

## Teaching Content // Marketing & Promo

### Day 1 - (3 hours)

#### Understanding Music Industry

- Introduction to music business
- Copyright
- Performance Rights Organizations
- Royalties (payments)
- Collecting all your royalties
- Composition vs Sound Recording
- Sound Exchange
- Optimizing Revenues

### Day 2 - (3 hours)

#### Crafting Artist's Identity

- Developing an artist's identity
- Creating a Press Kit
- Building engaging social presence
- "Must do" before releasing your music
- Creating a brand out of your project
- Finding your niche

### Day 3 - (3 hours)

#### Releasing Music Independently

- Distributors
- Publishing Services & Publishers
- Creating your own label
- Artists Roster
- Booking agency
- Label's Website
- 3 months release plan
- Charting your track on Beatport
- Printing music on Vinyl

### Day 4 - (3 hours)

#### Promotion Tools

- Contacting big labels, bloggers and influencers
- Promotions Tools (SoundCloud, Instagram, YouTube, Submithub)
- Radio Promotion
- Mastering Reddit
- Mailing List
- Sell music successfully
- Getting Playlisted (Spotify, Deezer, Apple Music)
- 30 days promotion plan

### Day 5 - (3 hours)

#### Releasing on a Record Label

- Major Labels vs Small Labels
- How to sign a deal with a Record Label
- How do record labels pay
- What should a record label provide?
- Analysis of Music Industry today
- Booking Agencies

### Day 6 - (3 hours)

#### Alternative Ways of Monetizing your Music

- Sample Pack world
- Feature your Music on a TV Show (Netflix, HBO)
- Foley for series & Films
- Create Tutorials Channel (Udemy)
- Music Licensing