



Spiced Cider Records

Insiders' Guide

A valuable resource guide for
independent musicians

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Preface

Welcome to the Spiced Cider Records Insiders' Guide! Here you will find valuable information about many facets of the music industry, including setting up your own record label and publishing company, establishing an exciting and wide-reaching presence on the Internet, getting to know the newest music industry trends, and much more! It is my sincere hope that this guide acts as a roadmap to help you in getting yourself started along a successful, long-lasting, and fulfilling career as a recording and performing musical artist.

Billy Moschella, Jr.

About the Author:

Billy Moschella, Jr. is the owner and founder of Spiced Cider Records. He has twenty years of experience as a national and international touring vocalist, lyricist, and songwriter. Billy is an honorary graduate of the Songwriting program at the prestigious Berklee College of Music in Boston, MA, where he studied under some of the most highly regarded figures in the music industry, including songwriter Livingston Taylor, lyricist Pat Pattison, and classical vocalist Kathryn Wright. He has worked with Los Angeles-based booking agent *Surge Event Hollywood* to book talented performing artists from throughout the United States at some of the most highly regarded venues in the Los Angeles area, including The House of Blues, The Viper Room, and The Mint. Billy also served as an A&R intern for *Little Dog Records*, a boutique record label located in Burbank, CA, owned and operated by Grammy winning producer and guitarist Pete Anderson. Some of Billy's other accolades within the music industry include:

- Co-writer and collaborator with Grammy award winning Hungarian drummer, vocalist, and songwriter Peter Kaszas, who has toured as the lead drummer for legendary guitarist Al Di Meola's 'World Sinfonia' band
- Soloist with international theater and performance group 'Up With People'
- The release of a solo album entitled 'Midnight Escapades', produced by top 25 hit songwriter Brian Maes
- Lead vocalist and lyricist for contemporary folk music duo 'Serenity', which produced and recorded two critically acclaimed albums
- Original compositions included on two separate compilation albums: 'Expose Your Muse', featured at the world renowned MIDEM Music Conference in Cannes, France, as well as 'The Art of Men', an album featuring songs from national and international male artists and released by international songwriting organization 'Songsalive!'
- Music featured on the website for popular home furnishing and home décor retailer 'Pottery Barn'
- Currently signed to Los Angeles-based music publishing company 'Gotham Records Music Placement'

To read more about Billy, and to hear original compositions, please visit:
<http://billymoschella.com/> and <http://serenitymusic.us>

I. Introduction

The advent of the Internet and the delivery of music in digital format have changed the face of the music industry. Now more than ever before, musical artists are taking control of their own careers. Opportunities abound for artists to work towards becoming pro-active, independent entrepreneurs, carving out successful career paths without necessarily having to rely on major record labels or publishing houses to provide opportunities for that 'big break'.

Within this guide, you will learn about the Internet's most popular online music websites. You will gain valuable information about online music publishing and music performance and collaboration sites, as well as other online music trends. You will be guided through all of the necessary steps in learning how to set up your own record label and publishing company, as well as how to properly register with a Performing Rights Organization and how to copyright your music through the Library of Congress. The guide will close with a final note about the importance of live performance.

This guide will begin under the assumption that you the artist have already recorded and released an album of your music; or are at least in the process of doing so. If you do not as of yet have any recorded music, it is highly advisable that this be the next step in your music career. Many of the opportunities contained in this guide cannot be taken advantage of unless you have original song recordings available in the public domain; so again, this should be the next step along your musical journey. It is also important that the musical tracks you record be fully mixed and mastered, and not merely unfinished or low quality demo tracks. Once your music is released and uploaded onto the Internet at leading retail sites such as iTunes and Amazon, there is no going back, so it is of the utmost importance that your tracks be of the highest quality.

Even if you have not yet recorded and released your music, you will still find all of the information in this guide highly beneficial, and you should take the time to read through it now to get a head start on things so that you have a clear path laid out in front of you once your music is recorded and released to the public.

Lastly, take note of the fact that even if you are a seasoned performer with multiple recording credits to your name, you will still gain valuable insight into certain facets of the music industry, such as information pertaining to opportunities to pitch your music for publishing consideration, which will serve to further expand your reach and your influence as a musical artist, as well as to increase your income stream.



II. Popular Online Music Communities

Creating a solid online presence is a very important step in today's digital marketplace. Below you will find a list of some of the most popular online music communities. It would most definitely benefit you as an artist to create a unique profile on ALL of these pages, as it will help you to increase your exposure and to gain new fans. Note that there are new sites popping up all the time, so be sure and keep your eyes and ears open for news about the latest websites that artists are using to gain exposure.

Note that this particular chapter will be divided into five separate sub-sections:

1. Popular Online Music and Social Media Communities
2. Digital Distributors
3. Music Retailers and Music Delivery Sites
4. Additional Resources
5. Mailing List Services

A few things to keep in mind:

1. Before logging onto a site to set up a profile page, be sure to have the following digital items ready to upload:
 - a. MP3 as well as WAV versions of your FINAL MASTERED TRACKS
 - b. Your best promo and live performance photos, as well as photos of your album(s)
 - c. A well-written bio (written from the third person point of view)
 - d. A clear description of your musical genre/style
 - e. Information about your album(s), i.e., recording credits, date of release, song titles, etc.
 - f. Label/management/publishing information (if applicable)
 - g. Lyrics to your songs (if applicable)
 - h. UPC/EAN (Bar Code) numbers assigned to your album(s) [available through online music distributors]
 - i. ISRC and ISWC numbers assigned to your individual tracks (for more information, please visit: <http://blog.songtrust.com/songwriting-tips/isrc-iswc-whats-the-difference/>)
 - j. IPI/CAE number assigned to you as an artist and as an independent publisher (provided through your Performing Rights Organization)
 - k. Official release date(s) of your album(s) [the date of your CD Release Party]
 - l. Copyright date(s) of your album(s)
2. Each of these sites is set up differently, and thus it may take you some time to navigate through each one and learn how to set up your profile page to your specifications. Note that most (if not all) of these sites are *not* very user friendly, nor are they very intuitive in terms of making it easy

for you, the user, to navigate through and set up a profile. Be patient, and expect to spend at least a few hours (possibly longer) setting up each page.

3. One of the most difficult challenges that you will face in creating a page on any of these sites is that oftentimes, each site requires your photos to be of a particular size. Some sites will automatically re-size the photos to fit within their templates, and some sites will not. You will need to have a program available (such as Photoshop) that can quickly re-size photos for you. There are many Internet web sites that will allow you to upload and re-size images, free of charge. Simply do an Internet search using the keywords 're-size images/photos'.
4. Note that many of these sites have a built-in, customized feature that allows you to connect with other social networks, which allows for you to have an integrated platform whereby a post (such as a news update) in one place will also be shared across other networks, thereby maximizing your output to your fan base.

1. Popular Online Music and Social Media Communities:

- YouTube @ <https://www.youtube.com/> *YouTube remains one of the Internet's top video promotion sites, so creating a presence here is essential. It's a great place to feature live performance videos, as well as any live video messages that you want to pass along to your fan base. You can go about setting up a YouTube page by establishing an email address through Gmail, as the two platforms are connected together. Note that when you first sign up with YouTube, you will not be able to set a custom URL name for your profile, meaning that the web link itself will show up as a long string of random characters. Prior to allowing you to customize the URL name for your YouTube account, Google/YouTube requires that you have at least 100 subscribers, that your account be at least 30 days old, that you have both a Channel Icon photo as well as Channel Art uploaded to your profile,*
- Twitter @ <https://twitter.com/> *Still a primary source that folks are using to keep up to date on news and events. Not so much a music community per say, as you cannot upload your music to the site, but you can provide updates as well as a link to your website. Enough folks still receive 'tweets' on their devices that they will see updates in real time. The site allows you to post updates that will appear across other social network platforms; provided that you have taken the time to connect your platforms together, that is.*
- Google+ @ <https://plus.google.com/> *An extension of your regular Gmail account, Google+ has become a social media phenomenon in itself. Note that when you first sign up with Google+, you will not be able to set a custom URL name for your profile, meaning that the web link itself will show up as a string of random characters. Google requires you to have at least 10 followers, that your account be at least 30 days old,*

and that you have a profile photo in place before allowing you to customize the URL name for your Google+ account.

