

THE DEFINITIVE GUIDE TO...

GENERATING SUCCESS AS A DIY ARTIST



Welcome!

First of all, thanks so much for downloading the guide! It's taken me 2 weeks to put everything into action, & make sure this guide is right for the DIY musician.

I felt giving it away to the community for free was the right thing to do. I know how it is to be an artist on a shoestring budget, & so many people in the industry try to rinse you out of your money (if you have any lol)!

All I ask in return is that you give your honest thoughts on the guide to: harry@whippedcreamsounds.com, or share the website on social media to spread the message:

www.whippedcreamsounds.com

My name is Harry.

I'm a music producer, DJ & marketing specialist, with over 7 years of experience in the music industry.

I've had the blessing to be able to play multiple festivals (in the UK & abroad), get national radio coverage and a load of other cool stuff I wouldn't have been able to do without learning the techniques covered in this guide.

Having faced the struggles of having no time, no budget & holding down a full time job - I wrote this guide specifically for the DIY musician, to generate success from simple, easy to-follow strategies, with no monetary investment.

This guide will cover everything you need to build your own swiss army knife of music marketing tools that get real, organic results.

It focuses on putting in the groundwork to start building momentum as an artist.

The strategies in this guide will take 30 mins/day and get results.

If you want more results, allocate more time.

Also, by purchasing this guide, you have purchased a life-time of updates to it. Any time I change my marketing plan, I will update this guide with what is currently working at that time.

Enjoy!

The 7 Most Crucial Things to Know

1. Make great music.

- This goes without saying - to get new fans, you need to have great music. And, if your music isn't good enough, no strategy in the world is going to save it.
- It doesn't have to be the level of your favourite producer yet, but if it's clearly out of key or you're still having timing issues; work on honing your craft.

2. Have a release plan & release date.

- Having a plan and release date is crucial to getting success in the music industry.
- Knowing when you are going to release, gives you a number of weeks to build momentum behind the track.
- This plan can contain things like:
 - Contacting blogs.
 - Contacting labels.
 - Contacting playlist curators.
 - Contacting YouTube promo channels.
 - Gaining support from your real family & producer family.

3. Send pitches 2-4 weeks before release.

- When planning for your release day you want to set a certain number of emails to reach per week, with allowed time for following up if they don't reply.
- Use this time to contact the places mentioned above and try sort out some extra release day coverage.

4. Release consistently.

- To create any kind of success, you need to be consistent. Like with exercise, dieting or getting better at anything in general, consistency is always key.
- It doesn't have to be your best work, but aim for 1 track per month.

5. Build a network of producer friends, fans etc.

- Joining [Facebook groups](#), Sub-Reddit's & discord communities can really help you as an artist.
- By being active & networking with people, you'll form relations, start collaborations and generally be able to grow more by doing so. It's a vital tool that can't be overlooked.

6. Spend 4-6hrs on release day promoting your track.

- Hit up all your pre-trades to repost (more on that below).
- Send music to YouTube channels, Spotify playlisters, producers you're connected with etc.
- Make use of your friends and family. Get them all to like, comment, repost, save.
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7. Plan for success.

- [There's a famous quote](#): by failing to prepare, you are preparing to fail.

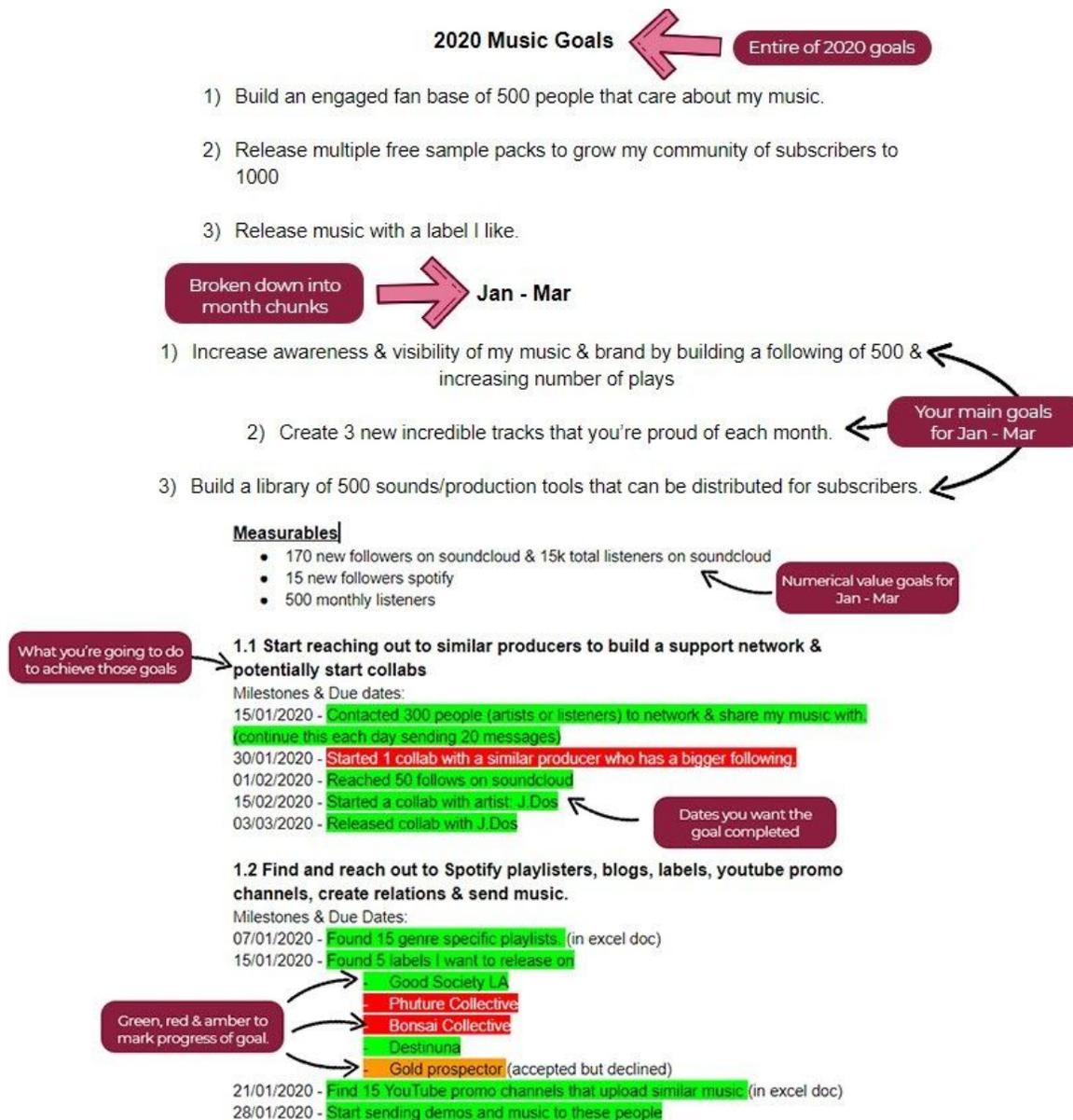
- Creating an in-depth plan of what you want to achieve, with numerical, measurable goals is vital to succeeding. Not only does it make your vision more real, but gives you purpose & something to shoot for.
- Once you start crossing these goals off you become addicted to crossing off more & more!

Planning for Success

Like with anything in life, you need to remain consistent for success as an artist.

And I believe the best way to do that is to have a plan, with realistic, measurable goals that you can cross off & look at every day.

Here is the perfect way to set out goals as an artist starting from nothing:



As you can see, this is a well thought out plan, with goals that are both realistic and measurable.

They have numerical values that you can reach.

We advise you to write your yearly goals at the top, and break them down into smaller, 3 month sections.

Plan for your first 3 months, see how realistic the goals you have set are, then plan for the next 3 months.

By breaking it into 3 month sections, it makes your goals more digestible. It also allows for change in strategy every 3 months if need be.

You should set aside a day each quarter to plan the 3 months in advance.

To help you set your very own goals, we've given you access to our exact template. Fill it in with your very own goals, and look at it every day!

https://docs.google.com/document/d/1PAwXMQQzSmg1q2m_OLF1Y5n7x63v8Og-F7vJyBJQIzY/edit?usp=sharing

Growing on SoundCloud

Soundcloud is the best platform to be posting your music as a music producer.

It's a great network where you can socially interact with other producers & build up a die hard fan base that are not only interested in what you do, but will buy your sample packs etc.

So how do we grow on Soundcloud?

This section is split into 3, let's go!

Repost Trading

This is hands down the best way to gain traction on Soundcloud. It not only helps to build a community of like-minded producers around you, but also gets your music to more ears than you thought possible!

Before trading you need to know these things:

1. **You'll need [scplanner](#)**, so sign up there.
2. **Only repost music if it is good** & you personally like it. If you don't like a track, then it's likely your audience won't either. Don't repost heavy dubstep if you make lofi hip hop.
3. **Choose producers that produce within a similar genre.** You don't want to be reposting indie or acoustic if your stuff is heavily electronic & vice versa.

4. **Always leave comments of value** on everyone you trade with. This will form stronger relationships for collabs later down the line.
5. **Don't repost more than 3 - 5 times per day.** This clogs people's feeds and can cause them to unfollow you if you do. Also it causes them to pay less attention to the stuff you post & repost.

Finding Places to Trade

There are many places you can find people and there are certain groups on discord that are solely set up for this purpose.

Here are a list of places you should join:

- [itsyaboy Network](#) (Discord)
- [Ayzlynn](#) (Discord)
- [Really Trading All Day](#) (Discord)
- [Repost Room](#) (Facebook)

You can find more, but generally these are the most active & really the only discords/groups you need to succeed.

How to Trade

So now you're in these shiny new groups, how do you utilise them?

We'll start by explaining Discord, as it's the place where you'll be finding most of your trades.

But before we start, we need to set up a sheet where we can put all the information down.

We're going to be pre-trading - trading before release - so that on the day of release, you can hit everyone up to repost and get maximum exposure.

Here's a link to our personal template, which will be explained further down:

<https://docs.google.com/spreadsheets/d/1vh5MpmFDdVjHtc9-f5lobrTlul8UYGqGf5Yc9EXoeVE/edit?usp=sharing>

Make your own copy of the above before moving on.

Sending the Message

You want to be sending **20 messages to new people, in the suggested groups/day.**

This is called pre-trading, and you should start as soon as you have your release date in mind.

We recommend giving at least 2 weeks before the release date to trade & build momentum.

