



RECORDING & RELEASING

RESOURCES

# Artists & Repertoire (A&R) Basics

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## RECORDING & RELEASING



This resource shares practical tips for independent artists, covering creative development, collaboration, and professionalism, along with a step-by-step guide to self-releasing music.

### A&R Tips for Indie Artists

- The core idea is the most important factor to great music. Constantly create, refine and develop your sound and identity
- Define your goals and artist inspirations (sonically and career trajectory)
- Collaboration leads to creativity and community building
- Work within your budget and create authentically for the level you are at
- Attend community and industry events to learn and network
- Build a visual world that gives your project an identifiable brand
- Educate yourself on the music business
- Be professional and courteous - people remember when you are not
- Analyse the data, but don't let it rule your creativity
- Set goals, expectations and deadlines

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### A Quick Guide to Self-Releasing Music

1. Compose song idea and structure (lyrics, instrumental or both depending on what you are creating)



2. Engage other contributors if necessary (e.g. producers, instrumentalists, vocalists)



3. Record final lyrics and instrumentation (either self-record with home set up or hire studio with engineer)



4. Once final demo is created, send full song stems + demo bounce to mix engineer



5. Supply mix feedback until you feel it's complete + approved, send final mix audio as wav file to mastering engineer along with necessary alt-versions (e.g. clean, instrumental, TV mix, acapella, radio edit)



6. Approve main song master and ask engineer to deliver alongside alt version masters



7. Create song artwork for DSPs - standard size is 3000 × 3000 pixels, 300dpi JPG or PNG



8. Prepare additional visual assets e.g. music video or short form content, Spotify Canvas, social media plan and timeline



9. Negotiate and finalise terms (and legal agreements) with any contributors



10. Deliver final audio & artwork to distributor or label and ensure metadata is correct and recorded. Delivering 6 weeks or more before public release date is usually preferred



11. Register works with PROs e.g. APRA AMCOS



12. Write song pitch and submit via Spotify For Artists and to distributor (if they are engaged to pitch across DSPs on your behalf)



13. Create marketing plan for pre and post release to promote music



14. Monitor song performance and continue to promote to your audience across all social media and digital platforms

