

Playlist & Press Pitch Email Templates

Short, personal, link-light emails get opened and acted on. Long, generic blasts get deleted. Every template below is a starting point — personalize the first line every single time. If the recipient can't tell you actually know their playlist/outlet, you've already lost.

Golden rules: One clear ask per email. Lead with the music, not your résumé. Make listening one click. Never attach large files — link them. Follow up once, then move on.

A. Playlist Curator Pitch (independent/editorial-adjacent curators)

For Spotify editorial, pitch through your distributor's submission tool 4+ weeks before release — that's the official path. The templates below are for **independent curators, tastemaker playlists, blog-run playlists, and DJ/radio supporters** you reach directly.

Subject line options (pick one, keep it concrete): - New [genre] track for [Playlist Name] - '[Track]' by [Artist] - '[Track]' ([Artist]) - submission for [Playlist Name] - [Genre] submission: [Artist] - '[Track]' (out [Date])

Body:

Hi [CURATOR FIRST NAME],

I follow **[Playlist Name]** — [one specific, genuine detail: a track on it / its vibe / a recent add]. I think this fits.

[Artist] — “[Track]” is a [one-line description: genre + the feeling/energy + any standout element]. Out [date] via [label/independent].

- **Listen (private link):** [UNLISTED LINK — Spotify/SoundCloud private, or a smartlink]
- **One-liner:** [the single sentence that sells the track]
- **Why now:** [release timing / momentum / why it fits their playlist *today*]

Quick stats if useful: [X monthly listeners] · [notable support: DJ/blog/chart] · [top markets].

No pressure at all — if it's a fit, a placement would mean a lot. Either way, thanks for what you do with the playlist.

[YOUR NAME] [Role, Company] · [IG/site]

What to include / leave out: - Private listening link (one click, no login wall), one-liner, why-now, 2–3 real stats. - Your life story, ten links, “guaranteed” anything, follower-for-follow asks.

B. Music Blog / Press Pitch (premiere, feature, or review)

Subject line options: - Premiere offer: [Artist] - '[Track]' (out [Date]) - For [Outlet]: [Artist]'s new [single/EP] '[Title]' — [one-detail hook] - [Genre] worth a listen — [Artist], '[Track]'

Body:

Hi [WRITER FIRST NAME],

Saw your [piece on ____ / coverage of ____] — [one sincere, specific line showing you read their work, not just their masthead].

Wanted to put **[Artist]** on your radar. New [single/EP] “**[Title]**” drops **[date]** [via label]. [One or two sentences: the sound, the story, the hook — what makes this a piece *they* would want to write.]

Why it might fit [Outlet]: [the specific angle — scene moment, local tie, sound trend, a story beyond the music].

- **Listen (private/unlisted):** [LINK]
- **Press release + hi-res assets / EPK:** [LINK]
- **Quick proof points:** [strongest 2–3: streams, support, notable show, prior press]

Happy to offer **[Outlet] the premiere / an interview / early access** if it's a fit. Working on a [date] timeline — let me know either way.

Thanks for the time, [YOUR NAME] — [Role, Company] [EMAIL] · [PHONE] · [EPK LINK]

What to include / leave out: - Personal first line, a *story angle* (press want a story, not a stream count), private link, EPK/assets link, one clear ask, your timeline. - Mass “Dear curator/blogger,” 40MB attachments, hype adjectives with no facts, pitching a release that came out 3 weeks ago as “new.”

C. Electronic-Act Variant (DJ/producer — house/tech-house lane)

Electronic press and curators care about different signals: DJ support, where it charts (Beatport/Hype Machine), the dancefloor function of the track, and whether respected DJs are *playing* it. Speak their language.

Subject line options: - [Genre, e.g. tech-house] promo: [Artist] - '[Track]' [Label] (out [Date]) - DJ support building — [Artist] '[Track]' (Beatport [date]) - For [Show/Playlist/Blog]: peak-time [genre] from [Artist]

Body:

Hi [FIRST NAME],

[Specific line — a set they played, a track they championed, the playlist/show's lane.]

[**Artist**] – “[**Track**]” [**feat./ remix info**] — [label], out [**date**]. [One line on the function: e.g. “rolling, low-slung tech-house built for peak-time — [BPM] / [key], big on the [breakdown/drop/bassline].”]

- **Promo (private):** [SoundCloud private / Beatport LINK / smartlink]
- **DJ support so far:** [names of DJs/labels playing or charting it — this is the headline for electronic gatekeepers]
- **Out via:** [label] · **Formats:** [extended mix / radio edit / remixes]
- **For fans of:** [2–3 comparable artists in the exact lane]

If it works for [a set / the playlist / a premiere], I'd love to get it to you early. Full WAVs/stems and artwork on request.

Cheers, [YOUR NAME] — [Company] [IG] · [EPK/promo pool link]

Electronic-specific tips: - Lead with **DJ support** and the **label** — those are the trust signals in dance music. - Note **BPM, key, and the track's function** (warm-up / peak-time / afterhours) — curators and DJs filter by this. - Offer **extended mix + stems/acapella** for DJ tools; mention if there's a **Beatport exclusive** window. - A short, well-tagged private SoundCloud or a promo-pool link beats a public stream for DJ promo.

D. The Follow-Up (use once, for any of the above)

Subject: Re: [original subject] (reply on the same thread — don't start a new one)

Hi [FIRST NAME],

Quick nudge on [**Artist**] – “[**Track**]” — [new hook if you have one: “now charting on ,” “**added by** ,” “out this Friday”].

Link again here: [LINK]. Totally understand if it's not a fit — just didn't want it to get buried. Thanks again!

[YOUR NAME]

Send **4–7 days** after the first email, **once**. If you've got a fresh proof point (new support, a chart move, the release going live), lead with it. After one follow-up with no reply, stop — and remember them next time with something better.

Do's & Don'ts (all pitches)

Do - Personalize the first line — prove you know their playlist/outlet. - One ask, one track (don't pitch a whole catalog). - Make listening one click; use private/unlisted links for unreleased music. - Give a why-now and 2–3 real proof points. - Send on a sensible lead time: editorial/long-lead 3–6 weeks out, blogs/premieres 2–3 weeks, DJ promo 1–2 weeks. - Keep a simple tracker: outlet, contact, date sent, follow-up date, result.

Don't - BCC a hundred curators with “Dear Curator.” - Attach big files or dump ten links. - Use hype words (“biggest,” “next big thing”) without a fact behind them. - Buy placements, bot streams, or “guaranteed” playlist adds — it risks takedowns and burns trust. - Argue with or re-pitch a no. Move on graciously; relationships compound. - Pitch a release that's already weeks old as “new.”

Greyscale Music Group — internal templates. Personalize every send; track every pitch.