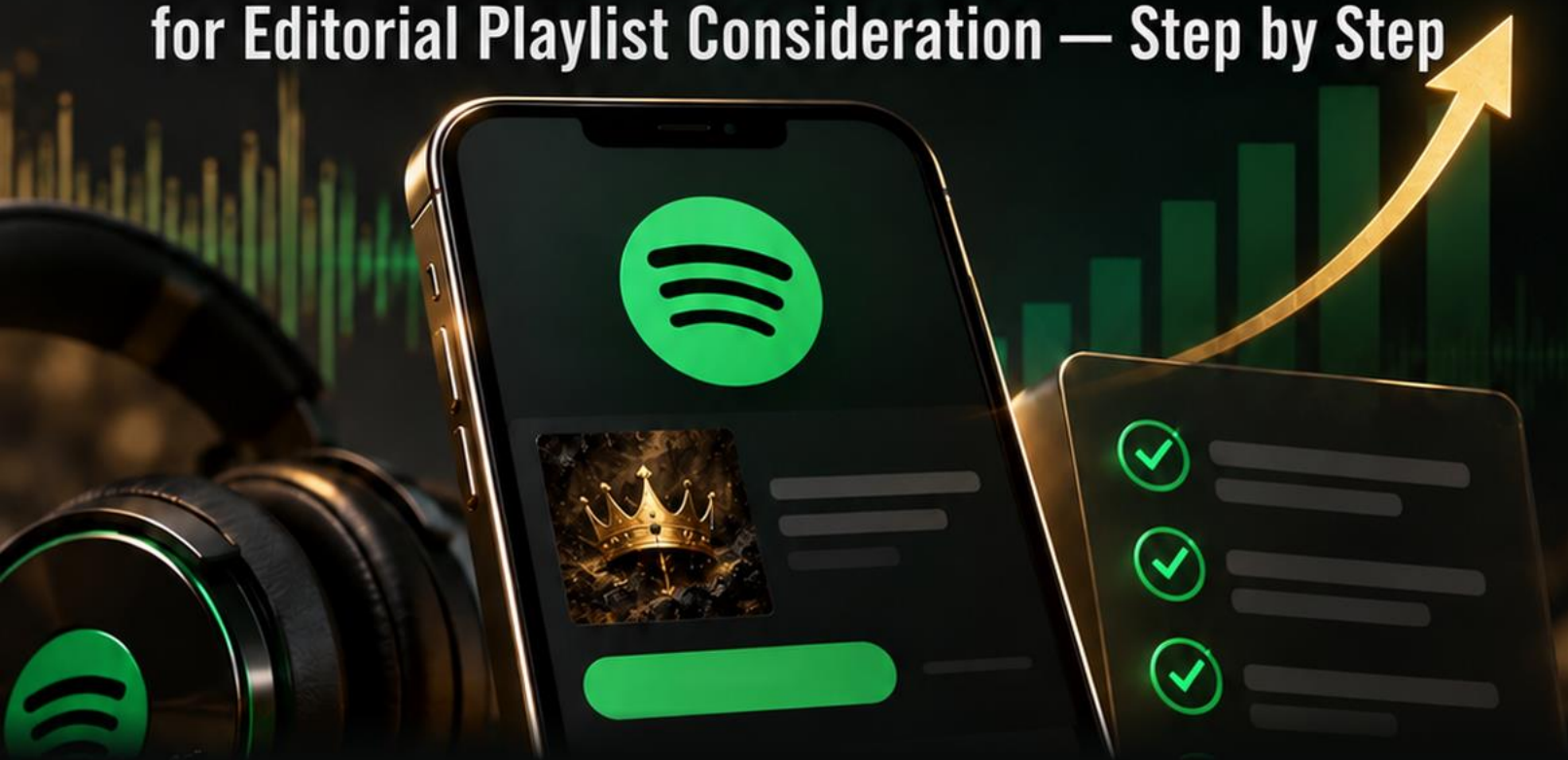


THE SPOTIFY PITCH PLAYBOOK

How I Submitted “Gold Outta Mud”
for Editorial Playlist Consideration — Step by Step



REAL-WORLD CASE STUDY • INDEPENDENT ARTIST EDITION

SQUIGLY – “Gold Outta Mud” • Verified September 23, 2026

Independent educational resource — not affiliated with Spotify

START HERE

The goal is simple: submit your song correctly.