- Instagram @ <https://www.instagram.com/?hl=en> The online photo version of Twitter, Instrgram is a wildly popular mobile photo-sharing app. It provides another means for the artist to share quick, instant updates with fans.
- RSS Feed @ <https://www.xul.fr/en-xml-rss.html> and <http://www.rssboard.org/rss-specification> RSS stands for 'Really Simple Syndication'. It is a platform that allows your subscribers/fans to receive your latest news and updates without having to visit your website to do so. In this vein, it can be said to be similar to twitter; though an individual RSS feed, when clicked, will link the viewer back to whichever page you choose as a source. Linking back to the source page will provide the viewer with the opportunity to gather more information about the news update, as the RSS feed itself is only a brief summary of a more lengthy post. Most artists link their RSS feeds directly back to the 'News/Updates' and/or the 'Tour' page located on their personal websites.
- Vimeo @ <https://vimeo.com/> Vimeo is another of the Internet's most popular video sharing sites. It is comprised of a much smaller community than that of YouTube, but this seems to work to its advantage, as it allows for an overall higher quality of content, as well as the possibility of more positive levels of constructive feedback.
- SoundCloud @ <http://soundcloud.com/>
- ReverbNation @ <http://www.reverbnation.com/>
- Bandcamp @ <http://bandcamp.com/>
- PureVolume @ <http://www.purevolume.com/>
- Last.fm @ <http://www.last.fm/>
- Audiomack @ <https://www.audiomack.com>
- NoiseTrade @ <http://noisetrade.com/>
- Ampslam @ <http://www.ampslam.com/>
- Pandora @ <https://submit.pandora.com/> Pandora is one of the most popular online music streaming communities, with a loyal following of devoted listeners. The way it works is that you must submit your music for consideration via a simple three-step process. The first step is to create a free account @ <https://www.pandora.com/>, and then to follow the link above to submit for consideration. Note that certain digital distributors (listed in the next section of this chapter) may also do this for you (included as part of the fee you pay when you sign up for one of their music marketing/delivery service packages). Bear in mind that Pandora maintains a rather high standard in terms of submission acceptance, turning down up to 80% of all material that comes their way. Still, the fact that it has maintained its status as such a popular online streaming site makes it worth your while to submit for consideration as a means of extending your listener base.
- Amplifi @ <https://amplifi.fm/> Amplifi is an interesting new concept, one that puts fans up close and personal with their favorite artists. It is a place where artists can communicate directly with fans by sharing unreleased music, songs in progress, updates from the road, etc. This,

in turn, deepens the relationship between artist and listener, making it somewhat akin to a 'Digital Fan Club'.

- Folk Alley @ <http://www.folkalley.com/> Folk Alley is one of the Internet's most popular sites for folk music, including acoustic, bluegrass, singer/songwriter, etc. It features an 'Open Mic' tab where artists can create a profile and upload their music. Each month, Folk Alley selects a new artist from within the 'Open Mic' community, and features their music on the site's live streaming radio broadcast. Artists may also submit a physical copy of their CD for consideration as a performer whose music is put into the radio station's regular airplay rotation.
- MySpace @ <http://www.myspace.com/> The old-school community which had a hand in ushering in the digital music craze. Believe it or not, MySpace is still hanging around, and does continue to draw a fair bit of traffic. The site underwent a complete redesign in 2013, and this appeared to reinvigorate the community, drawing a whole new crowd of fans. For this reason, it is worth taking the time to create a profile here as a means of generating a potential fan base.
- Reddit Music @ <https://www.reddit.com/r/Music/> Reddit is a bit of an interesting case study. It is a haven for the underground scene, and they do offer opportunities for musicians to share their music with an audience whom is actively seeking new, fresh sounds. Reddit has never been the most user-friendly of sites, but it still may be a place where artists are able to garner attention in the underground scene before making a name for themselves in the mainstream.

2. Digital Distributors:

If you want to get your music out there for sale on the Internet, one of the best ways to go about doing so is through a Digital Distributor. These companies are set up in such a way that they are connected directly with a rather lengthy list of online music retailers – those sites (such as iTunes) that do not accept submissions directly from the artist, but rather, work through third party distributors. These sites operate such that they will either take a certain percentage of all music sales (both physical albums as well as digital downloads) in exchange for handling all of the retail sales of your music, or will charge some type of small annual fee to get your music up on to the top digital retail stores, and to continue hosting your music on these sites for as long as you continue to pay the annual fee. Essentially, these companies will collect and pay out royalties (from song and album downloads) to you, the artist. All that needs to be done on your end is to provide them with the appropriate business bank account and/or PayPal account info to ensure that you are paid appropriately.

CD Baby @ <http://members.cdbaby.com/>

CD Baby is a leading indie music store and online music distributor. They offer their members a wide array of services, including:

- CD packaging, duplication, and replication services, including the option to purchase a Bar Code for your album

- Digital download cards
- Delivery of your music to the largest online retailers and music delivery sites, including iTunes, Amazon, Spotify, and many more
- A user-friendly 'music store widget' which can be uploaded onto your website, and which offers visitors an easy way to purchase your music
- A 'music store' tab that can be added to your Facebook music profile page, which will provide your friends and fans on Facebook with an easy way to purchase your music directly through your Facebook music page
- An 'Insider's Newsletter' delivered directly into your email inbox
- Podcasts (known as the *DIY Musician Podcast*) that discuss the latest trends in the music industry

The way it works is that each time you release an album, you will pay a small fee to CD Baby to deliver your music to the largest music retailers, such as iTunes and Amazon. You can create a profile on CD Baby that easily allows you to manage your account and to keep track of your sales.

Once you create a profile page on CD Baby, you will have access to an array of different features, including the 'music store widget' as well as the 'music store tab' for your profile page on Facebook. Both of these features are easy to use, and will provide you with a simple way of offering your music for sale both on your website as well as on your Facebook music page. In addition, you will also gain free access to both the CD Baby Newsletter as well as music podcasts, which will be delivered directly into your email inbox. Both the newsletters as well as the podcasts provide valuable information on the latest trends in the music industry, including in-depth interviews with highly regarded folks from throughout the industry.

Nimbit @ <http://www.nimbit.com/>

Nimbit is quite similar to CD Baby in terms of the scope of the services that it offers to musicians. It is a company that was started in Boston, Massachusetts, and still maintains a loyal following in terms of the well-established New England-based musicians who employ its services. Though it never did quite garner the same type of attention as did CD Baby, it is equally as well designed, and again, offers a great many of the same services. It is akin to a one-stop home for artists wishing to establish a main site as a hub where fans can be directed to purchase music, i.e. a merchandise storefront and digital distributor. Like CD Baby, certain aspects of the site are free, while other optional services carry with them a small fee. Nimbit is quite user friendly in nature, and the optional services that do carry a cost are quite affordable in nature.

TuneCore @ <http://www.tunecore.com/>

TuneCore is a 3rd party music distribution service that allows you to handpick the online retailers to which you would like to have your music delivered (this, again, is similar to the services offered by other digital distributors.) You can create a free account, but must pay a fee to have your music delivered to the online retailers of your choice. Again, the scope of its services are similar to the other music distributors listed in this section.

