

# Beat Selection Standards Checklist

## **Purpose:**

*Use this checklist before writing or recording.*

*If a beat fails key sections, it doesn't move forward – no matter how hard it sounds.*

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## 1. Identity & Brand Fit

*Use this section to confirm the beat aligns with your artistic identity.*

- This beat reflects the artist image being built (not a random version of me)
- This beat fits the long-term sound direction, not just a short-term mood
- This beat reinforces the lane being claimed (underground, lyrical, experimental, mainstream-adjacent, etc.)
- This beat feels believable for me, not just impressive in general

*Fail Rule: If the beat creates confusion about who you are as an artist, discard it.*

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## 2. Message Alignment

*Every beat communicates emotion before lyrics arrive.*

- The emotional tone matches the song's message
- The beat's energy supports the subject matter (not overpowering it)
- The mood allows space for the message to land clearly
- The beat does not contradict what the song is trying to say

*Fail Rule: If the beat makes the message feel smaller or unclear, it's the wrong beat.*

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## 3. Vocal Compatibility

*Your voice must belong on the beat.*

- My natural vocal tone sits comfortably on this beat

- The tempo matches my natural cadence
- I don't need to change my delivery style unnaturally to fit
- The beat leaves enough space for my voice to lead

*Fail Rule: If you have to adjust your identity to survive on the beat, discard it.*

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## 4. Writing Compatibility

*Great beats still fail if they block strong writing.*

- The beat inspires clarity, not pressure
- I can write naturally without forcing flows
- The structure supports verses and hooks clearly
- The beat allows storytelling or expression (not just performance)

*Fail Rule: If writing feels forced or rushed, the beat is not serving the song.*

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## 5. Audience Signal

*Beats attract listeners before lyrics do.*

- This beat speaks to the audience I want to build
- The sound matches what my ideal listener expects from me
- This beat would make sense alongside my existing releases
- This beat attracts my audience — not someone else's

*Fail Rule: If the beat pulls in the wrong listener, it weakens brand trust.*

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## 6. Longevity Test

*Avoid beats that age badly.*

- This beat will still make sense in 2–3 years

- The sound isn't dependent on a short-lived trend
- The beat supports replay value
- The song wouldn't feel outdated quickly

*Fail Rule: If the beat relies on current hype to work, reconsider.*

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## 7. Technical Readiness (Pre-Recording)

*This checks production usability, not final mix quality.*

- Beat has clean structure (intro, verse, hook sections)
- No unnecessary clutter that competes with vocals
- BPM and key are workable for performance
- Beat quality is good enough to record confidently

*Fail Rule: If technical issues distract from performance, don't proceed.*

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## Final Decision Gate

*Answer honestly.*

- This beat strengthens my identity
- This beat supports my voice and message
- This beat attracts the right listener
- This beat still makes sense long-term

*If all boxes aren't checked, the beat does not move forward.*

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## How to Use This Checklist

- Apply it before emotional attachment
- Use it to eliminate beats, not justify them
- Archive rejected beats — don't force them into projects
- Revisit this checklist every time your sound evolves

Intentional beat selection isn't restrictive.

It's how identity becomes consistent.