

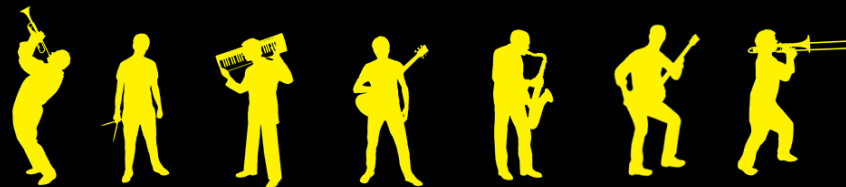
# San Gabriel

## **Making Your Music Your Business**

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*Music The Way Its Supposed To Feel!*

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**You only get ONE  
chance to make a first  
impression**

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**In the absence of facts,  
PERCEPTION becomes  
reality.**



# Leadership

**The ART of influencing people  
to perform at the best of their  
ability.**



# **Management**

**The SCIENCE of using  
resources efficiently.**



# Overview

- Business is...
- Goals
- Getting Started
- How to succeed
- Tools
- Important Topics
  - Rights organizations (ASCAP, BMI, APRA etc.)
  - Licensing
  - The Grammy Committee
  - Publishing
  - Unions

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**Business Is...**

?



# **Business is...**

The art (or science) of being compensated for creating your music.





# **Business Is...**

What can you be compensated for?



# Compensation Sources

- Performances
- Physical CDs
- Electronic Sales (iTunes, Amazon etc.)
- Radio Play (Mechanicals)
- Publishing Your Original Music (Royalties)
- Licensing Your Original Music
- Streaming (Pandora, Spotify)
- Arrangements
- Clinics
- Endorsements
- TV/Movies
- Personal Appearances

**Be Creative – Find New Ways!**



Any successful business venture  
**REQUIRES** strong leadership **AND**  
management.

Are you a “band” or are you a **BAND**?



# Musical Goals

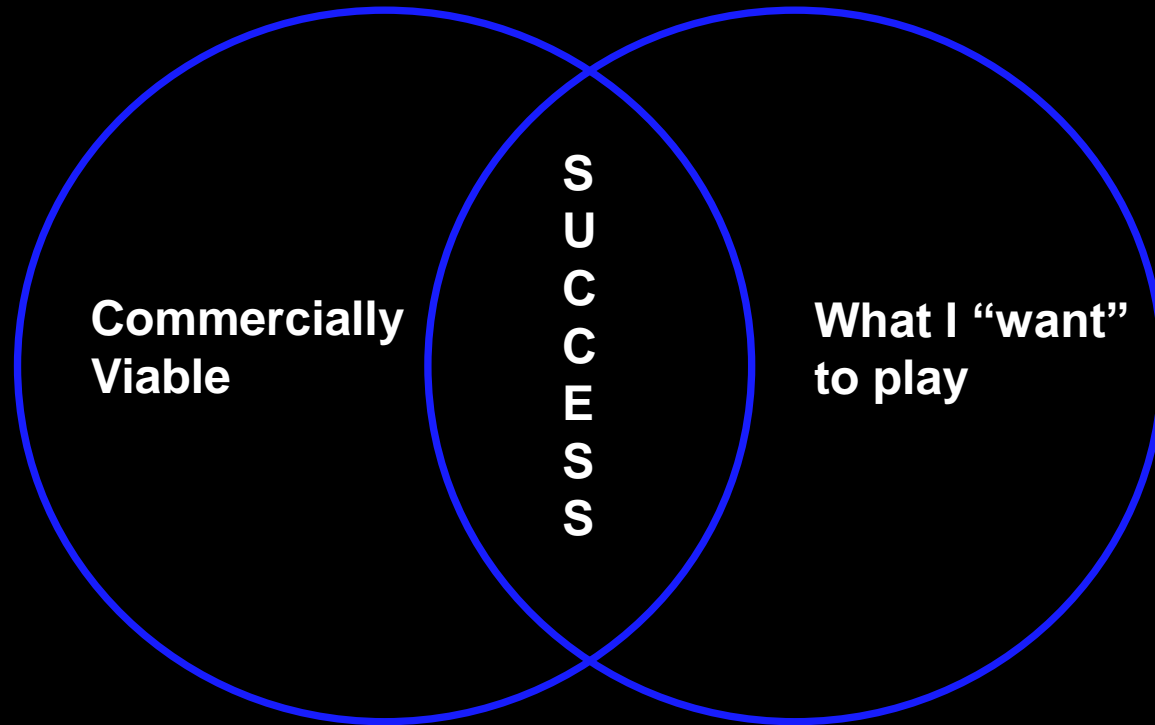
What you “want” to play versus what is commercially viable.