DistroKid @ <https://distrokid.com/>

DistroKid is another of the more well-known online music distributors. They work in such a way whereby they will not collect any royalties from your music sales, but rather, will charge you a small annual fee to upload and to maintain your music on the Internet's top music retail stores. They will do so as long as you continue to pay the annual fee. Note that if you cease paying the fee, they will no longer act as the third party distributor for your music on the aforementioned retail sites. In essence, you keep 100% of royalties, but must maintain the annual subscription fee to ensure that your music remains available on top music retail sites.

3. Music Retailers & Music Delivery Sites:

The following is a partial list of popular online music retailers and music delivery sites that do not accept submissions directly from the artist. Rather, you the artist must sign up with a 3rd party vendor (such as CD Baby, Nimbit, TuneCore, or DistroKid) that will, for a fee, get your music up onto these (and other) music retail and delivery sites. Before signing up with a 3rd party vendor, be sure and check their respective web sites or call them directly to find out exactly which companies they work with for digital distribution, as it's important that you find a vendor that will get your music up onto all or as many of these sites as possible:

- iTunes
- Amazon MP3
- YouTube Music
- eMusic @ <http://www.emusic.com>
- Spotify @ <http://www.spotify.com/us/>
- Napster (formerly Rhapsody) @ <https://us.napster.com/>
- Google Play @ <https://play.google.com/store>
- iHeart Radio @ <http://www.iheart.com/>
- MySpace Music @ <http://www.myspace.com/music>
- Tidal @ <http://tidal.com/us>

4. Additional Resources:

Below is a list of online music communities that offer unique types of music services, some of which carry fees, others of which are free of charge:

Auddly @ <https://auddly.com/>

As one might imagine, the new digital age of music distribution has grown to the point at which it can become quite difficult for online music delivery sites, PRO's, and publishers to keep track of all of the valid metadata necessary to ensure that songwriters and co-collaborators are paid out royalties in a proper fashion, and that rights are assigned to the proper party(ies). Auddly provides a central hub where both songwriters as well as producers can upload and thus track *all* relevant metadata in a simple, straightforward fashion, thus ensuring that songwriters are both paid as well as credited appropriately for the streaming and

distribution of their original works. But it doesn't stop there: Auddly currently has deals set in place with major PRO's as well as publishing companies, with the goal being that of streamlining the metadata process, on a global basis. It's goals are lofty, yet simple in nature: Make certain that songwriters are being paid and credited properly for their work, rather than becoming lost in the massive shuffle of the digital landscape.

Jango @ <http://www.jango.com/>

Jango is one of the Internet's largest and most popular radio stations. The way it works is that you create a profile and upload your music and photos, and choose the popular artists whose music is most similar to your own. You then pay a fee to purchase a certain number of plays that will be spun on the radio stations of listeners who have these popular artists listed on their playlists.

Indie Bible @ <http://www.theindiebible.com/>

The Indie Bible is an annual publication that includes thousands of listings, categorized by musical genre, for radio stations/shows, cd vendors/promoters, venues, music review publications, online music sites, and much more. The publication deserves a special mention here, as it is somewhat unprecedented in its scope. A number of well-known authors (writing on the topic of music business) as well as music industry professionals have praised the book. There truly isn't anything else quite like it on the market. Whether or not you as the artist feel that it is worth the \$60 annual investment is up to you, though you certainly will find within its pages a rather extensive list of resources and contact information from a number of companies that, according to David Wimble, the book's editor, openly accept unsolicited material from indie artists.

American Songwriter Magazine @ <https://americansongwriter.com/>

Founded in 1984, American Songwriter is the premier magazine dealing with the art and craft of songwriting. It features interviews, songwriting tips, industry news, and artist reviews.

Songwriter's Resource Network @ <http://www.songwritersresourcenetwork.com/>

The Songwriter's Resource Network provides a vast array of free content to songwriters, including:

- SongLine News – Articles on the art and business of songwriting and music marketing.
- Songwriter Billboards – A free online music publishing directory, connecting songwriters directly with publishers and A&R reps, and providing songwriters with the opportunity to submit their songs for publishing consideration.
- Songwriter Link – An online music collaboration site connecting together songwriters, composers, producers, and publishers.
- Links page (Songwriter Opportunities) – The Songwriter Opportunities/Links page on the SRN website is one of the most extensive

to be found on the Internet. Here you will find a slew of valuable resources made available to those involved in all facets of the industry.

3000 Records @ <http://3000records.com/>

3000 Records is a Michigan based independent record company that offers a wide array of paid services to help independent get exposure. These include:

- CD Register @ <http://www.cdregister.com/> - A full-scale music promotion service that aims to make your music available to radio stations, print and Internet media, film and television production companies, and record companies.
- Indie 360 @ <http://www.indie360.com/> - A direct radio campaign that places your best song onto a compilation album entitled "Radio Now!" This album is sent to national and international radio DJ's for potential airplay, who in turn are encouraged to contact you directly to request more music if they happen to like your song and want to hear more.
- Unlimited Viewers @ <http://www.unlimitedviewers.com/> - Promotional service that aims to get your YouTube videos and your YouTube music page increased exposure.
- Targeted Fans @ <http://www.targetedfans.com/> - Promotional service that aims to drive traffic to your Facebook Music Profile Page and increase your fan base on the Facebook community.

SongsAlive! @ <http://www.songsalive.org/>

SongsAlive! Is an international organization that seeks to unite together musicians and industry professionals. The organization hosts a variety of events, across a number of different countries, with the idea being that of building a global community of performing artists and industry insiders, collaborating together and learning from one another as part of an interconnected support network.

Vibedeck @ <http://vibedeck.com/>

Vibedeck was at one time rather high up on the list of free music sites; until they began charging artists a fee to create a profile and upload music, at which point a great many folks appeared to jump ship. Still, it may be worth having a look, as the site still does appear to be active.

Wikipedia @ <https://www.wikipedia.org/>

Wikipedia deserves mention here due to the fact that it is one of the Internet's most well-known sites. It will most definitely behoove you as an artist to be featured on Wikipedia, but note that certain aspects of this may be a bit beyond your control. When considering the process, here are a few things to keep in mind:

- Wikipedia is a global Internet encyclopedia, not a promotional site. As such, all content included on a Wiki page must be written from a neutral (third person) point of view, using a somewhat specific formatting of language.
- When considering new content, Wikipedia will only include 'notable' entries. This means that you must be firmly established and have gained some semblance of notoriety as a performing artist.
- Many times, fans of a particular artist whom has achieved a certain level of success will take it upon themselves to create the page on behalf of that artist. Once the page is created and approved, other fans may chime in with their own updates.

The following articles will be of help when considering the ins and outs of this process:

1. <http://diymusician.cdbaby.com/musician-tips/how-to-create-a-wikipedia-page-for-your-bandmusic/>
2. <https://bandzoogle.com/blog/how-to-get-a-wikipedia-page-for-your-band>

5. Mailing List Services:

One of the most important things that you will want to do as a performing artist is to begin gathering together contact information for your fans, as a means of ensuring that you are able to remain in contact with them, and to keep them abreast of your latest news and updates. It is true what they say: Finding your target audience is one of the very best ways to ensure a long-lasting career. Your fans are the ones who will truly take an interest in your career as a performing artist, and they will be the ones who will follow what it is that you are doing; thus, it becomes very important to keep in contact with them, and one of the main ways in which this is done is by employing an easy to use mailing list platform.

Below is a list of some of the more well-known musician-friendly mailing list service sites to be found on the Internet. Each of these sites require that the artist pay a monthly subscription fee to continually maintain this service, while others will allow you to create and maintain a free profile until such time as a certain number of subscribers are attained, at which point the system will require you to pay a fee to continue forward with the services offered. Note also that most (if not all) of these sites include additional features, such as the ability to create customized email newsletter that you can send out to your fans as a means of sharing with them news and updates.