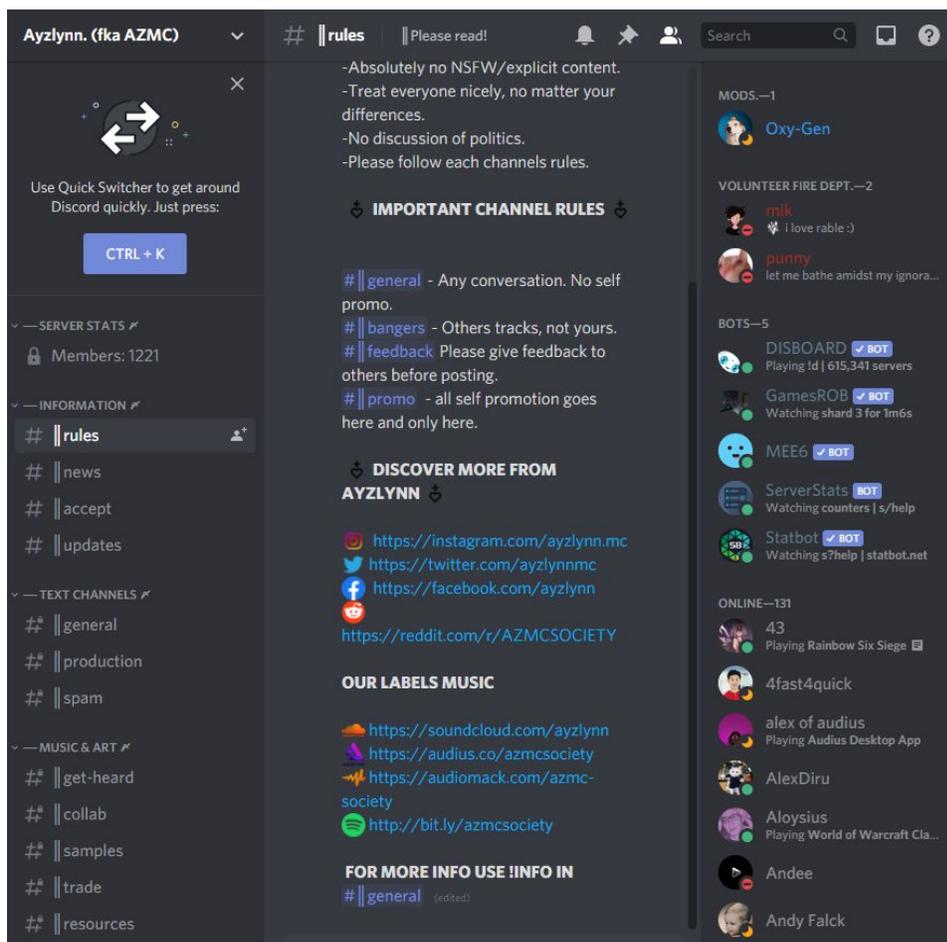
But what do I send?

Don't worry...

Below is our step by step walkthrough to trading, from sending the right message, all the way through to completing the trade ready for release.

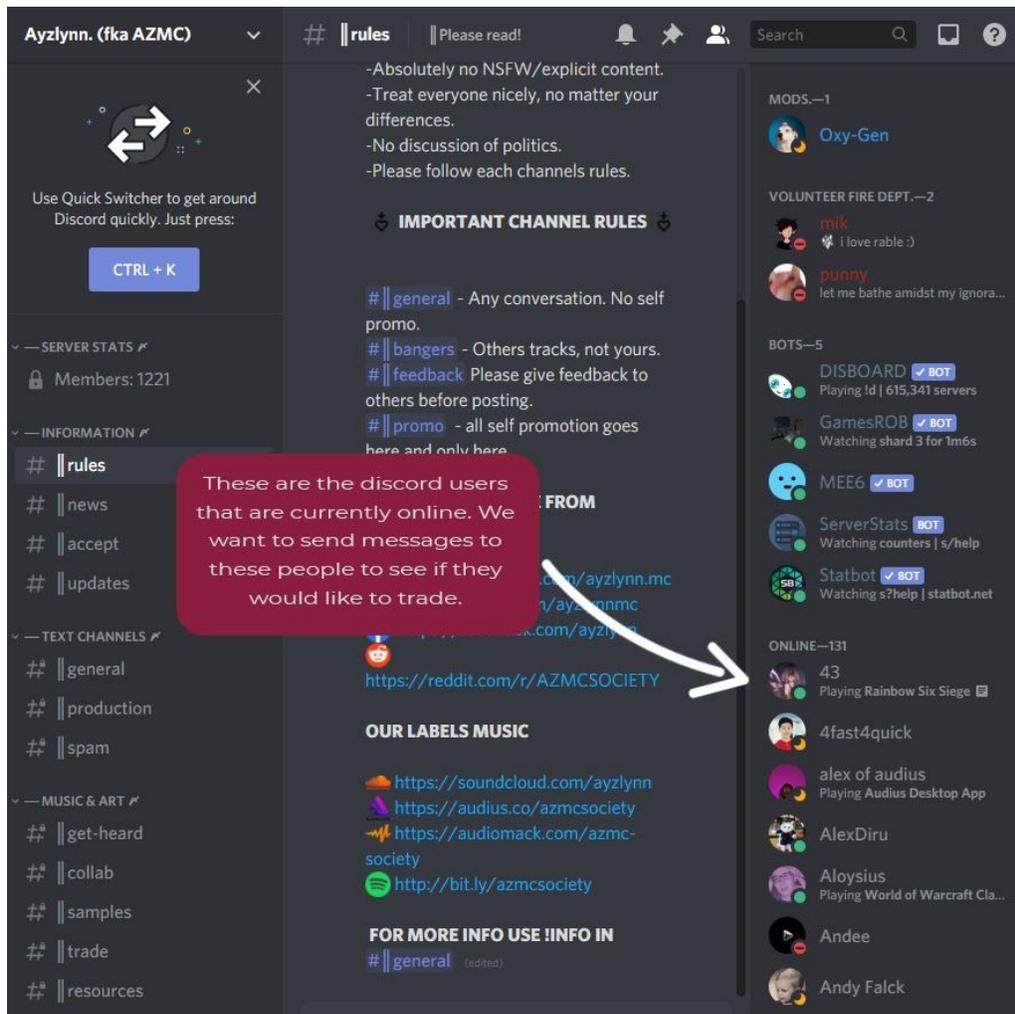
Trade Walkthrough

When in a Discord trade group, you should see something like this:



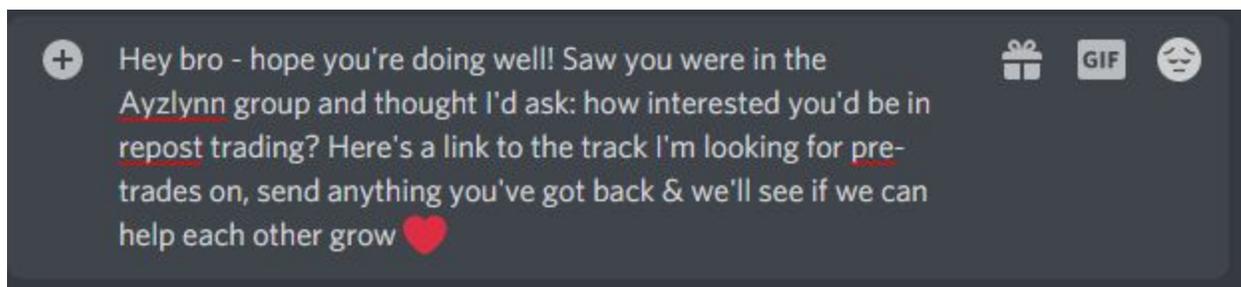
(Azylynn trade group)

The idea of trading is to send a tonne of people direct messages to agree with the trade.



So you're going to click on the user you want to send a message to and a box should pop up. You want to click the option that says 'message'.

Here's how a good message should look:



(you can copy and paste each one)

Once you've sent the message, leave it a couple hours for them to reply. If you're messaging 20 people/day you'll always have a full inbox with trade requests.

When they reply, they'll usually reply with a Soundcloud link to the track they're looking for trades on.

If you like the track, tell them you're down to trade and, after they've said yes, add them to your excel sheet, like this:

Name	Contact link	Have they agreed?	Have you reposted them?	Send your OUT NOW Message	Did they repost yet?	How many followers?
TOTAL			1	0	0	300
name on discord	(discord link)	(put a '1' if yes)	(put a '1' if once, if twice put '2' and so on)	(put a '1' if once, put a '2' if twice etc)	(put a '1' if yes)	(number of reach or followers they have)
43	https://discord.com/channels/@me/751785260458704932		1	0	0	300

You have now successfully acquired your first Soundcloud trade!

Keep doing this each day until release date.

On release day you want to open up your trade sheet and message every single person you traded with.

So grab a beer, get on your computer and copy and paste this message:

“Hey bro the track we traded on is out now! I’d love your support in the form of a comment, like & repost. If you have anything, I’ll do the same for you. Let me know what you think! [insert your link]”

After sending this message, you want to update the ‘Send your OUT NOW Message’ section with a ‘1’, because you’ve messaged them once.

Only send 3 follow up messages.

After that, if they still haven’t replied, just leave it and remove them from your sheet - you only want active people!

Using SCPlanner to Schedule Reposts

When you’re sending 20 messages/day to trade, you’re going to have a lot of trades that you’ll also need to return the favour on.

As we mentioned above, it’s ideal to keep your account between **3 - 5 reposts/day maximum**.

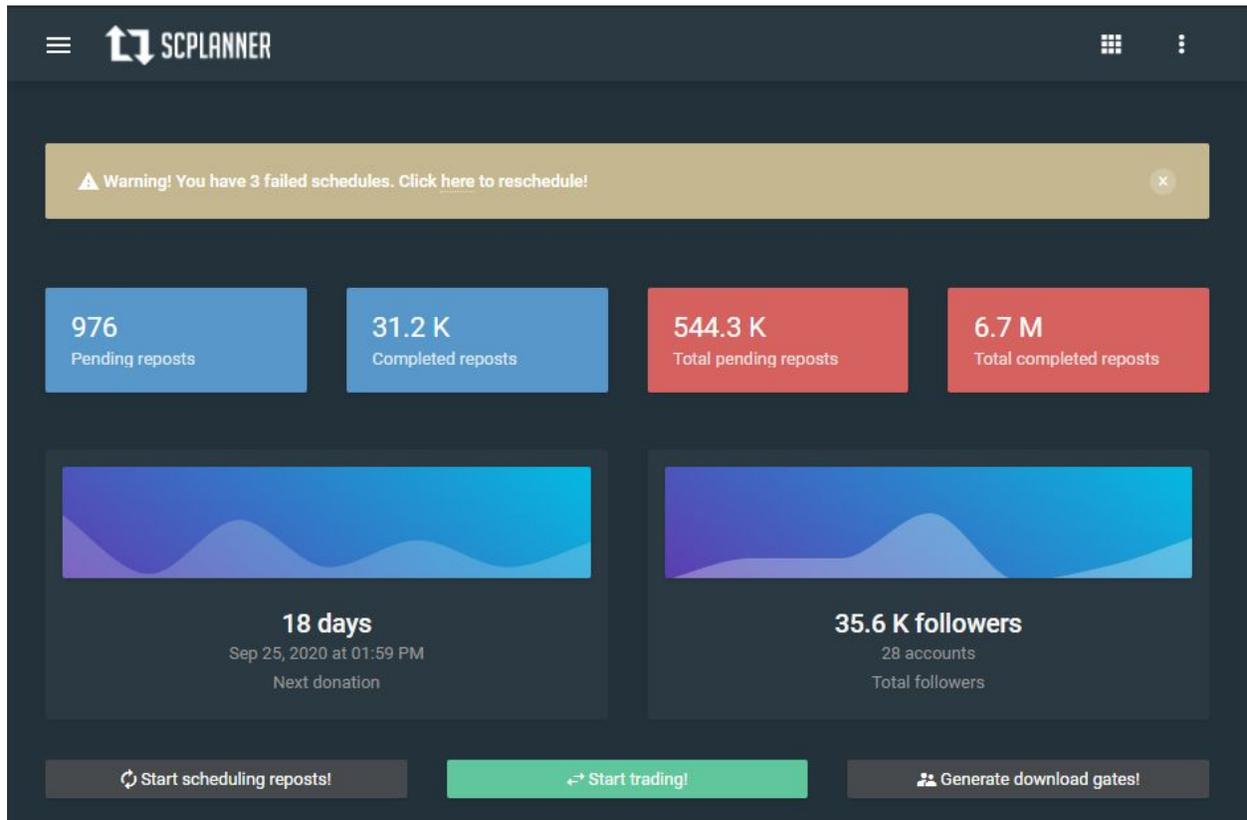
So to keep your account this way, you can either:

- Use an old Soundcloud account.
- Or use SCPlanner to schedule trades correctly.