SG7 → Jazz/Latin/Funk

(Goals may change)



# Musical Goals



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# Getting Started



# Getting Started

Once you make the decision to “go pro”, here are some things you **MUST** do.

## 1. Become an entity

- Corporation – I recommend “Publishing”
  - Limited Liability, Type “S”, Type “C”
- Consult a tax expert
- Open a **SEPARATE** bank account and track **EVERY** expense!



# Getting Started

## 2. Establish your product

- Decide what you will do  
(performance/casual/style etc)

## 3. Start Marketing

- Branding
  - Logo, catch phrase etc.
- Advertising

## 4. Get the gig!





# Gigs

- Casual
  - Background/Dinner Music
- Performance
  - All about YOU!!!
- Specialty
  - Weddings
  - Certain Corporate Events
  - Parties
- Need a contract?

**Your GOALS decide which of these you choose to do.**



# Getting Gigs

- Local gigs
  - Use resources (lajazz.com, event sites etc.)
  - Invite reviewers
- Out of town gigs
  - Use local resources (guest a local artist)
- Festivals
  - Purchase an international festival list and send a packet
- Clinics
  - Join music educator associations
  - Participate in educator conventions
  - Participate in the NAMM Show



# How To Succeed

- Don't be afraid to fail
- Don't compromise your principles
- Have a plan!
  - Financial plan
  - Musical plan
- Be CREATIVE



# Promoting your group

- You **MUST** have a good booking agent or have the ability & time to book yourself.
- Facebook, Website, Twitter, email Lists
- Feature well known guest artists
  - Bill Watrous, Eric Marienthal etc.
- Press kit, flyers, postcards etc...
- Build relationships – keep in touch, **NETWORK!!!**
- Recognize and exploit opportunities
- Merchandising
- Others?

**PICK YOUR SPOT!**



# Tools

- Contract
- Gig Checklist
- Stage Plot
- Invoice

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# Important Topics



# **Rights Organizations**

- ASCAP, BMI, APRA-AMCOS
- Manage licensing & collect royalties for their members musical works.
- You **MUST** be a member in order to receive royalties.



# Licensing

- In order for you to use someone's original work, you **MUST** purchase a license!
- Song Trust, Harry Fox – these organizations make licensing easier.
- Most independent musicians use an organization like Song Trust (fewer restrictions)





# Grammy Association

- For PUBLISHING companies
- Once a member, you can submit up to 9 works (CDs) in 9 categories for award consideration.
- Rules – must have **THREE** distinct publications (not your own).



# Publishing

The MOST compensation comes from the publication of ORIGINAL works.

- As a publishing company, you receive royalties for the sale of rights of your “catalog”
- Usually a 50/50 split with the writer(s)



# Unions

- Use them if it is required in your area
- They are designed to “protect” musicians
- Some Benefits
  - Pension plan, rehearsal studio, legal protection
- Use for BIG events (studio work etc).
- Protect your musicians
  - Single Engagement Limited Appearance (SELA) contract.
  - Allows for pension/insurance payments to professional musicians



# Conclusion

- Understand the environment!
- Follow your plan

**Have Fun!!!**

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Questions?