Fanbridge @ <http://www.fanbridge.com/>

Fanbridge provides musicians with an easy way to manage a fan mailing list. They offer customizable fan sign-up forms that can be placed on your website and as well as on other music sites. They also offer easy to use templates that you can use to create email newsletters that will be sent directly to the inboxes of fans that have signed up to your mailing list. A note that Fanbridge charges fees

according to the number of emails sent per month, not the number of subscribers.

GigMailz @ <https://www.gigmailz.net/>

GigMailz is set up specifically for musicians and entertainers, and as such, offers an array of specialized services designed with the performing artist in mind.

MailChimp @ <https://mailchimp.com/>

MailChimp is one of the largest and most popular of all the mailing list services offered across the web. It is not geared towards musicians specifically, but rather, it offers a broad-spectrum array of mailing list features, many of which are more than sufficient for performing artists to create successful mailing and email list campaigns. Note that MailChimp offers a *Forever Free Plan*, which allows you up to 2,000 subscribers and 12,000 emails (monthly), free of charge. Beyond this, you must upgrade your plan, and pay a monthly fee depending upon the scope of the services that you choose.

ActiveCampaign @ <http://www.activecampaign.com/>

Another of the web's larger mailing list service companies, ActiveCampaign charges a fee right from the start, so there is no initial 'free service' which covers a certain number of subscribers.

Constant Contact @ <https://www.constantcontact.com/index.jsp>

Constant Contact offers an array of unique features that, for a small fee, can be added on as you progress in your career and build your fan base.

Mailigen @ <http://www.mailigen.com/>

In a vein similar to ActiveCampaign, there is an up-front sign up fee. Mailigen offers a very easy to use platform, which is a benefit for those who have little to no HTML or coding skill; though it should be noted that a number of the most popular mailing list services are in fact doing all that they can to make it as simple as possible for folks to create successful email and marketing campaigns.

III. How to establish a Facebook Music Profile

It's no secret that Facebook has become the Internet's largest and most popular social networking site. With over 800 million active users, Facebook really has become 'the place to be' on the Internet.

That being said, Facebook was not set up initially to be a site for musicians. Rather, it was set up as a social network, a place for people to connect online. Sites such as MySpace and the now defunct Garageband, (which were among the earliest music profile sites created on the Internet), were set up with musicians in mind, and their templates were designed in such a way that was musician-friendly, i.e., built-in music players, calendar options, easy ways to add and connect with fans, etc. Others such as SoundCloud, PureVolume, ReverbNation, and Bandcamp have followed suit, continuing to streamline the process to make available new avenues of promotion as a means of providing artists with more opportunities to build their fan base.

Facebook has spent years attempting to make its system more musician/artist friendly, and has somewhat succeeded in doing so by adding a feature that will allow you to create a unique Facebook music profile for yourself as an artist or for your band. Content can be added to this profile through a system of 3rd party 'apps' (applications) that will allow you to add a music player and music store tab, upload music videos, upload a link to a mailing list button, post live performance information, upload photos, and easily connect with your other music and social networking sites.

Before beginning, there is one very important thing to keep in mind about creating a Facebook music profile: A Facebook music page is created through, and nestled under, your main Facebook profile, and you have the option of creating multiple Facebook music pages; if you are a part of multiple projects, that is. Most of the 3rd party sites (such as SoundCloud, ReverbNation, etc.) which connect with Facebook are designed on the backend to display the music player (and other similar applications) in such a way that they will allow you to connect each of these sites to a unique Facebook profile/music page of your choosing; but not *all* sites are designed in this way. For instance, if you have a new band with new music that you want to keep separate from your other music projects, you have the option of creating unique profiles on all of these different sites. When attempting to integrate these pages with the Facebook music page of your new band, some sites will allow you to connect directly with a Facebook music page/link of your choosing, while others will only allow you to connect with your main Facebook profile. Sound confusing? That's because it is, as again, Facebook was not originally set up to be musician friendly, so you are essentially a slave to the parameters of the current system. This can get quite complicated, as you may find yourself continually inviting your friends on Facebook to 'friend you' and your new band under a new profile. To avoid confusion, it's best to create one Facebook music page under your main Facebook profile, and to then connect your corresponding 3rd party apps to this one page. This will serve as the main 'hub' for your fans and friends within the Facebook community to stay connected with your music.

Now on to the set-up of the profile page. Here's how it works:

1. Log into your main Facebook profile @ <https://www.facebook.com/>
2. On the menu bar along the top of the screen on your Facebook profile, click on the down arrow, which will open a drop down menu. Select *'Create Page.'*
3. Click *'Artist, Band or Public Figure'*. You will now be lead through all the necessary steps to create a unique Facebook music profile. This will take some time, so be patient.

Once you have created your Facebook music profile page, you can then add a variety of different apps (music player tab, store widget, etc.) through a 3rd party app/widget that is available on a great many of the most popular online music communities listed above. Note that while you ultimately only need to have one music player tab on your Facebook music profile, each one of these apps/widgets is different in appearance and offers different features. You can link to one or all of them. It's your choice.

IV. Latest online music trends

1. Online Music Publishers

More and more, music publishers are using the Internet as a way to open their doors to independent musicians, allowing them to submit their music for licensing consideration. New online music publishing sites are popping up all the time. Most of these sites allow you to register for free and create an online profile, on that features your music, lyrics, bio, photos, and an in-depth description of each of your songs (mood/feel, instrumentation, lyrical themes, etc.). Once you have completed your profile, you will be able to submit to various publishing opportunities. In certain cases, the licensing opportunities that certain of these sites make available carry with them a fee, while others, such as SongTradr, carry no submission fees of any kind. Rather, they will take a cut of any licensing deals that may come about through their site between you the artist and the publisher.

Some online publishing sites will also evaluate your music and will give you feedback in regards to the 'strength' of your songs. Keep in mind, though, that opinions are relative, and any potentially negative feedback that you may receive from a publisher should not deter you from continuing to submit to other online publishing sites. Remember that the music industry is awash with stories of timeless artists whose music was turned down many times over before someone finally took some interest.

Some of the more well-known online music publishers include:

- i. SongTradr @ <https://www.songtradr.com/>
- ii. PRS for Music @ <https://www.prsformusic.com/>
- iii. STIM @ <https://www.stim.se/en>
- iv. Transition Music Corporation @ <http://www.transitionmusic.com/>
- v. Playtunes Music @ <http://playtunesmusic.com/>
- vi. YouLicense @ <http://www.youlicense.com/>
- vii. Music Dealers @ <http://www.musicdealers.com/>
- viii. Songwriters Resource Network - Songwriter Billboards @ <http://www.songwritersresourcenetwork.com/billboards.php>
- ix. Sonicbids @ <http://www.sonicbids.com/> *Sonicbids is a veritable shopping mall of live performance and music licensing opportunities. The way it works is that you create an EPK (Electronic Press Kit), which is essentially a website where you upload your music and give detailed information about your band. Sonicbids works with thousands of venues, festival companies, and publishers world wide, acting as a 3rd party submissions vendor, and offering you the artist the chance to submit your EPK for performance and/or licensing consideration. You will be able to create an account for free, but in order to apply for the many opportunities offered throughout the site, you will need to pay a monthly subscription fee. Note that each opportunity for which you apply will carry with it a fee, which can range from as little as \$5 to as much as \$50 or more.*

- x. ReverbNation @ <http://www.reverbnation.com/> *Reverb Nation deserves a 2nd mention here due to the fact that, in addition to being one of the web's most popular online music communities, they also offer a paid subscription service that provides artists with the opportunity to submit to an array of different licensing opportunities.*
- xi. Hello Music @ <http://www.hellomusic.com/> *As of the time of this writing, Hello Music's online estore is currently closed. However, the website remains up and running, and the company is actively exploring new ways in which to re-launch their rather extensive online community.*
- xii. Broadjam @ <http://www.broadjam.com/> *Broadjam offers a wide array of licensing opportunities, each of which carry with them a submission fee. The site allows you to create an online account and offer your music for sale, free of charge. Again, any services above and beyond this will cost you a fee.*
- xiii. MusicSUBMIT @ <http://www.musicsubmit.com/> *Music Submit is an Internet promotion service that submits your music to genre-specific radio stations, music magazines, record labels, etc.*

2. Tip Sheets and Taxi

If you are serious about diving into the world of professional songwriting, then you will quickly learn that it is a rather tightly knit community of folks who cross-collaborate and connect on a fairly frequent basis. One of the things that many (including the general public) fail to realize is that a great many of the hit songs that soar to the top of the Billboard Charts are not written by the artist whose name and image become known to tens of millions. Rather, it is the songwriters behind the scenes, who do their work in unassuming little rooms, toiling in the craft, whose songs are pitched and subsequently chosen to fill slots in movie soundtracks, TV and media ads, and on the newest smash records of the aforementioned hit musical acts.

