul>	<ul style="list-style-type: none"> <li>• CDs being mastered and designed.</li> </ul>		
25	26	27	28	29	30	31
<p><b>Note:</b> Weekends are a great time to work on the business and marketing side of your album project.</p> <ul style="list-style-type: none"> <li>• CDs being mastered and designed.</li> <li>• Update (or set up) artist Bandcamp page.*</li> <li>• Post on social several times this week.</li> </ul>	<ul style="list-style-type: none"> <li>• CDs being mastered and designed.</li> </ul>	<ul style="list-style-type: none"> <li>• CDs being mastered and designed.</li> </ul>	<ul style="list-style-type: none"> <li>• CDs being mastered and designed.</li> </ul>	<ul style="list-style-type: none"> <li>• CDs being mastered and designed.</li> </ul>	<ul style="list-style-type: none"> <li>• Approve CD mastering and design proofs.</li> </ul> <p style="color: red;">• Upload your single to digital distributor. (Do this sooner if mastering is completed earlier.)*</p>	<p>*Bandcamp page can be set up earlier if you have time.</p> <p style="color: red;">**If so you could release 2 singles before the album, each spaced 3 weeks apart.</p>



## Calendar of activities for a successful 2020 holiday release

### November 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
<i>It's the weekend!</i> Prepare to push and promote your album. Do some budgeting to decide how much money you're prepared to spend on marketing.	<ul style="list-style-type: none"> <li>• CDs being manufactured.</li> <li>• Update and clean up email list. (Do this earlier if you have time.)</li> </ul>	<ul style="list-style-type: none"> <li>• CDs being manufactured.</li> <li>• Post on social several times this week.</li> </ul>	• CDs being manufactured	• CDs being manufactured	<ul style="list-style-type: none"> <li>• Release single digitally on all streaming platforms.</li> <li>• Start experimenting with paid promotion of your single.*</li> </ul>	<p>*Boost organic Facebook posts and experiment with paid ads on FB and Instagram. CD Baby's <a href="http://www.show.co">www.show.co</a> has great marketing resources for artists.</p>
8	9	10	11	12	13	14
<i>It's the weekend!</i> Get a head start by working on your CD Baby or Bandcamp site. Or by start writing your email communications to your fan list.	<ul style="list-style-type: none"> <li>• CDs being manufactured.</li> <li>• <b>Set up new album online at CD Baby.</b> Set December 4 as release date.</li> </ul>	<ul style="list-style-type: none"> <li>• CDs being manufactured.</li> <li>• Set up preorders on Bandcamp.**</li> </ul> <p>Note: We've built additional time into the schedule to account for delays.</p>	<b>Veterans Day</b>	<ul style="list-style-type: none"> <li>• CDs being manufactured.</li> <li>• Keep posting on social several times each week.</li> </ul>	<ul style="list-style-type: none"> <li>• CDs being manufactured.</li> <li>• <b>Set up pre-save campaigns for streaming sites.</b></li> </ul>	<p>• CDs shipped to artist and CD Baby.</p> <p>**If you don't know how to do this, there are Bandcamp tutorials online.</p>
15	16	17	18	19	20	21
<i>It's the weekend!</i> Yes, you're tired, but you can't let up. A successful release takes work. Weekends are a great time to do it.	<ul style="list-style-type: none"> <li>• <b>Set up tracks for Release Radar (Spotify) and other algorithmic playlists.***</b></li> </ul>	<ul style="list-style-type: none"> <li>• Keep posting on social several times each week.</li> </ul>	<ul style="list-style-type: none"> <li>• Do a livestream album listening party on Twitch (and FB and YT live) where you play your album and fans can listen along and comment.</li> </ul>	<ul style="list-style-type: none"> <li>• CDs arrive at CD Baby. Make sure your info is correct and approve your CD Baby page proof the day you get it. Errors will cause serious delays.</li> </ul>		<p>***If you don't know how to do this, there are online resources available at the CD Baby blog, the Spotify for Artists site, and in Mike Warner's book, Work Hard, Playlist Hard.</p>
22	23	24	25	26	27	28
<i>It's the weekend!</i> Things are going to get really serious this week. Write those emails. Remember to send a special Thanksgiving note of thanks to your fans.	<ul style="list-style-type: none"> <li>• Keep posting on social several times each week.</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Email our list announcing December 4th album release</b></li> </ul> <p>Send fans to Bandcamp for preorders.</p>	<b>Thanksgiving</b>	<ul style="list-style-type: none"> <li>• Send a reminder email. Send fans to your streaming pre-save landing page (and to your Bandcamp preorder page).</li> </ul>	
29	30	1	2	3	4	5
<i>It's the weekend!</i> Woo! Your album is coming out Friday! Spend this day to check and make sure everything is ready to go: emails, social posts.	<ul style="list-style-type: none"> <li>• Send final preorder email.</li> <li>• Post on social about upcoming album.</li> </ul>					



## Calendar of activities for a successful 2020 holiday release

### December 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	1	2	3	4	5
		<ul style="list-style-type: none"> <li>Hype your livestream event. Email your list a link.</li> </ul>			<ul style="list-style-type: none"> <li><b>Release your album!</b> <ul style="list-style-type: none"> <li>Post on social.</li> <li>Send "album out now" email.</li> <li>Do a livestream album release party (optional).</li> </ul> </li> </ul>	<p><b>Now the hard work starts:</b> Steady social posts, weekly emails, submit to curated playlists, engage fans, fulfill Bandcamp orders, and more...</p>
6	7	8	9	10	11	12
<i>It's the weekend! From now, your job is to promote, promote, promote. Work on something every day that will get your music heard by more potential fans.</i>	<ul style="list-style-type: none"> <li>Continue promoting: Steady social posts, weekly emails, submit to curated playlists, engage fans, fulfill Bandcamp orders...</li> </ul>					
13	14	15	16	17	18	19
<i>It's the weekend! Check your CD Baby, Spotify, and Apple for Artists pages and stats. Keep tweaking your promotional messages and do more of what works.</i>	<ul style="list-style-type: none"> <li>Continue promoting: Steady social posts, weekly emails, submit to curated playlists, engage fans, fulfill Bandcamp orders...</li> </ul>					
20	21	22	23	24	25	26
<i>It's the last weekend before Christmas! Make sure those Bandcamp orders ship! Send a "last chance" email to your fans. And continue engaging on social.</i>	<ul style="list-style-type: none"> <li>Continue promoting: Steady social posts, weekly emails, submit to curated playlists, engage fans, fulfill Bandcamp orders...</li> </ul>			Christmas Eve	Christmas Day	<p><b>Note:</b> Just because Christmas is over doesn't mean your album is. Keep promoting well into the next year. It takes work to be successful.</p>
27	28	29	30	31	1	2
					<p><b>New Year's Day</b></p>	