KICKSTART YOUR MUSIC LICENSING CAREER

In 7 Days

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GET YOUR MUSIC LICENSED
Music licensing is a bit of a buzz word in the music industry.

It’s made out to be this miracle revenue stream for indie musicians, but the specifics of what it is and how to even go about starting to license your music remain a grey area.

So in this guidebook I’m going to break it down into just four steps (in seven days) - four steps that will start you down the road of licensing your music.

This is exactly what you need to do to get your music licensed. No fluff and no extra unnecessary steps. This isn’t going to be complicated or difficult. Seven days is all you need to get started.

I’ve broken it down to the essential information you need to start - without the boring stuff and legal talk to scramble your mind. (That being said, if licensing is something you want to seriously pursue, you should do some research into the legal stuff and the deals available to you. This guide is a kickstart - something to get you started in the right direction.)

Here’s your challenge. Work on the steps in this guidebook for 1 hour EVERY day for 7 days.

I can guarantee if you put the work in for the next 7 days, you’ll start seeing results within the next 30!

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How Many Songs Do You Need?

Before we get started, I want to make sure you have at least 3 tracks (songs and/or instrumentals) recorded and exported as mp3 files.

These are the tracks you will be submitting for licensing opportunities. While quality is important, it’s vital that you don’t let yourself get bogged down by the pursuit of perfections.

The songs you submit should be as good as you can make them right now with the tools and resources you have available.

In the licensing industry, you’ll learn a whole lot more by submitting your songs now instead of waiting until you’re “ready.”

So, if you don’t have 3 tracks ready to go: stop reading this and go make some music!

If you do have 3+ recorded tracks: read on!
Day 1 & 2: Prep Your Tracks

Sit down and pick 3-10 tracks you’re going to be focusing on for the next 7 days.

These can be songs and/or instrumentals in whatever genre you are most comfortable with. It doesn’t matter as long as the production quality is good (friendly reminder: *good does not mean perfect*).

If you’re not sure about production quality, *move forward anyway*. You’ll find out soon enough ;)

For each of those tracks go through these four steps:

1. Export an 320kpbs version of the track
2. Export a WAV version of the track (24bit; 48kHz is pretty standard for most music libraries)
3. Input the correct metadata (including song title, artist name, album name if applicable, year, genre, contact details in comments section with email address, phone number and website if applicable). You can add metadata directly when exporting from your DAW, or in iTunes.
4. Create a spreadsheet where you write down the following information (song name, description, keywords for mood & genre, similar artists’ names).

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I know, making spreadsheets is not exciting work but it’s a really important step - one that I do not recommend skipping. Once you start submitting to music libraries you’ll see that they all ask you for the same type of information over and over again. Copy/Paste will be a savior for time management.

That's all you need to do for day 1 and 2. Easy, right?

If you’re getting all worked up and making up excuses and reason to quit now... Try to keep a few things in mind:

1. **Don’t let the production quality of your tracks stop you** (within reason of course: don’t go sending obviously flawed mixes). What I mean is don’t procrastinate with the excuse of being a perfectionist ;) If you're not sure, send them anyway.

2. **Don’t worry if you don't have a professional looking email address.** A gmail address has never stopped anyone from doing business!

3. **NO, your music doesn't need to be on Spotify, Pandora, etc. to be considered for music licensing opportunities.**

Basically stop making excuses!

A lot of people will tell you that you need a website, a strong social media presence, an album, a big catalogue, an agent, a professional mastering engineer, etc. to start...

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You don't need ANY of those things. They *might* help but you don't *need* them.

Focus on the music and you'll be fine. All the rest is mostly fluff when it comes to music licensing.

Ok, onto step 2...
Day 3: Register With a PRO

It's absolutely essential that the tunes you select are registered with a Performance Rights Organization or PRO.

*If you already know what a PRO is and have already registered your songs with yours, move on to day 4 now or use the day to write some great music ;)*

PROs are the organizations that ensure you get paid royalties when one of your songs is performed on radio, TV, etc.

That means, if your song is used in a TV show, you not only get the sync fee, but also backend performance royalties via your PRO.

In the US, the PROs are ASCAP, BMI, and SESAC. In the UK it’s PRS. SACEM is the one in France.

You only need to register with one PRO. I registered with PRS when I was living in London. Even though I’m currently living in Paris, I haven’t had to register with the French PRO. PROs around the world collaborate with each other to collect royalties in their territory and coordinate with other PROs to get the composers paid.

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There’s no need to be fancy about it. Just register with the PRO of your choice.

Check out this list of PROs to find out the options in your part of the world.

Now I can hear some of you getting ready to scream WHAT ABOUT COPYRIGHT?!!!!

Well, here’s my take on copyright: you don’t need it right now.

NO YOU DON’T!

SERIOUSLY! Get over yourself!

With the scores and scores of music being uploaded on Youtube, Spotify, Soundcloud, etc. every single day (in 2012, Soundcloud users were uploading 10 hours of music every minute), what do you think the chances are of YOUR music being exactly what a horrible little thief person needs right about now?!

Second question: what if you had your song copyrighted and someone stole it from you and made money with it... what are the chances that they would make bucket loads of cash with it?!
Third question: if they did make bucket loads of cash with it... could you afford to spend years in court (making advance payments to lawyers)?

Now, of course, it’s your call and it’s your responsibility. I’m just spouting off my opinion here. I’ve decided that, for my music, copyrighting is not worth my time and money. I may live to regret it.

By all means, get every single one of your songs copyrighted if you like. Just make sure you’re not using this step as an excuse not to move forward, like an entrepreneur who registers an LLC before having a product to sell.