One of the main ways in which producers are connected with the proper musical material is through the use of Tip Sheets, through which A&R Reps ('Artist and Repertoire') act as conduits between the songwriters and the producers. The job of an A&R Rep is to identify songs that are a good fit for the project(s) in question, and to then get those songs onto the desks of the producers; again, for use in major motion pictures, in commercials and advertisements, and also as featured tracks on the upcoming records of major label artists. For this reason, the standards for membership into Tip Sheet communities are quite stringent, i.e. they are not open to the general public; though they do offer musical artists the opportunity to submit for consideration. If you as a songwriter are accepted, then you have obviously caught someone's attention, and that you will now have the opportunity to submit to licensing opportunities.

Be aware that many (if not all) of the industries premiere Tip Sheets will carry with them an annual fee, one that runs up into the hundreds of dollars. While this may seem steep, it again presents an opportunity for the industry to further narrow the field. If you are serious about pitching songs, and have in fact been accepted by a Tip Sheet selection committee, then it means that you now have a

foot in the door. All worthy business endeavors require the continued input of financial capital as a means of growth and expansion, and this is no different. Bear in mind that, for all of the Tip Sheets listed below, the receipt of unsolicited musical material is frowned upon. Recall again that this community of songwriters and A&R Reps is much smaller than you might at first think. In order to really begin getting your foot in the door, you might want to consider following a simple, three-step process:

1. First, continue to develop and hone your skills as a songwriter. There are always new tools to be added into your toolbox. The art of songwriting is a life-long endeavor. Keep writing and rewriting, generating fresh, new ideas whose presentation, musically and lyrically, are unique to you as a musical artist.
2. Continue to perform live, and often. Build a solid fan base by tapping into your own unique niche market. Identify your target audience, for they will be the ones who will follow and support your career. Note that most of the industry reps whom are seeking new material are looking out for those artists who have built up a following as active performers, and whose music is generating a buzz. They want to see that you are serious about your career, and are taking the steps to continue to learn as much as you can, on your own, about the art of songwriting, performance, and music business.
3. Spend the time getting your name out there, getting to know folks in the business by attending songwriting and music industry seminars, workshops, etc. Whenever a genuine opportunity presents itself, hand out a copy of your record to those who might be interested in hearing it.

And most importantly of all: Throughout all of this, remain humble. Don't for a moment think that your music is somehow 'beyond reproach'. Take constructive criticism to heart, and take the time to muse upon it. The last thing that the world needs is another artist who lives by the mantra, "*the world owes me a livin*'." That type of an attitude will get you blacklisted in rather short order.

List of Top Tip Sheets:

SongLink International @ <http://www.songlink.com/> *Focuses mainly upon managers, record labels, and artists looking for songs, with a lean towards the pop and other related genres.*

Cuesheet @ <http://www.cuesheet.net/> *A focus upon music for film, TV, and advertising.*

Row Fax @ <http://rowfax.com/> *Takes its name from Music Row in Nashville, TN, and as such, the focus is more upon country music artists seeking songs. Note that Row Fax is also connected with the trade publication Music Row, found @ <http://www.musicrow.com/>*

Others:

NARIP @ <http://www.narip.com/>

Song Alliance @ <http://songalliance.com/> and
Hit Quarters @ <http://www.hitquarters.com/>

SongU @ <https://www.songu.com/>

Taxi @ <https://www.taxi.com/>

Based out of Los Angeles, CA, *Taxi* is one of the world's leading A&R companies, and provides artists with opportunities to connect directly with A&R reps whom are seeking music for a wide array of uses, including major motion pictures, advertising campaigns, new song material for major label artists, and the like. The organization holds an annual conference, known as the *Taxi Road Rally*, which provides artists with a unique opportunity to network with a great many others throughout the business. The company also releases a bi-weekly Tip Sheet, which provides artists with the opportunity to submit their music directly to A&R reps for consideration.

Taxi carries with it a \$300 annual subscription fee, which truly does help in the weeding out process, i.e. if you are serious about your career, and your songs are garnering attention, then looking into opportunities to get your music out there into the mainstream seems like the next logical step. The \$300 annual fee provides you access to their online portal, where you can create a profile, upload your music, and submit to any opportunities that appear to match your music (some of the listings may require that you mail in a physical copy of your CD). Note again that most Tip Sheets contain listings that are quite specific in nature in terms of the type of song that is being sought, i.e. music and vocal style, lyrics, production value, etc. Also be aware that each individual submission carries with it a small fee of \$5. Lastly, the annual fee allows you access to the company's annual Road Rally conference, held in L.A.; which, again, provides you with a tremendous opportunity to connect and to network with some well-known folks who work behind the scenes in the music industry.

The A&R reps whom are connected with Taxi will very often provide feedback to songs that are submitted for consideration. This provides an opportunity for you as an artist to gain an understanding as to why it was that your particular song or songs were not accepted as the finalist for a particular A&R listing. This is valuable feedback that you can use to further hone your skills. But again, remember this: The music business is littered with tales of hit songs that were turned down time and again before they finally found the right fit. So be patient, and bear in mind that a great many of the most popular songs that have been recorded throughout the years were not written by the performers directly, but rather, were composed by the lyricists and songwriters who do their work from behind the scenes, and that oftentimes, songs can sit on a publisher's shelf for years before the right licensing opportunity presents itself.

3. Music Performance and Collaboration Sites

The expansion of the Internet and the creation of newer technologies have provided people the world over with new and exciting ways to connect and share

ideas. One of the ways in which the music business has benefitted in this regard is through the creation of online live performance and collaboration sites.

Live performance websites:

One concept that has been growing in popularity is that of live musical performances streaming in real time. This allows artists to put on a show from the comfort of their own home, and allows viewers to share in the experience and post comments that stream live while the concert is happening. Here's how it works: You the artist sign up with a site that features this type of a live stream, and set a date and time to put on your performance. Viewers who wish to 'attend' the performance will pay a fee to gain access, and will log on to view your performance, (again, in real time), on the specified date and time. Not only are you sharing a live performance with your fans in a unique way, but you are also making money by doing so!