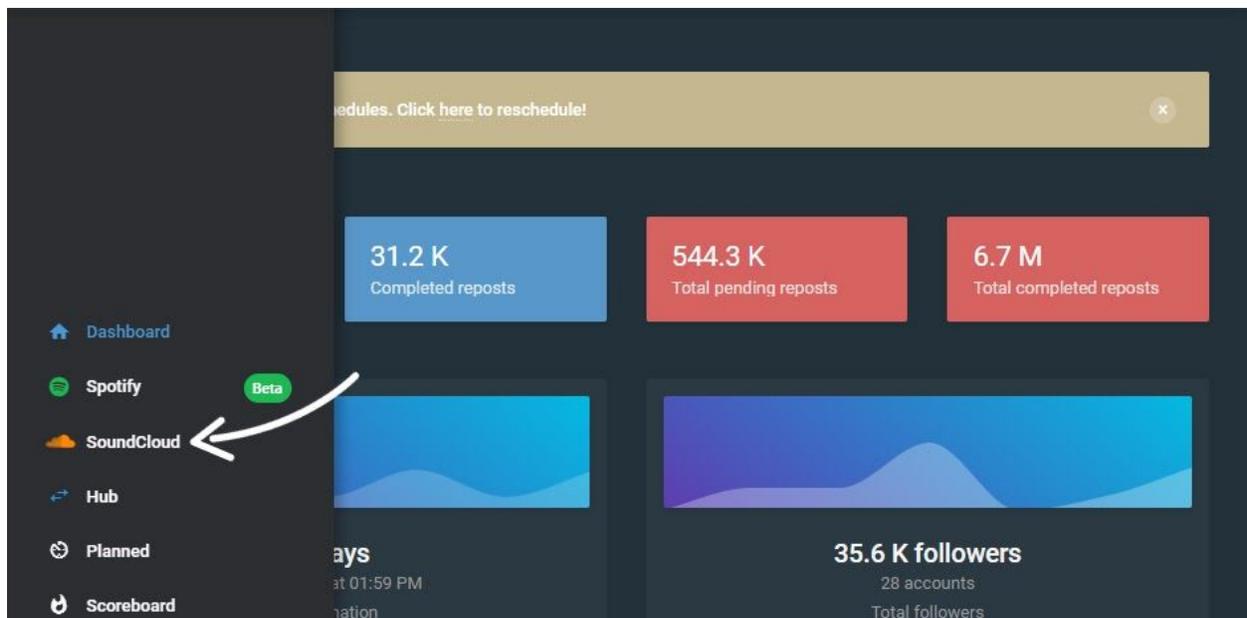
We recommend doing both.

Here's how to schedule using SCPlanner:

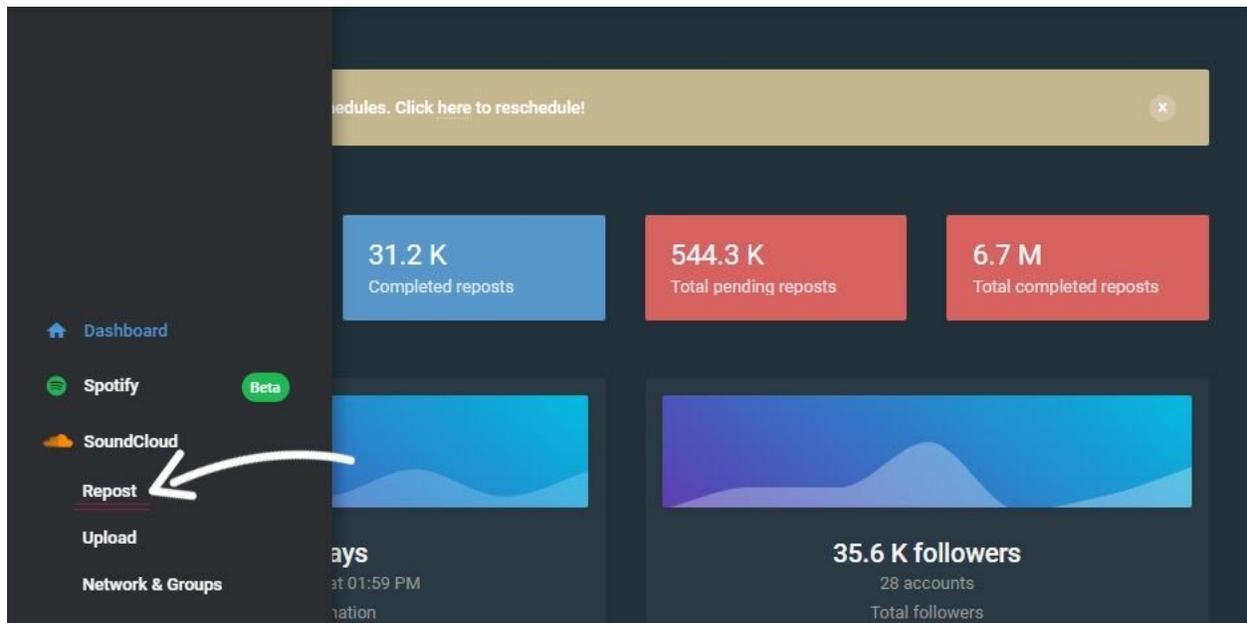
Once you've signed up to SCPlanner, you'll be presented with a dashboard like the one below.



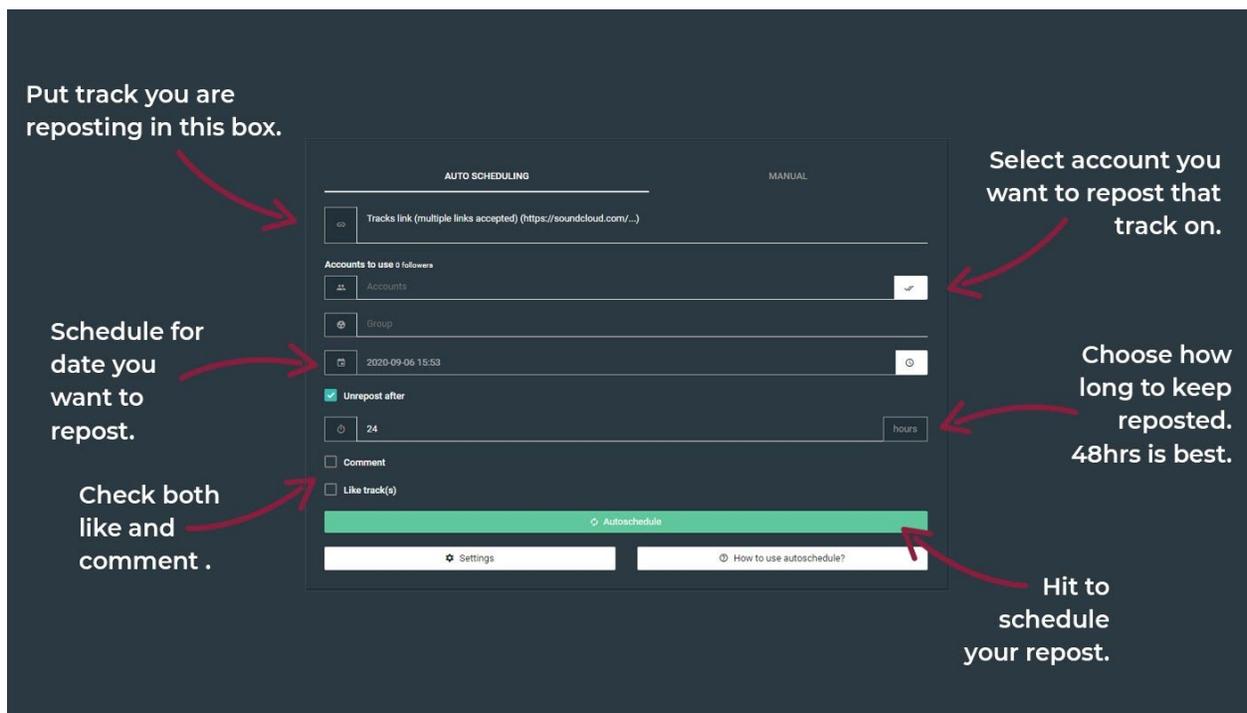
To schedule reposts, you'll want to click the 3 lines in the corner.



You then want to click on the option that says 'soundcloud'. That should open up a menu underneath that has the option: 'repost'.



Once you've clicked this, it will open up a different page and you'll be able to use this to schedule reposts.



Now you're a repost trading pro!

Repost Chains

Repost chains are very similar to trading, except they are scheduled automatically by the owner of the chain. This means you have no control over what is being reposted to your account.

However, being in chains gives you a much bigger reach than you're capable of yourself. We've used chains that have over 1mil reach & they are incredible for growth of followers and plays.

That being said, you can create & manage your own chain, using SCPlanner (you signed up for earlier).

Hosting your own chain is a lot of extra work and is worth it, if you're willing to put in the time, but we recommend finding another, regulated chain that works for you to make things easier.

If you do want to set up your own, we'll cover that further on.

Things you want to consider before joining a chain:

1. **Is the music quality good?** You don't want to be reposting trash to your account. You want your music being reposted to artists that are followed and respected by their fans & don't just repost anything for a little boost in their plays.
2. **How many times do they repost/day?** You want to keep this number as low as possible, for the amount of reach. Ideally you don't want to be reposting more than 3 - 5 times/day, so join chains, see how they operate and then leave if you don't like them.
3. **Is it genre specific?** The best and most success you will get from using chains, is by using chains that can reach your desired audience. If you make house music, find a solely house music chain.

When joining a chain, the owner will give you instructions on how you can join and be a part of it. They will also tell you how to submit your tracks to be scheduled through the chain.

Building Your Very Own Network & Repost Chain

Once you've been trading for a while, you'll begin to notice a pattern of who accepts the trades and you'll also begin to form relationships with those people. Here' where you can start building your very own chain to utilise.

Here's why building a chain is great.

Not only does this give you extra reach, but also starts allowing you to trade with people who have bigger chains!

For example, if you only have 50 followers, you'll only be trading with people under 2k followers.

But, if you have a chain with a total of 50k followers, you can start trading with chains that have 50k-100k reach.

As you get more reach, it opens doors to higher levels of promotion & you'll really start to see your music take off!

Here's how to start your own chain.

1. **Start a group on SCPlanner.** This allows you to control other accounts reposts & in return you offer a community and bigger reach for each of their tracks.
2. **Build a Discord where people can submit** (further down). This will also build a community of like-minded producers. People will be able to talk to each other here, connect, start collabs and trade etc. You can also have channels dedicated to your own releases to promote even more!

Getting People to Join

The people you consistently trade with are the first people you should ask to join your chain. You know they have great music, because you've already checked that, and you know they're within your genre so have your targeted audience.

Send a message similar to this:

"Hey man, just wanted to say how much I've been loving the music you've been sending through for reposts. [insert track name] was awesome! I really liked the [whatever you liked about it].

Anyway...

I just started a chain & community that's focussed around [what genre it's focussed around] and posting quality music. I think you'd be an awesome fit! Let me know if you'd like to be involved"

Wait for their reply. If they say yes, invite them to your chain! If they say no, ask them this:

"No worries bro, totally understand that and appreciate your decision. I've gotta ask : what's the name of 1 person you know that would be interested in joining the chain?"

