

# Release Day Execution Playbook

This playbook shows exactly what to do before, during, and immediately after your release drops.

Use it to turn your release day from a quiet upload... into a moment that actually moves.

At the end of this playbook, you'll find a fully filled-out example so you can see what a completed execution looks like.

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## Part 1: Define Your Release Day Setup

**Release Date:**

**Release Time (be specific):**

**Main Link (ONLY one):**

(Choose one: YouTube / Link-in-bio page / Streaming hub)

**Goal for Release Day (pick one focus):**

- Streams
  - Video views
  - Email traffic
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## Part 2: Prepare Your Assets (Before Release Day)

### 1. Email Announcement Draft

Subject:

Message:

- What dropped
- Why it matters
- Clear call-to-action

Link Used:

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## 2. Social Content (Same Message, Adapted Slightly)

**Instagram Post:** Hook: Caption: Link:

**TikTok Post:** Hook: Concept (what happens in the video): Link in bio?:

**YouTube (Short or Video):** Title: Description: Link:

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## Part 3: Release Day Timeline (Execution Window)

Fill this out BEFORE the day.

### Release Time:

- Time: Action: Song goes live
  - Time (+5 mins): Action: Send email
  - Time (+10 mins): Action: Instagram post
  - Time (+12 mins): Action: TikTok post
  - Time (+15 mins): Action: YouTube upload
  - Time (+15–60 mins): Action: Engage with comments, DMs, replies
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## Part 4: Link Control (Critical)

Write your ONE main link again here:

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Checklist:

- Same link used in email
- Same link used in all captions
- Same link used in bio

No exceptions.

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## Part 5: Engagement Plan (First Hour)

What will you do after posting?

- Reply to every comment?
- Like every reply?
- Respond to DMs?

Write your plan:

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## Part 6: Backup Plan (If Things Go Quiet)

If engagement is low in the first hour, what will you do?

Examples:

- Repost with a stronger hook
- Send a follow-up message to close supporters
- Post a story reminder

Your plan:

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## Completed Example (So You Know What “Done” Looks Like)

**Release Date:** 6 June

**Release Time:** 09:00

**Main Link:** YouTube video

**Goal:** Video views

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### Email

Subject: It's out now.

Message: Just dropped a new track. This one's different — stripped back, more personal.

Watch here: [YouTube Link]

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## **Instagram**

Hook: This one's different.

Caption: New drop. No filler. No chasing trends.

Watch here: [YouTube Link]

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## **TikTok**

Hook: This one might not be for everyone.

Concept: Short clip of the beat building + first line hitting

Link in bio: Yes (YouTube)

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## **Timeline**

09:00 — Song live 09:05 — Email sent 09:10 — IG post 09:12 — TikTok post 09:15 — YouTube upload 09:15–10:00 — Replying to comments + DMs

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## **Engagement Plan**

Reply to every comment within 10 minutes Like all replies Answer DMs immediately

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## **Backup Plan**

Post IG story reminder at 11:00 DM 5 core supporters directly

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## **Final Reminder**

This only works if everything hits at once.

Not perfect.

Aligned.

That's what creates momentum.