A few of the more popular sites that currently offer this type of a service are:

- i. Stagelt @ <http://www.stageit.com/> - Stagelt is unique in that the priority is placed upon the unique nature of the live performance itself, i.e. performances are not recorded for later playback, so you really get the feel of being there to experience the event, in real time. As with other sites, the viewer has the option of 'tipping' the performer.
- ii. UStream @ <http://www.ustream.tv/> - This site is set up for all types of live streaming broadcasts.
- iii. StreetJelly @ <http://www.streetjelly.com/> - StreetJelly is set up as a virtual 'busking' network. Artists are paid out for their performances through PayPal. Along with tuning in to the actual live concert, the site allows the viewer to purchase 'tokens', with the majority of the proceeds going directly to the artist (this is akin to dropping a 'tip' into the hat/jar/guitar case of a live street performer.)
- iv. Concert Window @ <https://www.concertwindow.com/> - Here, the performer is able to set their price for performance, or allow the viewer to pay what they want. There is also an option to 'tip' the artist for their performance.
- v. Gigee @ <http://www.gigee.tv/gigee2.html> - As of the time of this writing, the company is preparing to launch its newest 'Version 2.0' platform. The site also features for sale an ebook dedicated to this very subject, i.e. making the most out of the Live Stream concert experience - <http://www.livestreammakemoney.com/>

Collaboration Sites:

Another concept that has gained steam in recent years is that of music collaboration sites, which provide artists from around the globe the opportunity to

jam, co-write, and create music without necessarily needing to be together in the same room at the same time.

Each one of these sites works a bit differently. For instance, some of these sites allow artists to meet online and jam together in real time, while others provide artists with the opportunity to collaborate together by contributing their own unique ideas to a song or songs as part of a 'co-writing' process, and then having those tracks made available for online site contests. Still other sites allow you to share music files back and forth, thus creating a 'virtual band' of sorts.

Below is a list of some of the more popular collaboration sites to be found on the web. Keep in mind that some sites are free, whereas others charge a fee, so be sure and read through each site to find out which ones work best for you.

- i. eJamming @ <http://www.ejamming.com/>
- ii. My Online Band @ <http://myonlineband.com/>
- iii. Kompoz @ <http://www.kompoz.com/music/home>
- iv. Indaba Music @ <https://www.indabamusic.com/>
- v. OhmStudio @ <http://www.ohmstudio.com/home>
- vi. Bandhub @ <https://bandhub.com/>
- vii. BandZilla @ <http://gobandzilla.com/>
- viii. Splice @ <https://splice.com/>
- ix. Jammr @ <https://jammr.net/>
- x. BandLab @ <https://www.bandlab.com/>
- xi. Songwriter Link @ <http://songwriterlink.com/join/>

4. Digital Download Cards

Digital download cards provide a unique way to connect with fans. A digital download card is essentially a small card that you can sell or hand out for free. The card offers unique graphics, (designed by you the artist), and includes a discount code as well as a website URL written on the card. The code offers your fans the opportunity to go online and download your music from a particular website or music vendor, such as I-Tunes. The download card will offer some sort of incentive, such as the opportunity to download at least one track for free, and may also offer someone the chance to download your album or buy your merchandise at a discounted price.

You will need to purchase digital download cards from a company that produces these types of cards. Some of these companies will allow you to create a unique music page on their website. The URL for this site will be listed on the download card, and will act as the place where fans will go to take advantage of the incentives offered on your card. You may also have the option of embedding the features of this page onto a website of your choice, such as your own personal artist website. Many disc manufacturing and merchandising companies now offer digital download cards, as well. Each company works a bit differently, and offers different pricing parameters, so be sure and read through these pages before selecting one company with which to work:

- i. Dropcards @ <http://www.dropcards.com/home/>
- ii. DigitalDownloadCard @ <http://www.digitaldownloadcard.com/>
- iii. ProCard @ <https://www.procards.com/>

- iv. IndieCards @ <https://bandsonabudget.com/indiecard-digital-download-cards>
- v. CD Baby Download cards @ <http://members.cdbaby.com/music-download-cards.aspx>

5. Band/Artist Website Creation

With all of the new music websites and online music communities popping up on such a frequent basis, it is important to have one main site that will act as an online hub for you as a performing artist. Some folks have used sites such as Facebook and SoundCloud for this purpose, but you as the artist are forced to work within the specific template parameters of these sites, and are limited in terms of what exactly you can post. Having your own website enables you to design a site from scratch, one that will allow you complete control over content and site arrangement. You can also provide links on your website to the various other communities across the Internet where your music is featured (Facebook, Twitter, YouTube, Instagram, iTunes, etc.).

There are a few different ways to go about creating your website:

- I. Sign up with a web hosting company. You will 'buy' your domain name and pay a monthly or yearly fee to maintain your site. You are then free to build out your site in any way that you wish. Many web hosting companies are now offering 'template building' options, which allow artists who are not skilled in web design to work with pre-designed templates to easily create individual pages on their websites. If you are hoping to have a website that features more 'bells and whistles', (web animation, complex graphics, etc.), then it probably is a good idea to hire an independent graphic designer to work with you to create the type of website that you envision. If you do decide to hire a graphic designer to build out your site, bear a few things in mind:
 - a) The more complex the graphics on a website become, the more difficult it can become to manage the site on your own, especially if you have limited HTML, web animation, and web design skills.
 - b) Bear in mind that Flash animation is not an acceptable platform on most handheld MAC products, including iPhones, iPods, iPads, etc. Apple itself refuses to work with Flash, and thus, if your site does in fact feature any type of Flash animation, those graphics will not load for those who are viewing your site on any of MAC's handheld devices. Most of the newest browsers are also no longer compatible with Flash. What good is a fancy site with lots of graphics if millions of wireless and desktop users cannot view it? As of the time of this writing, it appears that HTML5 and JavaScript have taken the lead as the leading scripting programs, so if you do decide to work with a web developer, be certain that they are employing the most current and up-to-date script coding and software. It would also behoove you as an artist to continue to keep track of the most

current versions of Internet programming language, to ensure that your site remains up to date.

II. If you do not wish to sign up with a web hosting company, there are sites on the Internet that offer music website creation and hosting services. When you sign up with this type of a service, you will be working within their pre-designed templates, and will not have quite as much freedom as if you were starting your own site from scratch. The good news is that several these sites are designed specifically for musicians. A few of the more popular sites are:

- HostBaby @ <http://hostbaby.com/>
- Bandvista @ <http://www.bandvista.com/>
- Bandzoogle @ <https://bandzoogle.com/>
- WordPress @ <https://wordpress.com/>
- BlueHost @ <https://www.bluehost.com/>
- Wix @ <http://www.wix.com/>
- Squarespace @ <https://www.squarespace.com>
- GoDaddy @ <https://www.godaddy.com/>



V. Creating a Crowdfunding Campaign

The advent of the Internet has seen an enormous upswing in terms of musicians taking control over their own careers. No longer do performing artists need to rely on major record labels as the main source for funding the creation of a record or a music tour. One way in which artists have been able take their careers into their own hands is through Internet fundraising campaigns. Several sites have popped up across the web which allow artists to ‘create a campaign’ to raise money to record an album, go on tour, invest in merchandise, and so on. The way it works is that artists will set a fundraising goal, and will offer incentives to those who choose to donate to their cause. These incentives are incremental, meaning that the more money one donates, the more attractive the incentives. For example, many artists are offering a free in-house concert to those to who donate at the highest gift-giving level.

Below is a list of some of the sites that offer this service. Each one works a bit differently, so be sure and search through each site and get an understanding of how they work before choosing one with which to begin your campaign:

- IndieGoGo @ <http://www.indiegogo.com/>
- Kickstarter @ <http://www.kickstarter.com/>
- Pledge Music @ <http://www.pledgemusic.com/>
- RocketHub @ <http://www.rockethub.com/>
- SlicethePie @ <http://www.slicethepie.com/>
- GoFundMe @ <https://www.gofundme.com/>
- ArtistShare @ <http://www.artistshare.com/v4/>
- Patreon @ <https://www.patreon.com/>



VI. How to properly set up your digital liner notes (Metadata)

Metadata are your digital liner notes, also known as a digital ‘fingerprint’. In its simplest form, metadata is the information that appears in or on your digital music player when a CD is inserted into a computer or when a sound file is imported into, or downloaded onto, an entertainment device such as an iPhone, iPad, or a television. As more music shifts to digital format, e.g., mp3’s heard on iPhones and computers, it is important for musicians to have complete and consistent metadata. This will help to expand your fan base by allowing listeners to see your name and the name of your song and album, (and any other relevant information, including album artwork), when they listen to your music. Without inputting proper metadata, the information that will be conveyed to listeners will most likely appear as “Track 01” from “Unknown Artist” from “Unknown Album”.

