

URBAN
DEVELOPMENT

X

CMU:DIY

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
EXTENTIONS

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

Record Label

Music Publisher

Merchandiser

LIVE INDUSTRY

Booking Agent

Promoter

Ticket Agent

FAN BUSINESS

Direct To Fan

Brand Agency

GET:STARTED

CMUdiy.com

CMU:DIY

BUT WHAT EXACTLY DO WE MEAN BY DIY?

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.

CONNECTING WITH MEDIA

- Music media can help you reach new audiences, and industry.
- There is generally a hierarchy: blogs | web | magazines | newspapers.
- Always start with new music sites, columns and writers.
- With radio, be realistic: what shows can you hear your music on?
- Media like an 'event': select your very best tracks for an EP.
- What's your story?

CONNECTING WITH BRANDS

- Are brand deals only for the biggest pop stars?
- What brands like new talent? What brands like your genre?
- Look for existing schemes and channels.
- What will they want? Content, performance, social, endorsement?
- What will they give? Money, stuff, profile?
- Sync operates at all levels, but you need a rep - eg Sentric Music.

CONNECTING WITH THE MUSIC BUSINESS

THE MUSIC INDUSTRY

MANAGEMENT (+ lawyer and accountant)

MUSIC RIGHTS

Record Label

Music Publisher

Merchandiser

LIVE INDUSTRY

Booking Agent

Promoter

Ticket Agent

FAN BUSINESS

Direct To Fan

Brand Agency

CONNECTING WITH THE MUSIC BUSINESS

- Ultimately you will want business partners.
- Which partners? Probably starts with great management.
- How do you connect with the music business?
- What will future business partners look for?



cmusignup.com



cmudiy.com



cmuinsights.com

CMUdiy.com

URBAN
DEVELOPMENT

X

CMU:DIY