Once you've gone through the people you trade with, start going through Discords you are a part of.

Let's say you're part of a Lofi Hip Hop/Future Bass discord. You could send messages similar to this:

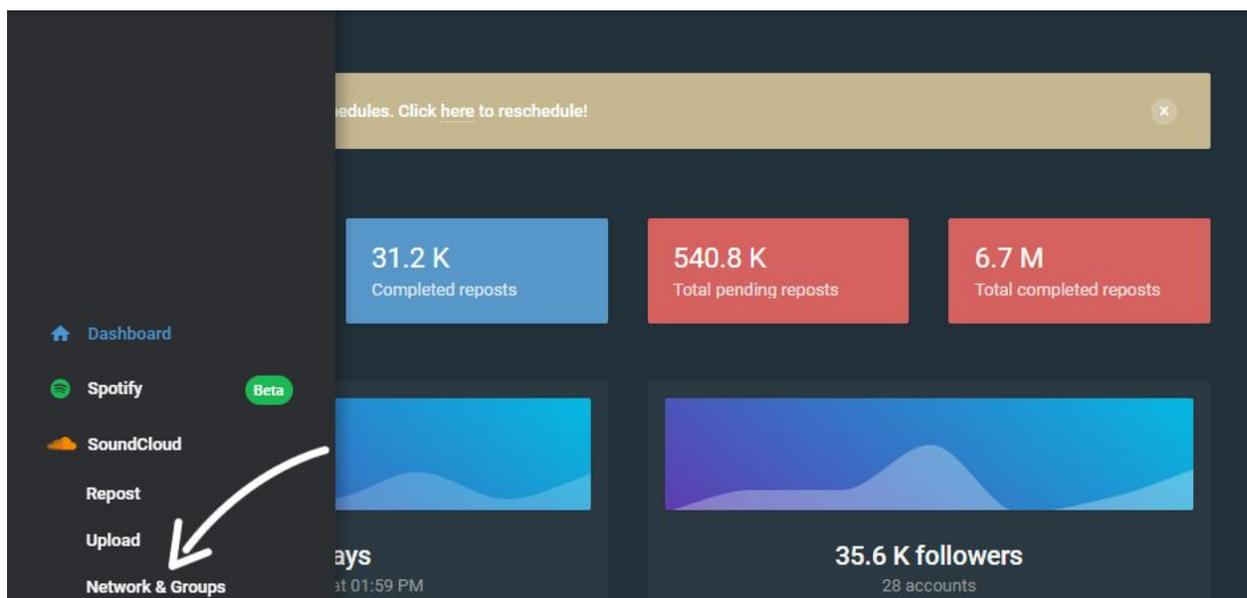
"Hey bro - hope you're doing well! Saw you were in the [whatever discord they're in] and thought I'd ask: how interested would you be in joining a regulated, high quality repost chain?"

The idea is to get a group of awesome producers together who make lofi/chill/future bass & support each other with each release. The chain is currently at [x number of followers]. Let me know if you're interested & send your Soundcloud so I can check some of your music out!"

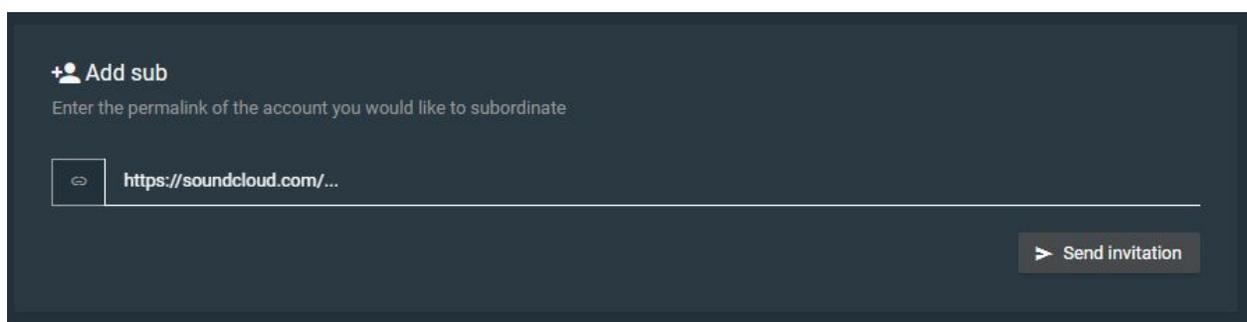
Creating a Group and Inviting People

Here's how to invite people to your chain!

Click the 3 lines in the left hand corner of SCPlanner, then click 'Network and Groups'.



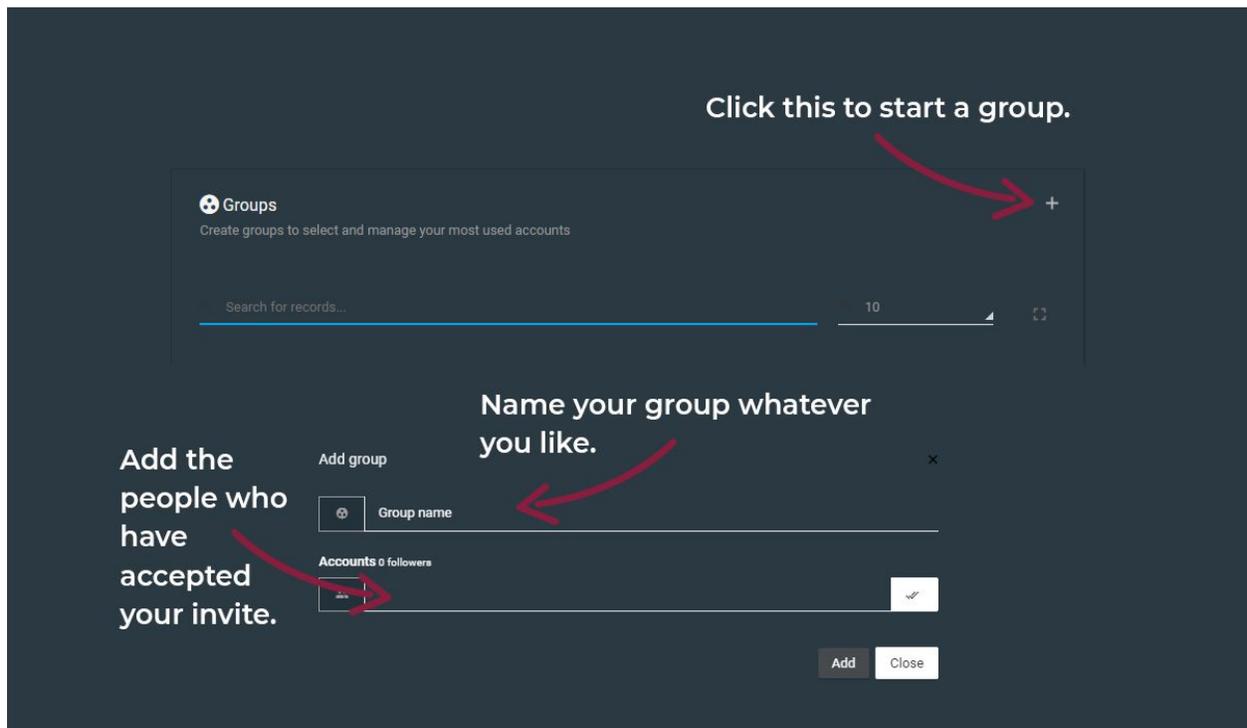
Once you've done that, you want to look for the 'Add Sub' area of the next page.



When you see that, put the person's Soundcloud link (who has agreed) in the box and press 'Send invitation'.

They will get an invitation to accept on SCPlanner, and once they have accepted, you can add them to your group!

To start & add them to your group:



Once you have a chain set up, you can schedule reposts in the same way as explained above.

Collaborations

Collaborations are great for growing on both Soundcloud and Spotify.

By collaborating with someone, you get exposure to their audience & they get exposure to your audience - WIN WIN!

To get collaborations with producers, you need to interact with them! This is where **being an active part of the community** becomes important.

Supporting artists on a similar level to you, DMing them on Insta, Soundcloud or wherever you follow them on and **showing interest in their music is key.**

To get collaborations with people it's as simple as asking.

List of Communities to Join

Reddit

1. [r/audioengineering](#)
2. [r/ableton](#)
3. [r/edmproduction](#)
4. [r/FL_Studio](#)
5. [r/makinghiphop](#)
6. [r/musicproduction](#)
7. [r/musictheory](#)
8. [r/trapprodution](#)
9. [r/WeAreTheMusicMakers](#)
10. [r/roastmytrack](#)

Facebook

1. [Whipped Cream Sounds](#)
2. [Logic Pro X Producers](#)
3. [Ableton Live Users](#)
4. [Ableton Live Music Production](#)
5. [Songwriting and Music Production](#)

Discord

1. [itsyaboy Network](#)
2. [Ayzlynn](#)
3. [Really Trading All Day](#)
4. [EDM Production](#)
5. [SC Planner](#)
6. [Bonsai](#)
7. [Weaver's Music Production](#)

Growing on Spotify

This section is dedicated to growing on Spotify and doing it consistently, without spending money on any advertisements or promo.

How to Get on All Streaming Platforms

Before we begin, we need to discuss how to get on Spotify & other streaming platforms. To do so, you need a distributor.

(also you need to have 3000x3000 artwork).

There are [many options for distribution](#), but here are **the top 5 services to use**.

1. [Ditto](#)
 - a. Charges \$19/year for unlimited digital distribution to all stores including Spotify.
 - b. Ditto also offers great options for people looking to start a record label. They take care of all the legal side, contracts etc & offer unlimited distribution for up to 5 artists.
2. [Distrokid](#)
 - a. Charges \$19.99/year for unlimited digital distribution, for 1 artist. If you want to control multiple artist pages, they charge more.
 - b. They also have a lot of upsells for things that should be free. Like shazam and tik tok music.
 - c. Very fast distribution & great customer service, so good to choose.
3. [Landr](#)
 - a. Landr offers free distribution, but takes a 15% cut of your streaming royalties.
 - b. They also offer mastering services, which can be great when avoiding loudness penalties.
4. [Routenote](#)
 - a. These guys offer free music distribution, but also take a 15% cut of your streaming royalties.
 - b. They're not as fast as other services & their customer service isn't as good, but it's free.
5. [Repost Network](#)
 - a. This is Soundcloud's music distribution service. It's free, but they take 15% of streaming royalties & you need to be a soundcloud premier member to join.

How to Avoid Loudness Penalties

Streaming platforms can apply penalties to your track if it is too loud or if it is too quiet.

This can affect the quality of the music presented to the world and can cause things like roll-offs in the low end frequencies of your track. Additionally, it can affect how your music performs. You need to follow Spotify's guidelines to get the most benefit from your DIY marketing.

To avoid these penalties you can use loudness meter plugins or you can outsource the mixing & mastering process.

Mastering Plugins To Avoid Loudness Penalties

1. [Izotope Ozone](#)
2. [YouLean](#)
3. [Loudness Penalty](#)

You can get everything you need to avoid loudness penalties [in this bundle](#).

The Best Mastering Services to Use to Avoid Loudness Penalties

1. [Analog Mastering](#)
 - a. Incredibly cheap analog mastering that sounds phenomenal at just \$30!
 - b. Very fast reply and delivery time.
2. [Andrey](#).
 - a. Industry standard Mixing, Mastering & pitch correction done to your track with an extremely fast turnaround!
 - b. Cheap at only \$47!
3. [Kevin Carafa](#)
 - a. Cheapest option for human mastering at as low as \$5.
 - b. Fast turnaround and tonnes of great reviews.
4. [Landr](#)
 - a. Instant online mastering done in seconds, using AI technology.
 - b. Sound quality isn't as good as what you will get from human mastering.