This is the exact framework I used for SQUIGLY's "Gold Outta Mud" — stripped of hype, fake guarantees, and unnecessary jargon.

WHAT YOU WILL BE ABLE TO DO

- Get an eligible unreleased song into Spotify for Artists.
- Find Music > Upcoming and open the pitch workflow.
- Choose accurate genre, mood, culture, and song details.
- Write a short pitch that gives editors useful context.
- Submit early enough to protect your release runway.

One important promise

This playbook teaches you how to submit for editorial consideration. It does not promise playlist placement. Spotify states that pitching does not guarantee placement. [S1]

QUICK WIN

Before you do anything else, write down your release date. Then count backward 14 days. That is the working pitch deadline I recommend because Spotify currently recommends pitching the focus track at least two weeks before release. [S2]

THE 90-SECOND MAP

Where playlist pitching fits in your release.

You are not uploading a song into the pitch tool. Your distributor delivers the release first; the pitch happens after Spotify receives it.



Know these five rules before you start

UNRELEASED ONLY	The song must still be upcoming. Once it is live, it is no longer eligible for song pitching. [S1]
ONE AT A TIME	You can have one song pitch active at a time. After it goes live, you can pitch another. [S1]
ADMIN OR EDITOR	Spotify for Artists Admin and Editor access can pitch upcoming releases. Reader access cannot. [S3]
7 DAYS = MINIMUM	Pitching at least 7 days before release puts the selected song into followers' Release Radar. [S1]
14 DAYS = BETTER TARGET	Spotify's current release guidance says to pitch the focus track at least two weeks before release. [S2]

STEP 1

Get the release into Spotify early.

For “Gold Outta Mud,” the release was delivered through DistroKid. Spotify requires a distributor to deliver music, and its editor guidance says distributor choice does not determine playlist consideration. [S6]

1 Distributor first. Pitch second.

Your distributor sends the master, artwork, metadata, and release date to Spotify. After Spotify receives the release, it can appear in Spotify for Artists under Music > Upcoming. [S4]

CASE STUDY – GOLD OUTTA MUD

ARTIST
SQUIGLY

PROJECT
PROOF OF W3RK

DISTRIBUTOR
DistroKid

RELEASE DATE
October 16, 2026

PITCH TEMPO
99 BPM

MY RELEASE-RUNWAY RULE

Do not schedule a release so tightly that one delivery delay kills your pitch window. I prefer 2–4 weeks of runway whenever possible. That 2–4 week window is my practical recommendation — not a Spotify requirement.

Official path and timing references: [S2] [S4]

STEP 2

Find the release in Music > Upcoming.

Spotify says Upcoming shows unreleased music that your label or distributor has delivered to the platform. [S4]

INSTRUCTIONAL DIAGRAM — NOT A SPOTIFY SCREENSHOT

1 Log in to Spotify for Artists

2 Open MUSIC

3 Choose UPCOMING

If the release is missing

- Wait for delivery to process. Spotify says unreleased music can take around 48 hours to appear after your distributor submits it. [S4]
- Check the artist mapping. Ask your distributor whether the release was delivered to the correct Spotify artist profile. [S4]
- Check eligibility. Compilations, releases where you are only a featured artist, and certain track-level-only appearances may not show in Upcoming. [S4]

WHAT I SAW

For “Gold Outta Mud,” Spotify for Artists showed a pre-release workflow with options to Pitch new music and Add Canvas. Interface labels can change, so use the official path above if your screen looks different.

STEP 3

Pick the focus track.

