

**URBAN**  
DEVELOPMENT

X

**CMU:DIY**

# GETTING STARTED AND BUILDING A TEAM

CMUdiy.com

**RE:CAP**

CMUdiy.com

HOW DO YOU MAKE MONEY FROM MUSIC?


**INTELLECTUAL PROPERTY**


**LIVE PERFORMANCE**


**FAN RELATIONSHIP**

## IP PRODUCTS

  
Musical Compositions  
Lyrics  
PUBLISHING RIGHTS

  
Sound Recordings  
Music videos  
MASTER RIGHTS

  
Artwork  
Photography  
ARTISTIC RIGHTS

  
Band Name  
Band Logo  
TRADEMARKS

## IP PRODUCTS

© SONGS

© RECORDS

© MERCH

© MERCH & BRAND  
EXTENSIONS

## YOUR FAN BUSINESS

**you + your music + your shows**

Recordings

Merch

Tickets

**SELL THEM STUFF!**

Premium Products

VIP Experiences

Subscriptions

**your fanbase**

MEET THE MUSIC BUSINESS

## THE MUSIC INDUSTRY

### MUSIC RIGHTS

Record Label

Music Publisher

Merchandiser

### LIVE INDUSTRY

Booking Agent

Promoter

Ticket Agent

### FAN BUSINESS

Direct To Fan

Brand Agency



# THE IMPORTANCE OF ARTIST MANAGEMENT

## THE MUSIC INDUSTRY

MANAGEMENT (+ lawyer and accountant)

### MUSIC RIGHTS

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Merchandiser

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**GET:STARTED**

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# CMU:DIY

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BUT WHAT EXACTLY DO WE MEAN BY DIY?

[CMUdiy.com](http://CMUdiy.com)

## WHAT DO WE MEAN BY DIY?

- Artist community has talked a lot about ‘DIY’ in the last decade.
- Because digital channels make it easier to distribute and engage.
- And labels sign new artists later - so you have to DIY at the start.
- But we don’t really mean ‘do it yourself’.
- There isn’t time - and you’ll need other talents on your team.

## WHAT'S THE END GAME?

- Some artists see DIY as the end game - they want full control.
- But most DIY artists still ultimately want to get signed.



## COLLABORATION IS KEY

- The best music is nearly always a collaborative effort.
- But collaborate with who?
- Other musicians, singers, songwriters, producers...
- How do you find these people?
- Try before you buy... and be clear on the deal from the off.
- Consider: costs, income, copyright.

## BUILDING A TEAM

Photographer

Videomaker

Artist or Designer

Blogger

Geek

Networker

Admin Genius

- You need a team beyond other music makers.
- Can you build a DIY team?
- But... what is in it for everyone else?

## ORGANISING THE BUSINESS

- Think about the money, before there is any money.
- Bank account?
- Limited company?
- Accountant?
- Though don't think about it TOO much!
- Get creating...



## BUILDING THE BRAND

- What's your brand?
- This includes your visual identity: name, logo, artwork.
- But it's more than just that: what do you stand for?
- Brainstorm your brand.
- Then think about domains, email, social profiles.
- And what it means for your music, your content and your look.

## GETTING YOUR MUSIC OUT THERE

- Where is your music right now?



## GETTING YOUR MUSIC OUT THERE

- Firstly, monetise your YouTube channel.
- Get your content on iTunes, Amazon, Spotify, Apple Music etc.
- And don't forget to sell direct-to-fan.
- Be realistic about sales - but selling your music is a statement.
- What music? Think like a label.

## THINKING SOCIAL

- You need to build a fanbase.
- At the outset this means: gigging and social.
- Which social media? Depends on fanbase.
- You need to hook in existing fans. What's the incentive?
- And then get them to share...

## CREATING CONTENT THAT PEOPLE SHARE

- Think: what goes viral?
- Beyond your music, what other content can you create?
- Photos and videos share more than words.
- Interact with fans, give them a reason to shout about your music.
- Interact with other artists, big up DJs, journalists, labels, shows.

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