

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Intro to Releasing Your Music Online

Workshop Level



LAPT — London Academy of Professional Training

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Reference MU-MMD-WS • Music and Performing Arts Centres

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6

SUBJECTS

18

CHAPTERS

72

CLASSES

440

TOTAL MARKS

60%

PASS MARK

Lifetime

VALIDITY

AT A GLANCE

REFERENCE	MU-MMD-WS
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

How Music Reaches Listeners Today

3 chapters · 12 classes 90 marks

• 1 The Modern Music Landscape — 4 classes

- › 1.1 From Records to Streaming
- › 1.2 Who Is Listening and Where
- › 1.3 How Artists Earn from Music
- › 1.4 Independent Artists Versus Labels

• 2 Streaming Services and Downloads — 4 classes

- › 2.1 Major Streaming Platforms Explained
- › 2.2 Playlists and How Songs Get Found
- › 2.3 Download Stores and Physical Copies
- › 2.4 Radio and Podcast Opportunities

• 3 Social Platforms and Music — 4 classes

- › 3.1 Short Video Apps and Music Discovery
- › 3.2 Video Sites for Music Content
- › 3.3 Fans, Followers and Communities
- › 3.4 Matching Platform to Your Audience

2

Preparing a Track for Release

3 chapters · 12 classes 65 marks

• 1 Audio Files and Quality — 4 classes

- › 1.1 Finished Mix and Master Basics
- › 1.2 Choosing the Right File Format
- › 1.3 Checking Volume and Sound Before Upload
- › 1.4 Naming and Storing Your Files

• 2 Artwork and Release Details — 4 classes

- › 2.1 Cover Art Size and Rules
- › 2.2 Track Titles and Release Names
- › 2.3 Genre, Language and Release Date
- › 2.4 Lyrics and Explicit Content Labels

• 3 Credits and Ownership — 4 classes

- › 3.1 Crediting Writers, Singers and Producers
- › 3.2 Who Owns a Song
- › 3.3 Using Samples and Covers Legally
- › 3.4 Identifying Codes for Your Tracks

3

Choosing a Release Route

3 chapters · 12 classes

65 marks

• 1 Ways to Put Music Online — 4 classes

- › 1.1 What a Distributor Does
- › 1.2 Uploading Directly to Some Platforms
- › 1.3 Working Through a Label or Aggregator
- › 1.4 Free and Paid Release Options

• 2 Comparing Services — 4 classes

- › 2.1 Fees, Splits and Payment Timing
- › 2.2 Reading the Terms Before You Sign
- › 2.3 Which Stores and Countries Are Covered
- › 2.4 Making a Simple Comparison Chart

• 3 Your First Release Step by Step — 4 classes

- › 3.1 Setting a Release Date with Lead Time
- › 3.2 Filling In the Upload Form
- › 3.3 Checking Everything Before Submitting
- › 3.4 Fixing Rejections and Delays

4

Your First Online Presence

3 chapters · 12 classes

65 marks

• 1 Your Artist Identity — 4 classes

- › 1.1 Choosing and Checking Your Artist Name
- › 1.2 Describing Your Sound in Words
- › 1.3 Choosing Photos and a Simple Look
- › 1.4 Keeping a Consistent Style

• 2 Profiles and Bios — 4 classes

- › 2.1 Writing a Short Artist Bio
- › 2.2 Claiming Your Streaming Profiles
- › 2.3 Setting Up Social Media Pages
- › 2.4 Linking Everything in One Place

• 3 Building a Small Fan Base — 4 classes

- › 3.1 Finding Your First Listeners
- › 3.2 Replying to Fans and Comments
- › 3.3 Collecting Emails and Messages Contacts
- › 3.4 Staying Safe and Professional Online

5

Simple Promotion with Social Posts

3 chapters · 12 classes

90 marks

• 1 Planning Release-Week Content — 4 classes

- › 1.1 Setting a Small Promotion Goal
- › 1.2 Building a Release-Week Calendar
- › 1.3 Teaser Posts Before Release Day
- › 1.4 Release Day and After Posts

• 2 Creating Posts with a Phone — 4 classes

- › 2.1 Filming Short Clips of Your Song
- › 2.2 Simple Captions and Hashtags
- › 2.3 Using Lyric and Artwork Graphics
- › 2.4 Behind-the-Scenes Stories

• 3 Sharing and Getting Heard — 4 classes

- › 3.1 Asking Friends and Fans to Share
- › 3.2 Contacting Playlist Curators Politely
- › 3.3 Working with Other Artists
- › 3.4 Avoiding Spam and Fake Promotion

6

Reading Your First Listener Numbers

3 chapters · 12 classes

65 marks

• 1 Basic Streaming Numbers — 4 classes

- › 1.1 Plays, Listeners and Saves Explained
- › 1.2 Followers and Growth Over Time
- › 1.3 Where Your Listeners Live
- › 1.4 Finding Your Artist Dashboards

• 2 Learning from the Results — 4 classes

- › 2.1 Spotting Which Posts Worked Best
- › 2.2 Comparing One Release with the Next
- › 2.3 Setting Realistic Expectations
- › 2.4 Keeping a Simple Release Diary

• 3 Your Next Steps in Music Marketing — 4 classes

- › 3.1 Planning Your Second Release
- › 3.2 Earning and Receiving Your First Royalties
- › 3.3 Music Marketing Career Paths
- › 3.4 Moving On to the Marketing Certificate