If you are releasing an EP or album, Spotify asks you to choose one song to pitch. You can only have one song pitch active at a time. [S1] [S5]

3 Choose the song with the clearest story and fit.

REPRESENTS YOU	Does this song clearly show what your artist sounds like right now?
HAS A STORY	Can you explain why it exists in one or two sentences?
HAS A PLAN	Do you have real promotional activity around this song?
IS ELIGIBLE	It is upcoming, unreleased, not a compilation track, and you are not only a featured artist. [S1]

GOLD OUTTA MUD

The focus track was simple: SQUIGLY – “Gold Outta Mud”, from PROOF OF W3RK, scheduled for October 16, 2026.

STEP 4

Describe the record accurately.

Spotify uses the details you provide to help editors understand the song and route it to the right context. Spotify currently lets artists choose up to three genres. [S5]

THE ACTUAL GOLD OUTTA MUD SELECTIONS	
GENRES	Hip-Hop • West Coast Rap • Gangster Rap
MOODS	Energetic • Fierce
MUSIC CULTURES	None of these
SONG STYLE	Beats

Do not game the form

Pick the tags that describe the song you actually made. Spotify's editors have specifically said that accurate mood and genre answers help surface music to editors. [S6]

A SIMPLE FILTER

If a tag would surprise someone after they hear the first 30 seconds of your record, reconsider it. Accuracy beats trend-chasing. "None of these" is a valid answer when a culture tag does not fit.

STEP 5

Build the pitch from four ingredients.

Spotify asks for context around the release. Editors have encouraged artists to explain the who, what, why, when, where, and how — plus real promotion and release plans. [S6]

01

SOUND

Genre, tempo, production, instruments, vocal approach, or a sonic detail that makes the record easy to picture.

02

STORY

What the song is about and why it exists. One clear idea is better than a long autobiography.

03

CONTEXT

Collaboration, city, culture, project, recording process, or another detail that helps an editor understand the record.

04

PROMOTION

The real release plan: social clips, video, live shows, press, pre-save, creator content, ads, or other concrete activity.

CASE STUDY

The exact pitch I submitted.

In the Gold Outta Mud form, I had a 500-character description field. The submitted copy below was 409 characters. That character limit is documented here as my actual form experience, not as a universal promise about every future Spotify interface.

SUBMITTED TO SPOTIFY FOR ARTISTS

“Gold Outta Mud” was built as a 99 BPM West Coast hip-hop record for SQUIGLY’s PROOF OF W3RK, pairing sparse trunk-rattling drums, dark keys and a chantable hook with a story about turning pressure and poverty into ownership. Promotion includes teaser videos across TikTok, Instagram, YouTube, X and Telegram, HyperFollow pre-save, character visuals, and a coordinated Oct. 16 DSP, Audius and YouTube rollout.

409 characters

Why this pitch works

- **Sound:** 99 BPM West Coast hip-hop; sparse drums; dark keys; chantable hook.
- **Story:** pressure and poverty turning into ownership.
- **Context:** the track belongs to SQUIGLY’s PROOF OF W3RK project.
- **Promotion:** named channels, pre-save activity, character visuals, and a coordinated rollout.

YOUR TURN

Write your pitch in five minutes.

Do not copy my wording. Copy the logic, then make the details true for your record.

FILL-IN FRAMEWORK

"[Song] is a [genre/style] record built around [distinctive sound or production]. The song explores [story/theme/context]. The release is supported by [specific promotional activity], including [2–3 concrete actions], with a coordinated [release date/timeframe] rollout."

Draft it before you open the form

1. **SOUND** — What would you say if somebody asked, "What does it sound like?"
2. **STORY** — What is the record actually about?
3. **CONTEXT** — What detail helps an editor understand where this song came from?
4. **PROMOTION** — What are you definitely doing to support the release?

EDITING TEST

Delete hype words you cannot prove. Replace them with specifics an editor can understand: sound, story, context, and a real plan.

STEP 6

Review. Submit. Then move on.