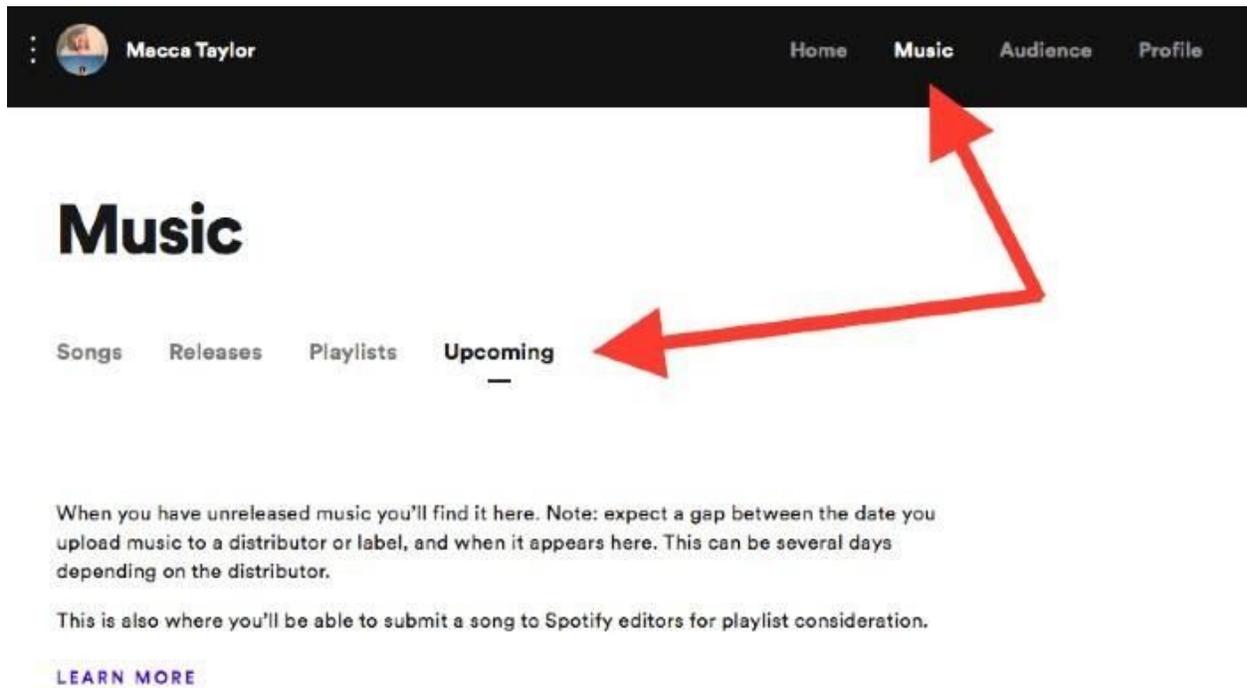
How to Submit to Spotify Editorial Playlists

Getting in a Spotify Editorial playlist is kinda like winning the lottery, but it's definitely something you should always consider when releasing new music.

So how do you submit your music?

To submit to Spotify's editorial playlists, you need to make sure that your music is distributed at least 4 weeks before the actual release date you have set and submitted to Spotify at least 2 weeks before the release date.

After you've distributed your music, you'll see it show up in your Spotify for artists dashboard, under 'music' & then the 'upcoming' tab.



If it's not there yet, wait at least 7 days from the day you sent your music off for distribution and it should appear.

If not, contact your distributor!

When you can see your track in the 'upcoming' area, you'll want to hit the 3 dots and click the 'pitch to playlists' option.

How to Find User Curated Playlists

User curated playlists are the number 1 way to get your music heard organically!

So how do you make use of them?

In this section we're going to cover exactly how you can find user curated playlists, how to submit to them & get placements.

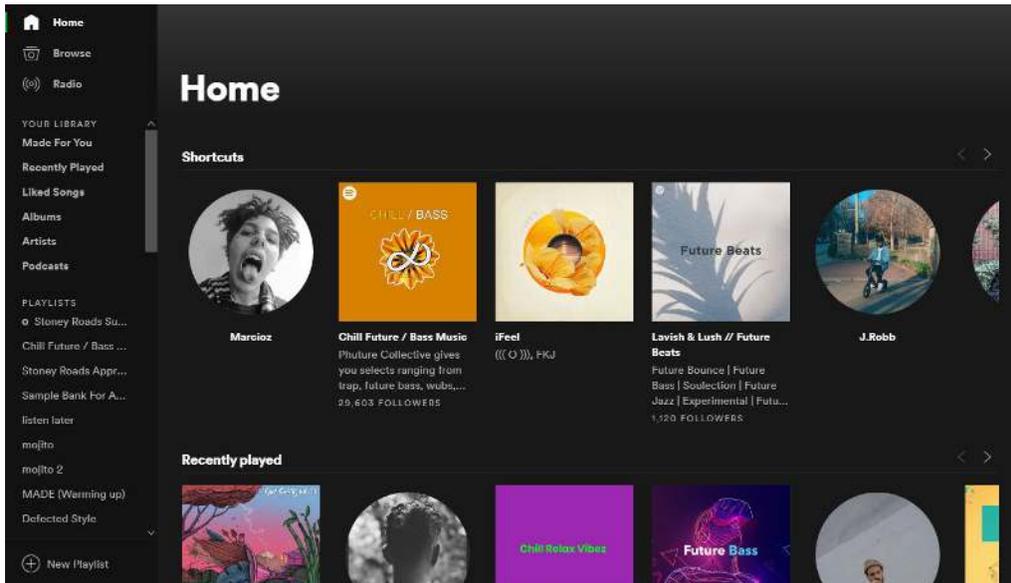
Before we begin, you'll want to make an Excel sheet.

You'll be putting all the contact info in this sheet, so you have a database of Spotify playlists that you can always contact on release.

[Here's a template](#) that you can use to create this document (it's the same one for the Soundcloud trading doc)

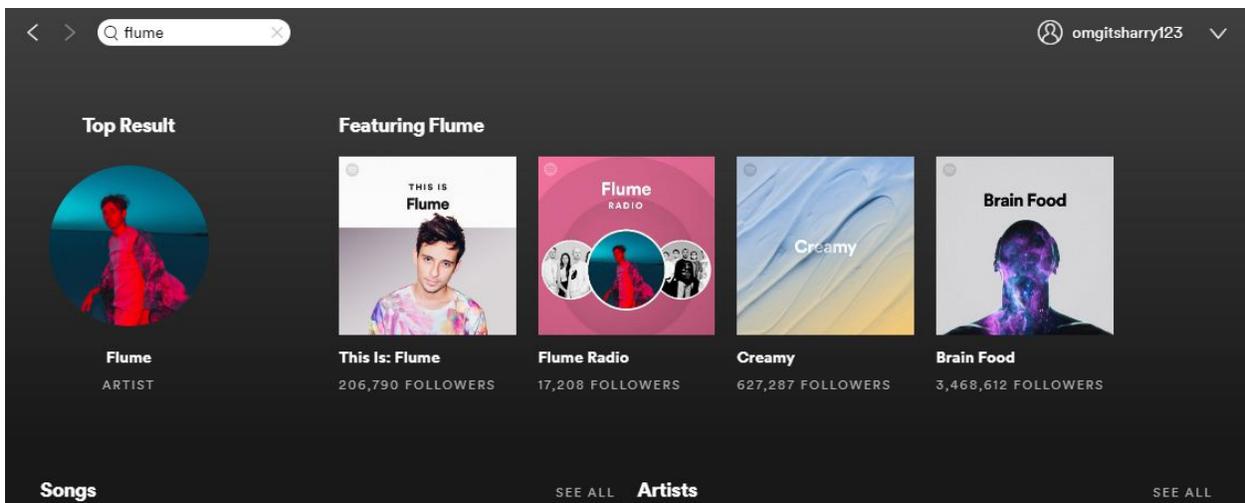
Now you've done that, it's time to get on with finding some playlists we can submit to!

To do this we're going to use the Spotify desktop app, or the web player.

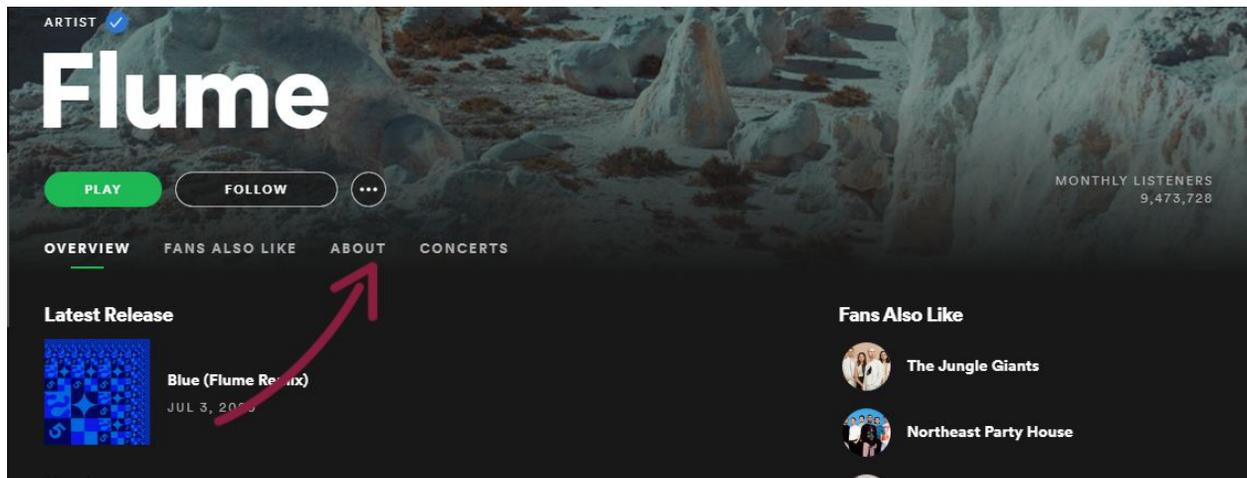


When finding playlists to submit to, all you're going to do is type in an artist who makes a similar genre to you.