There are a few main ways to input metadata for yourself as an artist, as well as for your songs and your album(s):

- 1) Gracenote CDDB (Compact Disc Database): The Gracenote Database is a massive information recognition network that provides relevant information about vast types of digital data to a wide array of digital media devices, including computers, home entertainment systems, mobile devices, and automotive music and video players. The database provides a free and simple way for you the artist to input your information and submit it for inclusion, which ensures that your name and all relevant information regarding your music pops up each and every time your music file is played on any of the above devices.

The process for uploading your content is fairly straightforward. All you need is a computer with an internet connection and a valid music software program, as well as a final mastered copy of your album. Depending upon what type of a platform you are using, (Windows or MAC), there are a few different music software programs that will open up when your CD is inserted into the computer (I-Tunes, QMP, or Winamp). A simple Google search using the keywords ‘*how to upload my music to the Gracenote database using iTunes/QMP/Winamp*’ should provide a variety of different helpful links. Please note that different versions of these software programs may work a bit differently in terms of how exactly information is entered and submitted, so a bit of searching around on your part within a system such as iTunes may be necessary in order to locate the information and submission tabs. Included below are instructions that will walk you through this process using iTunes 11, though the process may work a bit differently on later versions of iTunes.

If any issues should arise at any point throughout this process, i.e. for some reason, your track information does not update on the database, you can attempt to contact Gracenote directly: <http://www.gracenote.com/> Scroll to the bottom of the screen to locate the appropriate ‘Contact’ link.


How to update your album information on the Gracenote database using iTunes 11:

Step 1: Insert the CD into your computer. iTunes will open automatically. When it does, do not import the tracks.

Step 2: Once the album pops up in iTunes, select/highlight all of the tracks.

Step 3. Right click and select 'Get Info'. A screen may pop up which states, "Are you sure to want to edit information for multiple items?" Be certain to select 'Edit Items'.

Step 4. Click the 'Info' tab that appears in the new pop-up window. Here, you will be able to update your information, including Artist Name, Album Title, Composer, Genre, Year of release, etc. Once completed, hit 'OK' at the bottom right of the pop-up window.

Step 5. Now that all of the appropriate information has been imported, select/highlight all of the tracks once again, and hit the 'Options' button located at the top right of the iTunes screen. It will look like this: 

Step 6. Click 'Submit CD Track Names'

Step 7. Another window may pop up, asking you to select a different Genre from the one that you had previously chosen. If this happens, then choose the appropriate musical style, and hit 'OK'. Your music will then be sent off for submission into the Gracenote database.

NOTES:

Some folks have stated that, in order for the changes to be effective, you must also, in addition to changing the information by highlighting all tracks at once, go track by track to update the info. However, it appears that this step may be redundant, as it does appear that highlighting all tracks at once, right clicking, and updating info appears to do the trick.

One user had this to say concerning the final step of this process: "in iTunes 12, the option to submit track names has moved to the gear icon in the upper right of the UI. The process should be the same, where you update track names, add the album artwork, then submit."

One other item of note is that of the submission of Album Artwork, which does appear as an option on the 'Info' tab. Double clicking in the square box labeled 'Artwork' will bring up an option for you to upload a photograph of your album cover. However, the process does not appear to work as it should. The reasons for this are unclear, and it appears difficult to get an answer online as to why this is.

- 2) AMG (All Music Guide): The AMG is a vast online library of music that contains details of recorded music, including artist name, album titles, tracks titles, contact information, and more detailed liner notes. It is often used by different platforms and online merchant sites as a way to gather metadata information. Their direct URL is: <http://www.allmusic.com/>

*Link to Product Submission page:
<http://www.allmusic.com/product-submissions>

To get your information up on the site, you must mail a copy of your CD, along with any relevant promotional materials (artist bio, press releases, etc.) to their Product Submission department at:

Product Submissions
TiVo Corporation
100 Phoenix Drive, Suite 201
Ann Arbor, MI 48108-2202

You must also send them an email containing artist and release images (in JPEG format, and at least 300 pixels wide): content.music@tivo.com

Once your album has been received, all relevant information will be manually inserted onto the site by an administrator. Note that because of the sheer volume of CDs that AMG receives on a daily basis, it will take time to get your album up onto the site.



VII. How to properly license and clear cover songs for recording use

It's true what they say: People are often drawn to the familiar. There is a reason why certain songs have stood the test of time, and continue to be listened to and performed on a global scale decades and even centuries later. Making cover songs a part of your repertoire as a musical performer provides a wonderful way to catch people's attention and to grow your fan base, as well as to expand your range of opportunities as a performer.

Until recently, licensing a cover song for use on a recording, i.e., performing and recording your own unique version of someone else's song, was an extremely arduous and expensive procedure that was essentially beyond the scope of most independent musicians. However, the enormous demand put forth by artists to record cover songs has led to the creation of an online licensing system. For a small fee, (plus royalties garnered from the recording and subsequent sale of the song), you can purchase a mechanical license that will allow you to legally record a cover song on your own album without worrying about the original rights holders taking some sort of action against you. Note that certain online digital distributors (such as those listed earlier) will also do the work for you, i.e. you pay them a small fee, and they will handle all of the back-end work as part of their cover song licensing service. This includes ensuring that all mechanical royalties are paid out to the publishers.

To take advantage of this opportunity, you have a few options:

Easy Song Licensing @ <http://www.easysonglicensing.com/>

Loudr @ <https://loudr.fm/licensing>

HFA (Harry Fox Agency) Songfile @

<https://secure.harryfox.com/public/songfile.jsp>

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VIII. Registering with a Performing Rights Organization

The function of a performing rights organization (PRO) is to collect license fees from businesses, such as restaurants and shopping venues, which play music on-site to enhance customer experience. The fees that are collected are then distributed as royalties to songwriters, composers, and publishers. Within the United States, there are three performing rights organizations:

ASCAP @ http://www.ascap.com/	<i>Affiliation open to all artists</i>
BMI @ http://www.bmi.com/	<i>Affiliation open to all artists</i>
SESAC @ http://www.sesac.com/	<i>Affiliation by selection process</i>

A fourth PRO, SoundExchange @ <http://www.soundexchange.com/>, collects royalties for non-interactive, digital music usage from sources such as satellite and Internet radio, cable TV music channels, and similar streaming platforms. You are able to register with SoundExchange regardless of whether or not you are a member of one of the three major PRO's listed above. Once you register with SoundExchange, you will also have the option of signing up to become a member. Registration for both is free. Note that certain digital distributors may also handle this for you, i.e. as part of their collaborative package pertaining to the delivery of your music to retail music sites across the web, you can also opt in to allow the distributor to collect on your behalf any royalties which may be garnered through SoundExchange. A few notes regarding PRO's:

- ASCAP and BMI have open enrollment, whereas SESAC has a 'selection' process for accepting new applicants. SESAC is the smallest of the three organizations, and makes more of an effort to set up a personal relationship between the artist and a company rep.
- When joining a PRO, you can register as both a writer (songwriter) as well as a publisher. These represent two separate and distinct accounts. All three PROs allow you to register as a writer free of charge, but BMI charges a fee of \$150 to register as a publisher (neither SESAC nor ASCAP charge any fees to their members). Whichever PRO you ultimately choose, it is wise to register as BOTH a writer and as a publisher, as it's important, even in the early stages of your career, that you take control of your publishing rights. **(For more information regarding this, please see 'Chapter X: Setting up your own record label and publishing company').*
- You are only allowed to join one of the three major Performing Rights Organizations at a time. You can make a switch, but there is a process involved in doing so. You must contact representatives from both the PRO you are switching out of as well as the PRO you are switching into to find out what is involved.