Before hitting submit, make sure the information is accurate. Spotify lets Admins and Editors edit a pitch up to release day, but warns that editors may not see late changes. [S1]

6 My pre-submit check

- ✓ Correct song
- ✓ Accurate genres and moods
- ✓ Culture/style answers fit the record
- ✓ Story is specific
- ✓ Promotion plan is real
- ✓ Release date is correct
- ✓ No unsupported hype

“THANKS FOR YOUR PITCH!”

That was the confirmation shown after the Gold Outta Mud submission. There is no paid editorial application hidden behind it. Spotify’s playlist pitching tool is free. [S7]

TIMING

7 days vs. 2 weeks — know the difference.

These two Spotify statements answer different questions. Treat 7 days as the minimum protection point and 14 days as the better working target.

SPOTIFY MINIMUM

7 DAYS

Pitch an unreleased song at least 7 days before release and Spotify says it will add the selected song to your followers' Release Radar playlists. [S1]

SPOTIFY GUIDANCE

14 DAYS

Spotify's current release guidance says to pitch the focus track at least two weeks before the release date. [S2]

MY PRACTICAL RULE: AIM EARLIER THAN THE MINIMUM

If possible, distribute your release with 2–4 weeks of runway. That gives the distributor time to deliver, gives Spotify time to show the song in Upcoming, and gives you room to write a clean pitch instead of rushing. The 2–4 week window is my recommendation, not an official Spotify rule.

AFTER SUBMISSION

The pitch is one task — not the campaign.

Once the pitch is in, use the remaining runway to make the release easier to discover and easier for fans to recognize.

ADD CANVAS	Spotify lets eligible artists add Canvas to upcoming music from Upcoming. Gold Outta Mud's Canvas was uploaded after the pitch. [S4]
TIGHTEN PROFILE	Update your artist profile so a new listener sees current photos, bio, Artist Pick, and other relevant profile elements. [S8]
PROMOTE THE DATE	Keep the pre-save, teaser, short-form video, and release-day content moving. The pitch should support the campaign, not replace it.
BUILD FOLLOWERS	Spotify encourages artists to build followers because followers can receive new music in Release Radar and What's New. [S2]

Consideration is real. Guarantees are not.

Spotify says editorial pitching does not guarantee placement. If an editor selects your song, Spotify says it will email you. After release, you can also review playlist activity in Spotify for Artists. [S1]

WHAT SUBMITTING DOES

- Puts an eligible upcoming song into Spotify's editorial consideration workflow.
- Gives editors your song details and context.
- Protects the selected song's follower Release Radar placement when pitched at least 7 days early. [S1]

WHAT SUBMITTING DOES NOT DO

- Guarantee an editorial playlist placement.
- Guarantee a certain number of streams.
- Let you buy guaranteed playlist placement. Spotify says services that guarantee playlist placement in exchange for money violate its terms. [S9]
- Prevent editors from choosing a different song from the release. Spotify says that can happen. [S1]

Protect your music and your money.

Be skeptical of anyone selling "guaranteed Spotify playlist placement." Spotify's current support guidance says paid services that guarantee playlist placement violate its terms. [S9]

Four common problems, four clean answers.

I CAN'T SEE MY RELEASE

Check Music > Upcoming. Spotify says delivery can take around 48 hours. If it is still missing, ask your distributor to confirm the artist profile mapping. [S4]

MY SONG IS ALREADY LIVE

The song-pitching tool is for upcoming, unreleased songs. Once the song is live, it is no longer eligible for the pitch tool. [S1]

I'M ONLY FEATURED

Spotify says you cannot pitch a song from your profile if you are only a featured artist on it. [S1]

I WANT TO PITCH THE WHOLE ALBUM

Pick one focus track. Spotify only allows one active song pitch at a time. Editors may still choose another song from the release. [S1]

The Spotify pitch checklist.

Use this as a release-day safety check. Print it, screenshot it, or keep the PDF open while you work.