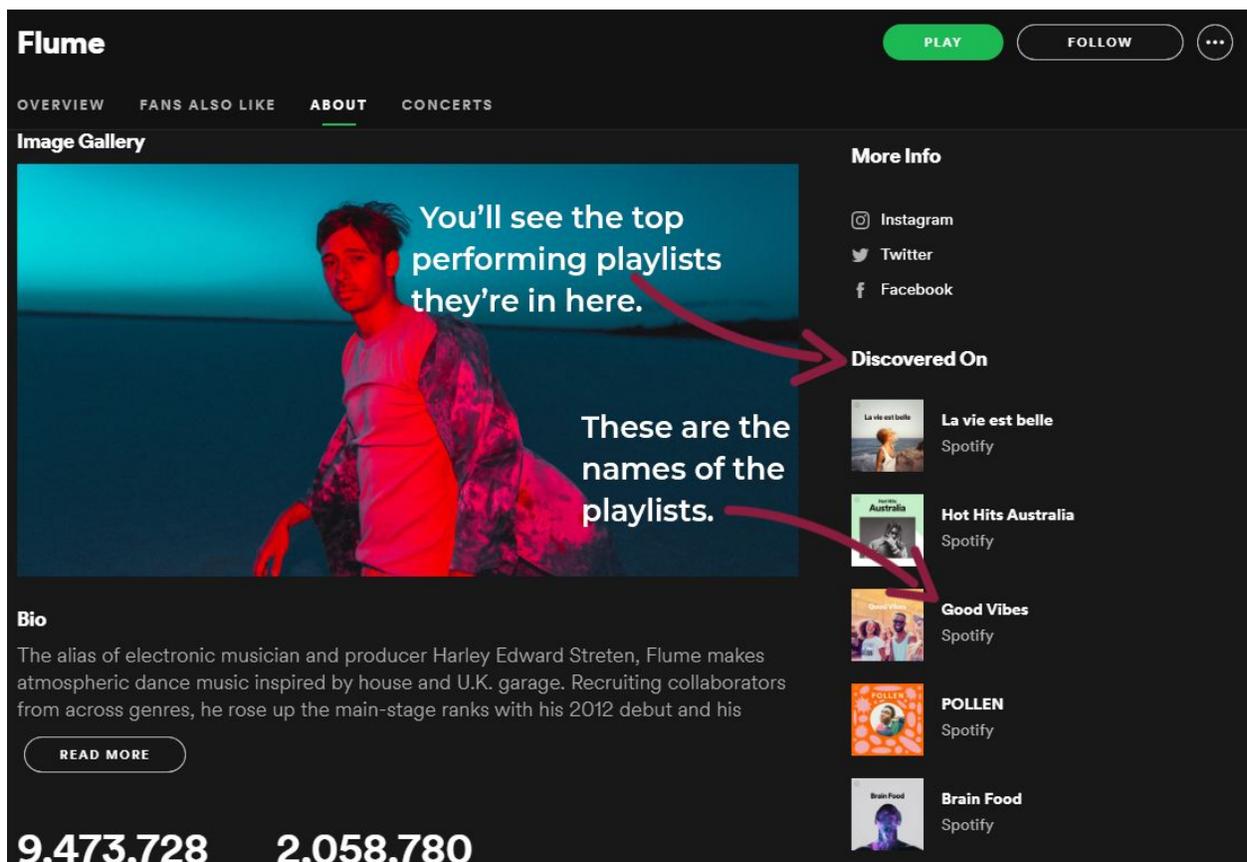
We've chosen Flume.



Once you've done this, you want to click through to the artist's profile and click on the 'about' tab.



When you hit the 'about' tab, you'll be directed to a different section of their profile where you can find the playlists that the artist is listed in. It's your job to contact these playlists and submit your music there!



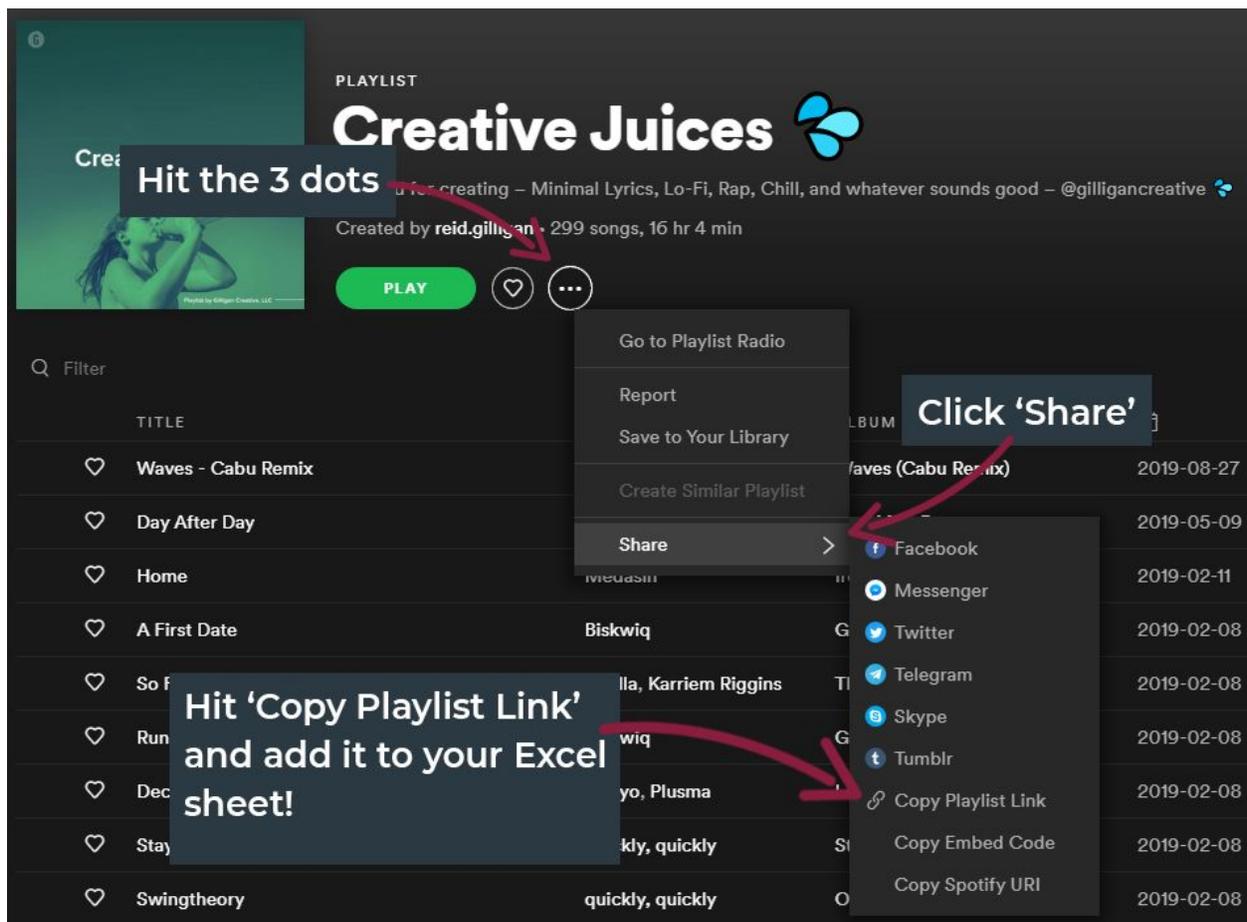
As you'll notice, these playlists are all Spotify official playlists. To submit to them, you need to submit 14 days before the release date through your artist profile (explained above).

To find great user curated playlists, you're going to have to think a little bit smaller.

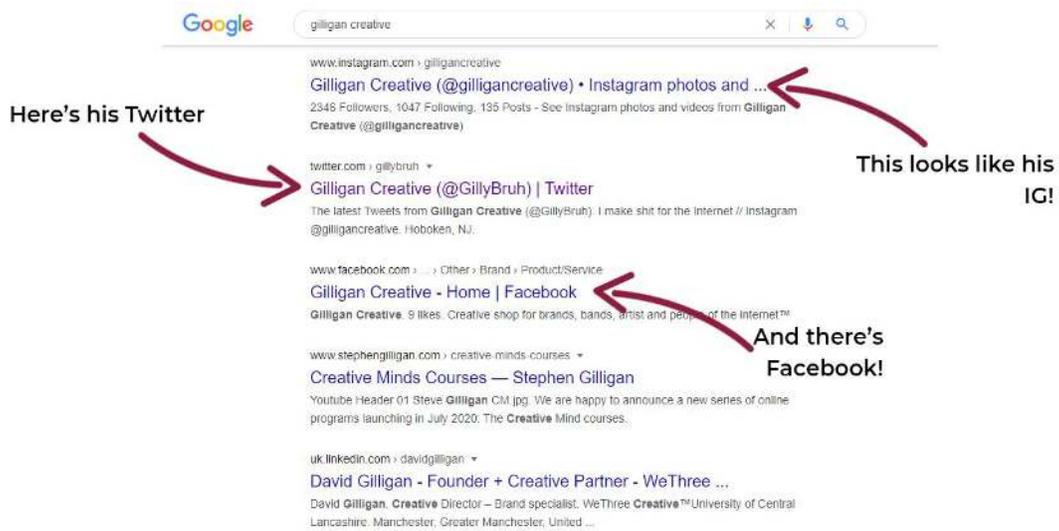
You'll want to search for artists that have less than 1mil monthly listeners to find the user curated gems.



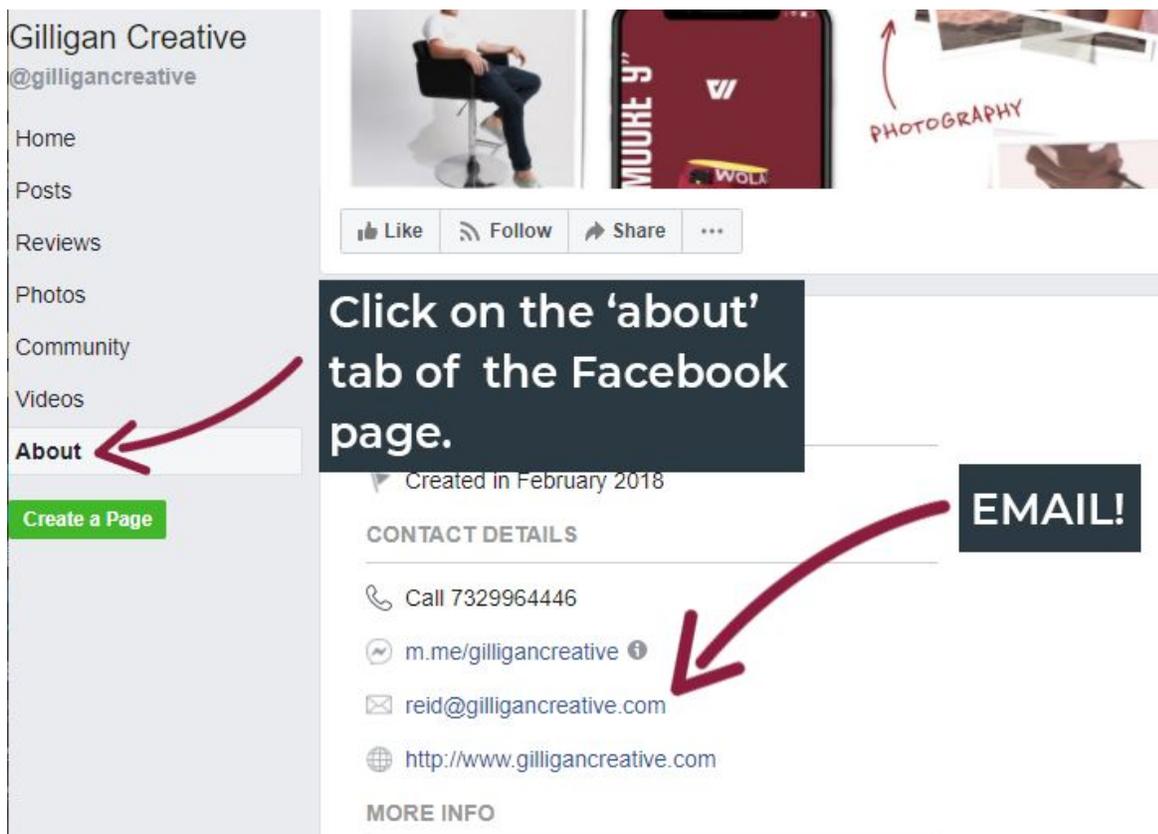
And there you have it! An Instagram to get in contact. Follow them, and add all the information to your spreadsheet.



Add everything you can find about them. Make sure to Google the name of the person & check the links that look like they belong to that person.

