

Content-to-Music Alignment Worksheet

Use this to plan content that actually leads into your music.

At the end of this worksheet, you'll find a fully filled-out example so you can see what a completed version should look like.

Section 1: Song Focus

Song Title:

Release Date:

Primary Platform (where you want traffic to go):

- Spotify / Apple Music / YouTube / Other: _

Goal for this release (pick one):

- Streams
 - Discovery (new listeners)
 - Fan connection
 - Testing sound/style
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Section 2: Core Message

What is this song really about?

(Write it in one clear sentence. Avoid genre/vibe.)

Core Message:

Examples:

- Outgrowing old environments
 - Trust issues in relationships
 - Proving something to yourself
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Section 3: Audience Entry Point

Why should someone care about this message?

What will they relate to?

Relatable Angle:

Emotion Triggered (pick 1-2):

- Nostalgia
 - Pain
 - Motivation
 - Anger
 - Reflection
 - Confidence
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Section 4: Content Plan (3-5 Pieces)

Create 3-5 pieces of content tied to THIS song only.

Content Piece #1: Teaser Clip

Type: (Performance / Visual / Snippet)

What part of the song is used?

What makes this part replayable?

Where do you cut it? (before what moment?)

Caption Idea:

Next Step (CTA):

Content Piece #2: Context Clip

Type: (Talking / Story / Voiceover)

What's the story behind the song?

Key line or hook mentioned:

Caption Idea:

Next Step (CTA):

Content Piece #3: Lyric Breakdown

Lyric(s) Highlighted:

Meaning (or leave open intentionally):

Visual/Format: (Text on screen / Talking / Subtitles)

Caption Idea:

Next Step (CTA):

Content Piece #4: Mood Piece

Visual Direction:

What feeling should this create?

Does it include music? (Yes/No)

Caption Idea:

Next Step (CTA):

Content Piece #5: Release Clip (Optional)

Type: (Announcement / Performance / Visual)

What makes this feel like a moment?

Clear message: (e.g. "Out now")

Caption Idea:

Next Step (CTA):

Section 5: Consistency Check

Answer these before posting:

- Do all pieces point to the SAME song?
- Is the SAME message being repeated in different ways?
- Does every post have a clear next step?

If any answer is “no”, fix it before posting.

Section 6: Simple Timeline (Optional)

Pre-Release (3–7 days before):

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Release Day:

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Post-Release (3–7 days after):

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Example (Completed Worksheet)

Section 1: Song Focus

Song Title: “No Signal”

Release Date: 15 March

Primary Platform: Spotify

Goal: Discovery (new listeners)

Section 2: Core Message

Feeling disconnected from people who used to be close.

Section 3: Audience Entry Point

Relatable Angle: Growing apart from friends without a clear reason

Emotion: Reflection + Nostalgia

Section 4: Content Plan

Content Piece #1: Teaser Clip

Type: Snippet

Song Part: Hook

Replayable Because: Catchy melody + relatable line

Cut Before: Beat switch

Caption: "Ever felt this?"

CTA: "Full song dropping soon"

Content Piece #2: Context Clip

Type: Talking

Story: Explaining how friendships faded over time

Key Line: "We talk less but nothing happened"

Caption: "This one came from real life"

CTA: "Drops this week"

Content Piece #3: Lyric Breakdown

Lyric: "Same numbers, different silence"

Meaning: Open-ended (let audience interpret)

Format: Text + subtitles

Caption: "Read that again"

CTA: "Out soon"

Content Piece #4: Mood Piece

Visual: Night shots, empty streets

Feeling: Isolation

Music: Yes (instrumental)

Caption: "Late nights feel like this"

CTA: "Song in bio"

Content Piece #5: Release Clip

Type: Performance

Moment: Strong delivery of hook

Message: "Out now"

Caption: "It's finally out"

CTA: "Listen now"

Section 5: Consistency Check

All content points to one song and one message.

Section 6: Timeline

Pre-Release:

- Teaser Clip
- Context Clip

Release Day:

- Release Clip

Post-Release:

- Lyric Breakdown
 - Mood Piece
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Fill this out before your next drop.

This is how you stop guessing what to post.

And start making content that actually moves people to your music.