Anyway, now you have 3-10 tunes ready to go, you’re registered with a PRO and you’ve registered the 3-10 tunes with that PRO.

Let’s move on to step 3.
Day 4 - 5 : Research Music Libraries

Here's a list of 8 music libraries.

1. Audiosparx
2. indie Trax
3. Jingle Punks
4. Luck Stock
5. Audio Jungle
6. ProductionTrax
7. Jamendo
8. First Com

Of course, there are plenty of other libraries that you can find with a simple search on Google. Search for keywords like “stock music”, “production music”, “music library”, etc.

Next, take a couple of hours to visit each of the websites and do your research. That means:

1. Analyze the music they already have and ask yourself if your music is an obvious fit or if there's a gap in their catalogue you might be able to fill.
2. Find out how to submit music to them (you’ll usually find the information on the FAQ or contact pages).

3. Find out if they sign tracks on exclusive or non-exclusive deals. If it’s obvious from their website that they’ll want exclusivity of the songs they accept, I would skip it.

Unless you’re already experienced in music licensing and know the risks and rewards of exclusive deals.

You’ll notice that I’ve deliberately only included libraries that offer non-exclusive deals. Especially if you’re just starting out with music licensing, these kinds of deals are probably best.

Why?

When you sign a song to an exclusive deal, that library is the only one authorized to license that song. That means if they forget about you or don’t care (which can definitely happen), you won’t be making any licensing money from that song and you won’t be able to submit it for any other opportunities.

Exclusive deals can be something you may want to experiment and look into in the future when you’re more familiar with the licensing industry, but for now, I highly recommend forgetting about them.

While you’re doing your research, there are a couple of things I want you do to:

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1. Write down on a piece of paper the name of the music libraries that you want to send your music to

2. Create a “Music libraries” folder in your browser’s favorites and add the submissions/FAQ page of every library you’ve selected.

Now let’s get SERIOUS!!! Step 4!!
Day 6 - 7: Submit, Submit, Submit!

Just do it! SUBMIT YOUR MUSIC!

When you're submitting music to a library, *always* follow the submission guidelines detailed on their website. They took the time to write them, you should take the time to read and stick by them.

That means if they ask for a minimum of 4 tracks and you only have 3, wait until you have another tune to offer. If they ask for streaming links of individual tracks, don't send them attachments or links to a playlist.

I know, I know, that's just common sense. And yet, scores of musicians don't put in the time or effort to actually follow the simple guidelines of music libraries. *Don't be that person.*
The Next Steps

Now you have a super simple roadmap that will get you started in no time. It's only a 7 hour commitment spread out over 7 days.

That's about as easy as I can make it.

There's no easy side to this business - no “get rich quick” gimmicks. Music licensing is about as easy as it gets: it doesn't cost a dime and you can do it from anywhere - including the comfort of your own home.

If your schedule is packed right now, schedule a 7 day period in the near future where you commit to this and set a reminder.

Pro tip - There's no rush. If you only have time to focus on 1-3 tracks at a time, do that. You can always go through this 7 day process over and over and slowly build up your catalogue available in music libraries.

If your schedule is clear, go for it NOW! No excuses!
7 Day Music Licensing Checklist

Day 1 - 2: Get Your Tracks Ready
☐ Export MP3 and WAV files
☐ Input metadata
☐ Create catalog spreadsheet

Day 3: Register with a PRO
☐ Choose a PRO
☐ Register songs
☐ Update your catalog spreadsheet with PRO info

Day 4 - 5: Research Music Libraries
☐ Are there any gaps or niches that suit you?
☐ Check submission guidelines
☐ Identify terms of the licensing deals they offer
☐ Make a list or bookmark libraries that look promising

Day 6 - 7: Submit Your Music!
☐ Submit to the libraries you identified
☐ Follow all library guidelines
☐ Update your catalog spreadsheet with your submissions

That’s 4 simple steps in 7 short days. What’s your excuse now?
Really, let me know. I’m curious!
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Get Your Music Licensed

Hopefully this seven-day guide has helped you kick yourself into gear. But, this is just a first step.

If you want to turn licensing into a reliable income stream, you need to learn more about the industry, submit to more opportunities, grow your catalog, and build your network.

If you want more guidance, check out the Get Your Music Licensed Program. Here’s what you get:

- 35 licensing video lessons plus templates and planning tools
- Start licensing your music in just 6 weeks
- Turn music licensing into a killer income stream
- Get 100+ vetted music licensing leads
- Stop feeling overwhelmed and lost by the confusing licensing industry
- Get vital support and feedback on your tracks and songwriting
- BONUS creativity and songwriting module to help you build your catalog quickly

I Want to License My Music!

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Create the Music Career of Your Dreams

I want to help you keep up the momentum and give you the resources you need to be successful in your music career. That's why I'm giving you a personal invitation to join me in the New Artist Model online music business training program.

Together we'll learn about what's working in music right now and how other artists are achieving success, and we'll put a plan in place that's specific to your goals and your career.

- Complete self-paced online music business training program
- Start living the life in music you desire on your OWN terms
- Develop an action plan to turn music into a sustainable career
- Create multiple revenue streams to support your career
- Find the 20% of your activities that generate 80% of your results
- Put together a team of people devoted to helping you succeed
- Get your social media, gigs, income, and MUSIC all working together in harmony
- Get record labels, agents, and publishers interested in you and your music
- Get better gigs, grow your audience, and build your brand

Yes! Help Me Make Music My Career!

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