BEFORE DISTRIBUTION

- Final master complete
- Artwork complete
- Metadata checked
- Release date leaves enough runway

AFTER DISTRIBUTION

- Release delivered to Spotify
- Spotify for Artists access confirmed
- Release appears under Music > Upcoming
- Correct artist profile confirmed

BEFORE PITCHING

- Focus track selected
- Genre/mood details chosen accurately
- Story and context written down
- Promotion plan identified
- Pitch drafted and trimmed

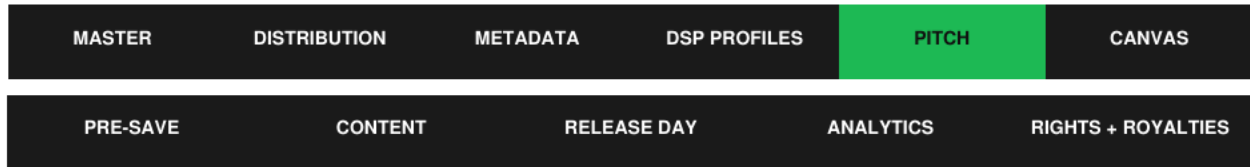
AFTER SUBMISSION

- Submission confirmed
- Canvas added if available
- Artist profile updated
- Pre-release campaign continues
- Check playlist activity after release

THE BIGGER PICTURE

You solved the pitch. Now solve the release.

The editorial pitch is one decision inside a much larger independent-release system.



That is the next problem.

A lot of artists know how to finish a song. The friction starts when the master is done and dozens of release tasks suddenly have deadlines, logins, metadata fields, links, visuals, and follow-up steps.

THE NATURAL NEXT STEP

The free playbook solves Spotify editorial pitching. The paid Release Kit is designed to organize the rest of the release so you are not rebuilding the process from memory every time you drop.

NEXT STEP

Build the release – not just the pitch.

The Independent Artist Release Kit turns the scattered release process into a set of plug-and-play tools you can reuse.



INTRO PRICE \$17

INDEPENDENT ARTIST RELEASE KIT



Spotify Pitch Builder



500-Character Pitch Worksheet



Release Timeline



Distributor Checklist



DSP Profile Checklist



Canvas Checklist



Pre-Save Checklist



Release-Day Checklist



30-Day Content Calendar



Promotion Planner



Playlist Tracker



Post-Release Analytics Tracker

GET THE RELEASE KIT – \$17 →

crypto.fowlcat.com/releasekit

You already learned how to pitch the song. The kit is for the part that usually comes next: keeping the entire release organized.

FINAL NOTE

Useful things often start with one question.

I made this because people saw me submit Gold Outta Mud and asked, “How did you do that?”

So I documented it.

Use the playbook. Submit early. Tell the truth about your music. Give editors useful context. Then get back to the work that matters most: making a record people care about and building a release around it.

THE SIMPLE STANDARD

EARLY > RUSHED

SPECIFIC > HYPE

SYSTEM > GUESSING

— Jahmeel Gray

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ACCURACY NOTES

Verified against official Spotify sources.

Reviewed September 23, 2026. The source markers throughout the guide point to these official pages. Interface details can change after publication.

S1	Pitching music and videos to Spotify playlist editors Official Spotify source
S2	New Releases – Spotify for Artists Official Spotify source
S3	Access levels in Spotify for Artists Official Spotify source
S4	Unreleased music in Spotify for Artists Official Spotify source
S5	Playlisting – Spotify for Artists Official Spotify source
S6	Behind the Playlists: Your Questions Answered by Our Playlist Editors Official Spotify source
S7	Campaign Kit – Spotify for Artists Official Spotify source
S8	Get started – Spotify for Artists Official Spotify source
S9	Artificial streaming and paid services that guarantee streams Official Spotify source

HOW TO READ THE TIMING LANGUAGE

Spotify requirement: a condition in Spotify’s current support rules. **Spotify recommendation:** current guidance from Spotify for Artists. **My practical recommendation:** a workflow choice in this playbook, clearly labeled as such.