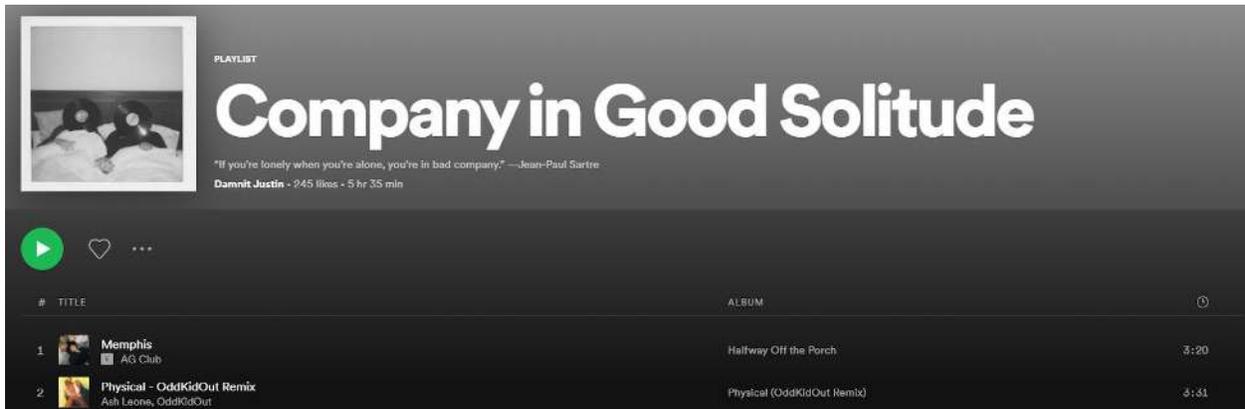


If you want to find the person's email, they usually have an email either on Facebook or YouTube.



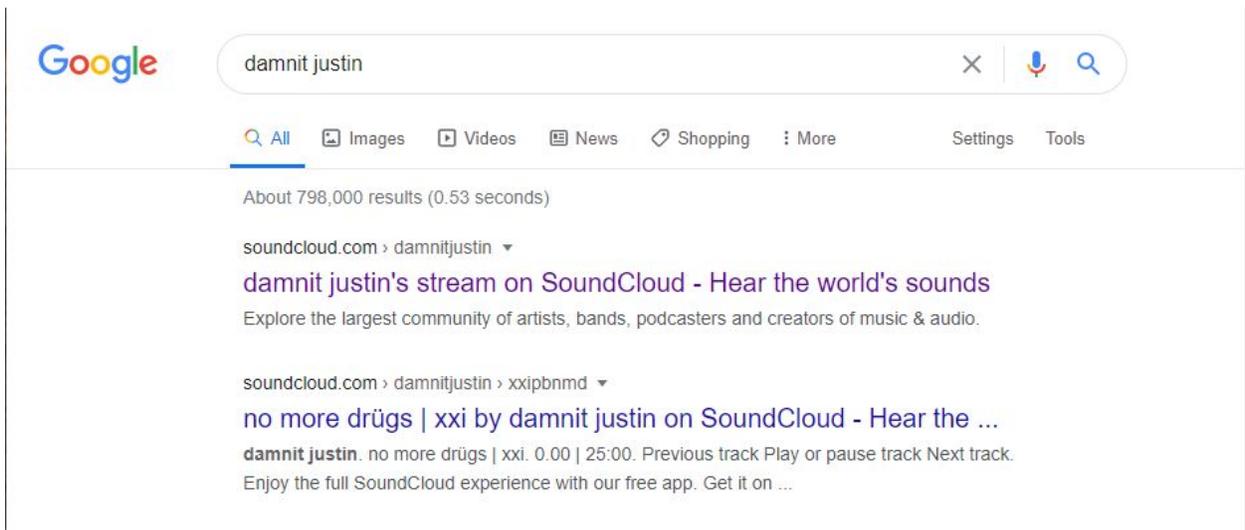
Let's say the Spotify playlist you're looking at has no contact information and just a Spotify profile name.

This becomes a bit harder to find the desired information, but, with a little bit of extra work we can find the real owner.

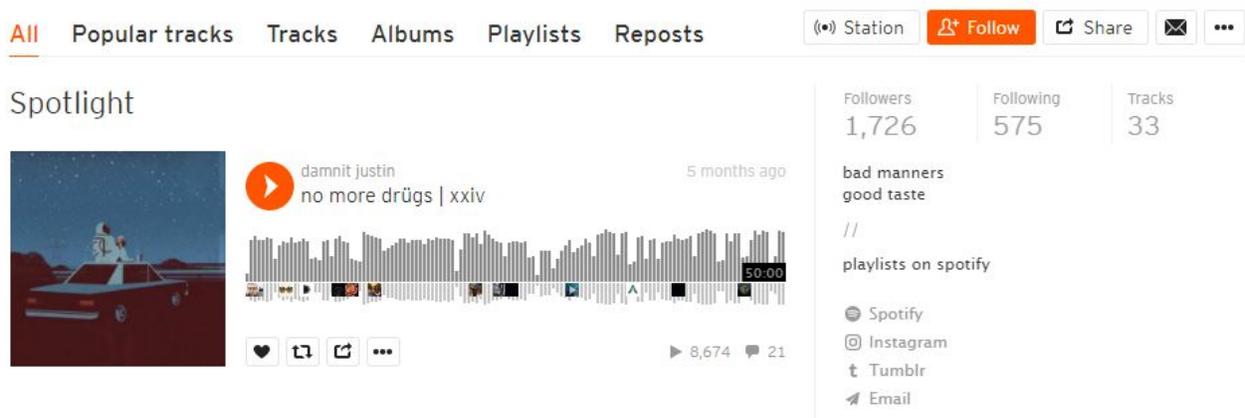


As you can see, the only information we have is the fact that this guy's Spotify profile is 'DamnIt Justin'.

So to find the contact information of this playlist, you're going to type this into Google.

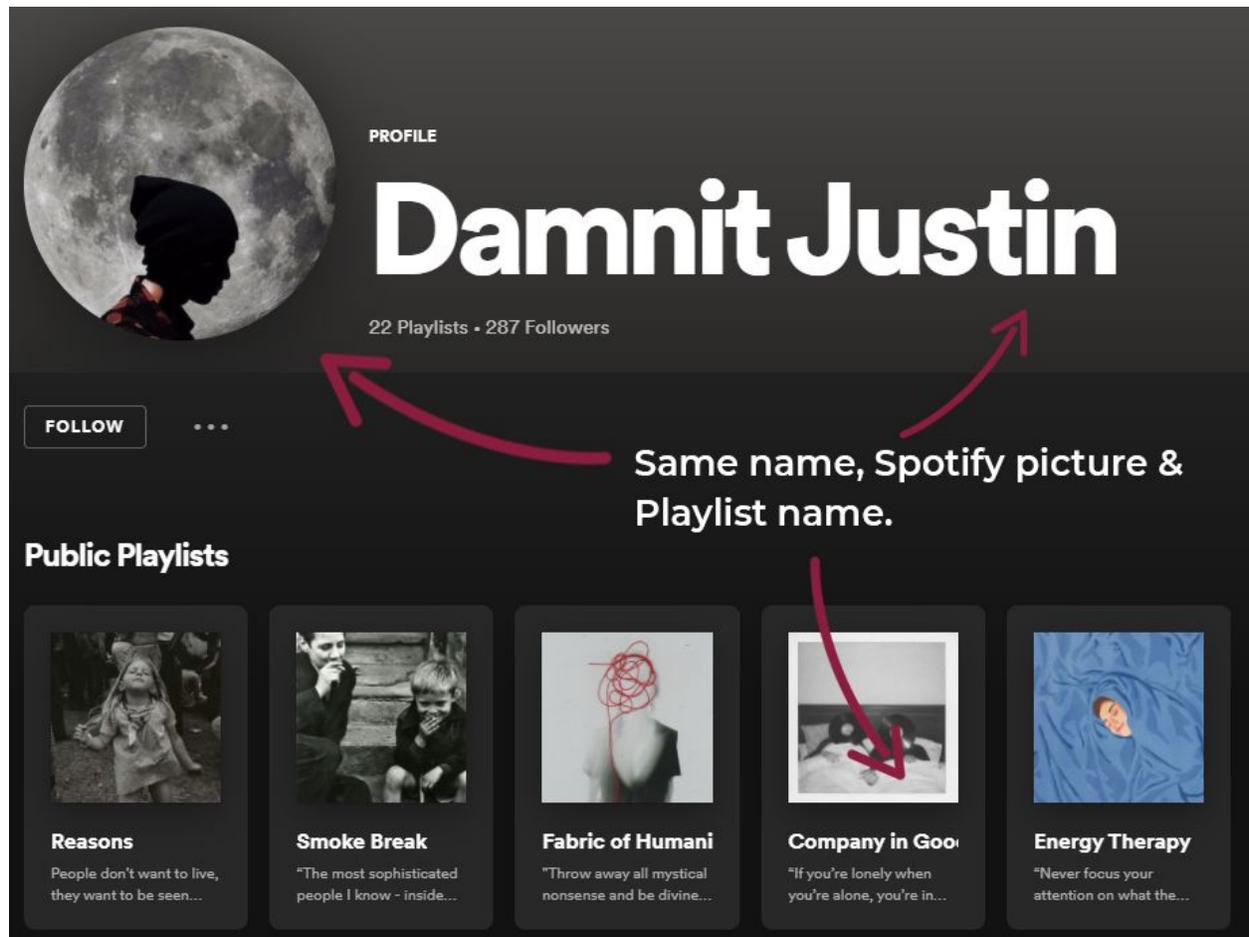


As you can see, there's a soundcloud profile that has the exact same name. Let's see if it's the same dude.



When we click through to the profile, we can see a Spotify link, Instagram link and so on.

Let's click the Spotify link and see if it's the same guy.



It looks like this is our guy, so we can go back to soundcloud and add all of the links in his sidebar, to our excel sheet.

How many playlists do I need to find?

We recommend finding **3 playlists per day** & filling in the contact of those playlists in your excel sheet.

This way you'll start to build a database of people you can always send music to for extra Spotify plays & promotion!

It should only take you around 10-20 minutes to find 3 playlists and fill in the information in your sheet.

Finding More User Curated Playlists

The idea of Spotify promotion is to get in as many playlists as possible, so you really want to find as many as possible in the quickest and easiest fashion.

Below are some secret playlist weapons we use to get even more reach!

They don't take anywhere near as long as finding playlists does, but they don't produce the same results either.

This is something you should add to your daily tasks, not completely switch to.

1. [Soundplate](#). Here you can submit to playlists for free. There's a search option you can use to search for genre specific playlists. We've personally used Soundplate to get music on multiple playlists. You can submit to 3 playlists/day.
2. [Dailyplaylists](#). This is similar to Soundplate and you can also submit your music for free. There's a search option to refine by genre etc, but, even with the genre refined search it often still shows the wrong playlists. It's good if you're willing to dig.
3. [Submit Hub](#). You pay for credits that allow you to send to bloggers, Spotify playlisters & YouTube promo channel owners. If you have great music and really look into the blogs you are sending this music to, you will get accepted. If you're amateur, don't bother - it'll just be a lot of vague feedback.

How to Write Emails That Get Responses

Part of marketing your music successfully is knowing how to communicate with people in the right way, to better your chances of getting responses & forming relationships.

The great thing about the internet is - you have the time to perfectly craft a message and response.