IX. How to copyright your music through the United States Library of Congress

Registering a copyright for your original songs is a crucial step in ensuring that your music is protected under the law. Without it, anyone anywhere can ‘steal’ your song and claim it as their own. If it were to come down to a legal fight over ownership, the one thing that matters in a court of law is a valid copyright form from the U.S. Copyright Office. This is the one sure way to protect your sound recording.

There are two ways to register your songs: Either via snail mail by filling out and mailing in a Form CO, or online through the Electronic Copyright Office. The snail mail application will cost you \$55, whereas filing electronically will cost you \$35. These fees are higher if the copyright belongs to more than one individual, i.e. if you yourself are not the sole copyright claimant, such as in the case of a collaborative work. Regardless of which method you choose, the entire process will take up to a year or more to be completed, so please be patient. It’s important to note that if filing electronically, you will receive an electronic receipt immediately after filing, which can be used as proof to show that a copyright has in fact been filed.

- To register via snail mail using a Form CO, visit:
<http://www.copyright.gov/> - Click on the ‘Register’ tab at the top left hand portion of the screen
- To register via the Electronic Copyright Office, visit:
<https://copyright.gov/registration/>

Important Notes:

1. There does exist something known as a ‘Poor Man’s Copyright’, in which an artist will mail him/herself a copy of the record, and then leave this package unopened. This, as some say, provides all the legal basis that may be needed. The copyright office has this to say concerning ‘Poor Man’s Copyright’:

“The practice of sending a copy of your own work to yourself is sometimes called a “poor man’s copyright.” There is no provision in the copyright law regarding any such type of protection, and it is not a substitute for registration.”

The decision as to whether or not to pay the fee and receive a legally binding document from the Copyright Office is entirely up to your discretion as an artist.

2. When registering a copyright, it is important that you register both the Title of Work Being Registered (album name) as well as each individual track (Contents Titles). This is all part of the same process, so it can all be done at one time, as part of the same one-time fee. When working through this process, follow the copyright instructions carefully to ensure that you are registering the work in this fashion.

X. Setting up your own record label and publishing company

Setting up your own record label is a fairly straight forward process, and will most definitely add a sense of professionalism to you as a performing artist. In order to set up your own record label, you must:

1. Obtain a business license from the city in which you live. The easiest thing to do is to contact your City Hall's main office and ask them which office handles business licenses. There will be a small annual fee that accompanies the opening and maintenance of a business, usually around \$50, that will need to be renewed each year. Once you pay the fee, you will be sent a business license in the mail. It is important that you keep this in your files. Note that each year upon renewal, some offices do not automatically send a new hard copy of your business license, so it's important to call the office when you renew your license to make sure that they send you an updated copy of your business license.
2. Run a DBA ('doing business as') advert in a local newspaper. This will carry with it a small fee, usually around \$35. It's important that you obtain a copy of the newspaper in which your ad is run, and to keep this in your files. Purchasing this advert is a one-time deal, and it is not something that you need to renew annually. The office at which you purchase your business license should be able to provide you with information about whom to contact at your local newspaper in order to run this advert.

Note: Some communities also require that you purchase a Seller's Permit if you are going to be making any sales of your own items. Usually, Seller's Permits carry a small fee, and must be renewed every three years. Check with the local office at which you purchase your business license to find out if this is required by your city.

Once you have set up your record label, it is advisable that you hire a designer to create a digital logo and letterhead for your business, which you can then post across the web as well as on your CD packaging and all applicable artist merchandise. If you are design savvy, you can also do this yourself. It will serve as a unique type of brand recognition by which people will recognize and associate you with your music.

Setting up your publishing company is something that can be done as part of signing up with a Performing Rights Organization (see *Chapter VIII: Registering with a Performing Right's Organization*). Note that your publishing company must carry with it a different *ending* name than your record label. For example, if you choose to name your record label 'Cool Tunes Records', you must choose a different end name for your publishing company, such as 'Cool Tunes Music'. Note that PRO's do not allow you to use the word 'Records' as part of the name of your publishing company. Two of the three Performing Rights Organizations

in the U.S., ASCAP and SESAC, do not charge a fee for opening up a publishing company, whereas BMI does in fact charge a fee of \$150 for doing so.

Note: The topic as to whether or not to sign over publishing rights to a publisher who shows interest in your music goes beyond the scope of this guide. Some artists are adamant about holding onto their publishing rights, while others are more than willing to surrender these to a publisher if a promising opportunity arises. Regardless, it is still wise, in this day and age, to have your own publishing company, as more and more opportunities are arising every day for artists to submit their music for licensing consideration without having to go through a major publishing company to do so.



XI. How and why to set up a business bank account

If you're serious about making a career out of being a professional musician, it's very important that you keep a careful record of all of your income and expenses. One way to simplify this process is by opening up a Small Business Checking Account. This will allow you to keep your funds garnered as a performing artist separate from all other types of cash flow. This will be important when you file your taxes at the end of the year.

Some banks offer free small business checking. Which bank you ultimately choose to work with is entirely up to you, but smaller banks or credit unions do have their perks, as customer service tends to be more personable, and it is easier to find free business checking in places outside of the big banks.

Another reason why opening up a small business checking account is important is because of the fact that it provides a place for your Performing Rights Organization, your Digital Distributor, as well as online publishers to deposit funds. Your PRO will ask for your bank account number, as will some of the online publishing sites with which you happen to register. The entire process of payment is simplified if you have one main bank account for all such matters. As one famous songwriter so aptly put it, "*I perform and the universe sends me checks.*" It's best for those "*checks*" to all be routed to one place. It will save a great deal of time and effort on your part as well as on the part of your accountant at the end of each fiscal year.



XII. A final note about the importance of live performance

So now you've established a solid online presence. Your album has been released and is being offered up for sale on the largest music retailers in the world. Your profile is posted to an array of sites across the Internet, and you've submitted your music to several online publishers for consideration. You've begun to build a vast network of digital friends and digital fans. So now what?

The bottom line is that while an online presence can be important in creating success in today's market, it will neither replicate nor replace the experience of live performance. While sites such as Stagelt and UStream allow you to put on concerts from your home, you should in no way see this as a replacement for an actual live concert at a venue where fans come to hear you play. This is a tangible, organic experience. No digital device, no matter how sophisticated, can eclipse the feeling of connecting with a live audience. As one great singer/songwriter once put it, *"When you perform live, you are sharing a gift with your audience."* It is both an exhilarating and a necessary experience; not to mention the fact that it remains the single best way to build up your fan base.

So while you are spending countless hours in front of your computer establishing your presence on the Internet, do not neglect your responsibilities as a live performer. Play out as often as you can, and be ever on the lookout for opportunities to perform in front of new audiences filled with folks who have not yet heard your music. Get folks to sign your mailing list, and email them to thank them for signing up. Sending news directly to a person's email inbox remains the best way to keep fans abreast of your latest news and updates. Hand out business cards. Construct a creative merch table set-up at your shows that stands out and draws people in, one that will make them want to approach you and possibly buy your album. Think about bringing your laptop computer to your performance, setting it up at your merch table and allowing fans to upload your songs (or your entire album) onto their mobile devices (for a fee, of course). Bring your 'A' game to every performance. You never know who might be listening. And always remember: No online music campaign, no matter how bold or expansive it happens to be, will make up for a lack of ability as a live performer. Your ability to capture a crowd in a live setting will be the deciding factor in whether or not you are able to sustain a lifetime career as a performing artist.