Messages get ignored all the time, and when someone's inbox is that full, they're not gonna take the time to reply if you've clearly put no effort in. **YOU NEED TO SEND UNIQUE MESSAGES!** No copy and pasting.

In this section, you and I are gonna go through good and bad examples of messages for playlists, blogs & labels.

A response is never guaranteed, but if you start sending messages like these, you can sure as hell begin to expect more replies than you've been getting!

Guidelines to Writing The Perfect Email

Before we start showing examples, there are a couple things you should be doing in every email and guidelines you should be using to follow up when you don't get a response.

Email Guidelines

- **Use your track name as a subject header** or something else that's interesting and doesn't look like every other submission.
- **Address by first name** (where possible) or "[brand name] team". If you can get their first name, it shows you've already put in effort.

- **Make each message unique!** Don't copy and paste stuff to multiple people, a lot of them are friends so you never know who will find out & it's not personal or meaningful.
- **Show genuine interest in the brand** by praising them on a track you like or something they've done that you like. Make sure to link to it in the email and explain what you liked about it.
- **Show how you fit in the picture.** How does your track fit in with the vibe of the label, blog or YouTube channel. Is it similar to another track they've previously released?
- **Put timestamps of where the best bits are.** Put a short sentence in saying "the chorus starts at 0:49 and I think you'll really dig it" or something like that.
- **Send a link where listening is easy.** If it's a playlist, send your Spotify link after it's been released. If it's a label, send a private Soundcloud link, with downloads enabled.

Following Up When They Don't Reply

This happens a lot. Messages get buried in people's inboxes and some just don't have the time to get to you. You can bump the message back to the top of their inbox by following up.

It's ideal to **only follow up 2 times** after sending your initial email & to send each follow up **a week apart**.

DON'T SPAM!!

Here's an example of what a follow up email looks like:

"Hey [their name/brand name team],

I hope you're having a wonderful week so far! :)

I just wanted to send this through to check if you received the above all ok.

Looking forward to hearing from you!

Thanks,

[your name]"

Playlist Message

When sending a playlist message we don't want to send something awful like:

"Hey man noticed you own ____ playlist, I just released some music that I think would work well, here it is ____"

Imagine you are the owner of a playlist that gets hundreds of messages/day & you have built a platform that allows people to get success from what you've built... *are you gonna reply to that?*

I wouldn't.

Here's an example of a good message that you can use as a template to form your messages to playlist owners:

Subject: [track name] or "music for you".

"Hey [insert name]! I hope you're having an awesome week!

I've been following the [name of playlist] Spotify playlist for a while now and I gotta say you guys put out some incredible music on there! I actually found [insert artist name] through listening and I just wanna say thanks for introducing me to them.

Anyway...

I got a new track out on Spotify today and was wondering:

Where I could submit some of my own music? I'd love your feedback & thoughts.

Thanks for taking the time to read this! Keep pushing out incredible artists and doing the awesome curation work

Much love ❤️

[your artist name]"

Let's say you haven't heard of their playlist before and you only just found it 10 mins ago. Here's a great example of what to send in that situation:

Subject: [track name] or "music for you".

"Hey [insert name]! How you doing? I hope you're having a great day :)

I just stumbled across your [insert playlist name] Spotify playlist and I gotta be honest with you, I'm loving the tunes. That track [insert track name] by [artist name] had me vibing so hard! You definitely got a new follow.

I've actually got a new track out today that I think would really fit in your playlist and, I was wondering - where, would I be able to submit that to?

I'd love to hear your thoughts about it.

Anyway, keep up all the amazing curation work and have a good day!

Much love"

Ideally you want to send this message to the contact they have listed on the playlist. If they have no contact listed, then contact any that you can find.

I usually like to go with the platform that has the least followers, because they're more likely to see messages there, as there will be a lower amount coming through.

Blog Pitch

In this section we're gonna go over some examples of blog pitches.

These will be laid out in the form of a template you can use to craft your very own blog pitch email.

You want to be sending blog pitches before the release date, with private soundcloud links.

Below is an example email:

Subject: [track name] or “music for you”.

“Hey [first name of writer]!

I hope you are doing well today! First of all I just wanna say thanks for taking the time to check this email, it really does mean a huge deal! Secondly I just wanna say how much I've been loving [insert blog name] recently.

The vibe you guys put out is incredible. I absolutely loved that album by [artist name - track name] that you premiered a couple months ago. In fact I'm actually listening to it while writing this!

Anyway...

To tell you the truth, I've been wanting to write this email for a long time. I've been following [insert blog name] for a while now and always admired producers that got a feature.

And I wanted to submit my new release for consideration: [your track name w hyperlink].

It's a story of [insert what it's about] and has a pretty similar style to that [insert similar track name from blog w hyperlink] you covered a couple weeks back.

I think you're gonna absolutely love the breakdown at 1:30 and the 2nd drop at 2:01.

Let me know what you think and keep putting in the hard work!

Here's the link to it:

Thanks for reading & listening!

[your artist name]

To follow up, if you don't end up getting a response after 7 days, try sending something like this below:

“Hey [their name/brand name team],

I hope you're having a wonderful week so far! :)

I just wanted to send this through to check if you received the above all ok.

Looking forward to hearing from you!

Thanks,

[your name]”

Follow up a maximum of twice after the initial email. If they still haven't replied, just move on.

YouTube Pitch

Pitching to YouTube promo channels is similar to pitching to blogs. You want each message to be unique & you want to show interest in the promo channel.

The best way to do this, is to find a song on the channel that's a similar style to yours, explain how much you like the song & that you have a new track that's in a similar style.

Here's what you should include in your YouTube Pitch:

- A private Soundcloud link with downloads enabled.
- A genuine interest in the YouTube channel.
- Be specific about the intent and that you'd like to be considered for promo.
- Explain how you would fit in the channel's vibe.

Below is an example (next page):

Subject: [track name] or “music for you”.

“Hey [insert YT name] Team!

I hope you are all doing spectacularly today! I just want to say thank you for taking the time to check this email, it really does mean a huge deal! Secondly I just wanna say how much I've been loving [channel name] over the years.

The vibe you guys put out is incredible on a consistent basis. I absolutely loved that track [artist - track name] that you premiered a couple years ago. Since then I've been a fan of everything!

Anyway...

To tell you the truth, I've been wanting to write this email for a while. I've been following [promo channel] for a long, long time and always loved the music shared & aspired to one day earn a slot on the channel.

I thought I'd give it a shot with my upcoming release on [release date, name of track w link].

[insert what the track is about, the story w timestamps of the best parts]

I think it would fit in really well with the vibe you guys put out & I'd love your support in the project or any feedback on how I can improve.

Thanks so much!

[your name]”

As you can see we're:

- Showing genuine interest in the promo channel/brand.
- Being specific about our intent of the email.
- Explaining how the track would fit on the channel.
- Asking for feedback, so even if they refuse, you get something out of a reply.

Doing all of this gives you a much bigger chance of getting a reply from the promo channel, because you've shown genuine interest and sent a unique message that has value behind it.

Label Pitch

With labels, the message you'll send is also very similar to blog pitches and the other options listed above.

With the label you want to:

- Send a private link they can easily listen to.
- Show them how you fit in with the label (talk about a track you like & is similar to the new one you've finished)
- Include some information about the story (if there is one).
- Include timestamps of when the best parts are.

Here's an example:

Subject: [track name] or "music for you"

Hey [label name] Team!

How are we all doing? I hope you're good in these weird times. Heard it should all be over soonish.

I'm gonna be honest with you - I've only been following [label name] for about a day! I was getting some trades yesterday and someone sent me a release they were trading on. I absolutely loved it, and I had to check the label out!

I'm listening to [track name you like] as I'm writing this and damn this is smooooth.

Really loving the music you guys are putting out.

Anyway...

After listening I felt a tune I've just finished [track name w hyperlink] had a similar vibe and wanted to send it to be considered for release.

I'd love to hear your thoughts and feedback on it!

Check 0:49 for the chorus - I think you'll dig it.

Thanks,

[your artist name]

Here's another example:

"Hey [label name] Team!

How are we doing? First of all I just want to say thank you for taking the time to check this email, it means a great deal! Secondly, your newest release [label release track name you like] is insane!

I'm actually listening to it while writing this and damnnn those arps are ridiculous!

To tell you the truth I've actually been wanting to send this email for a long time. I've been listening to the sounds of [label name] for god knows how long & always been inspired to make music with a similar vibe.

Well...

I truly believe that day has come to attempt to get a release with you! I made this tune here called [track name w hyperlink] It's got a pretty similar vibe to the masterpiece: [label release track name w hyperlink]

I'd be honoured if you could take a moment to listen and give some feedback on what you think.

Thanks,
[your artist name]"

Release Day Attack Plan

So, it's release day...

What do you need to do to make this the best release you've ever had?

First of all, make sure you've followed the recommended above guidelines:

- Make sure your [Mix & Master](#) is good.
- Find a [distributor](#).
- Set a release date.
- Message 20 new discord people/day to pre-trade with.
- Find 3 Spotify playlists/day & update your excel doc.
- Remain active within production communities, form friendships & star collabs.

Next, you're gonna want to work through the Release Day Checklist (left below) & make sure that you have completed everything on that list.

After completing that list, you're going to want to follow up with trades in the coming days, if they don't respond to your first message.

You're also going to want to start following up with playlist owners you sent messages to if they don't reply in the next week (using the above templates/guides).

Also, to ensure the best release possible, you want to be sending messages to blog owners, YouTube promo channels and radio stations 2-4 weeks before release day.

On the next page you'll find the release day checklist:

Release Day Checklist

RELEASE DAY CHECKLIST



It's release day, so grab a beer, **set**
4-6hrs aside and run through these



- ✓ Upload as wav to Soundcloud.
- ✓ Create **follow gate** on toneden or hypedit.
- ✓ **Post on social** & update all links in bio.
- ✓ Check in with all your **pre-trades and message** them to say your track is out.
- ✓ **Message your friends & family**, get them to like, share & comment.
- ✓ Go through the Spotify sheet & begin to **message playlist owners**.
- ✓ Start sending unique, individual **messages to labels/artists** you like to ask for feedback.

WHIPPED
CREAM

Thank You!

Thanks so much for reading the whole way through! You should now have all the tools you need to start generating, real & organic growth for your music!

I want to take this time to say thank you so much for purchasing the guide, it means a huge deal to have gained your trust & I hope it helped!

I want to invite you to join my [Facebook group](#) where you can get:

- Exclusive early access to production tips, guides & cheat sheets
- Incredible sound design, mixing & mastering video tutorials
- Free samples
- Music marketing secrets & release strategies
- Highly sort after audio plugin deals.
- [Awesome weekly feedback threads](#) where you can get constructive feedback on your mixes, compositions etc

Last Words

I know this guide might get shared around quite a bit.

But I've given it away for free, because I feel it's the right thing to do for the community.

There's too many people out there rinsing artists dry of their money &, a lot of us don't even have enough to live off.

All I ask is that you give your honest opinion on this guide here: harry@whippedcreamsounds.com, or share my website to social media to spread the message.

It would really help!

<https://www.whippedcreamsounds.com/best-vst-plugins/>

If, however, you are in a lucky position to share a little something, I would really appreciate your help in the form of a donation.

https://paypal.me/whippedcreamsounds?locale.x=en_GB

Also, just to let you know... by purchasing through some of the links in this guide, I will receive a very small commission.

It helps me keep the lights on here, & helps to keep what I do completely free.

It's up to you whether you use my links or not.

Thanks so much for reading!

I hope 2021 brings you all the success and happiness you desire.

Keep grinding,

Harry x