Najor Steps To Increase Your Record Label's Profits

MUSIC MONEY MAKEOVER



Cash rules everything around me C.R.E.A.M. get the money dollar dollar bill y'aaaall

~ Method Man (Wu-Tang Clan)

10 Steps in a Glance















Name Search

Unique name for branding









10 Steps in a Glance





All artists who own their personal record labels or small-time investors who own a record label want one thing to make money with the music they create and own. The root of your issue lies in the inability to run your record label properly due to the faulty structure, or the hope and prayer it was built upon.

Currently, you may be losing money due to the fact that you are missing royalties or you probably made some money and taxes came to bite you in the rear your first year, causing you to fall back to zero.

Either way, this has gotten you into a place of frustration worrying about the fact that your dream may never come true.

New entrants into the music business shouldn't have to worry about failing at their dreams just because they don't know how to run a record label that makes enough profits to live on.







I understand where you are because I was in your shoes maxing out credit cards and dragging myself back to the drawing board while having to get a job to regroup. Can you imagine having Grammy's and multi-platinum status, having to start over with your family wondering why you haven't been working with the latest and greatest artist? I can tell you it's a blow to the ego.

If there's one thing I found out it's this... Many people employed by the music industry will tell you the opposite of what you need to hear just so they can feel like they know what they're talking about.

and understand...



Your main problem starts at the core of your operation. I've helped many artists get started and get record deals or remain successful independents because of my strategies. So I want to give you a sneak peek into the foundation of that world.





No matter how much you hear, "Oh just go to Distro Kid and create your account", to start your record label this is DEAD WRONG!! You will need an LLC to house your copyrights and trademarks, collect your royalties for tax benefits, and much more. This is stop number one for why you're losing profits. If you ever want to save on taxes and secure and protect your assets, get loans, or working capital to fund your label, you will need an LLC.

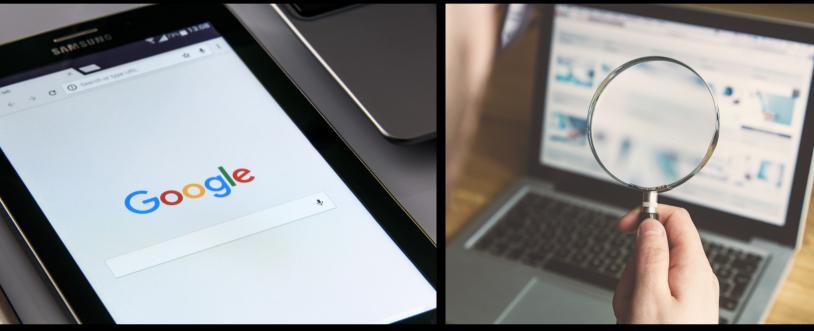
Bank Account Money Managment



The second problem is you're co-mingling your funds into your personal bank account. You're probably thinking, "I don't need a business bank account because If I only make an extra \$20,000 or less a year on my royalties I should be able to just drop it into my personal account right?" Wrong! If you're making more you're already in trouble and taxes will kill you at this point.

When you start to make this much money and you can't keep an account of what you spent to make the money or where the money came from, the IRS comes knocking. You can't secure business funding and you will have headaches for months trying to sort out how to build it back up the right way from where you messed up!





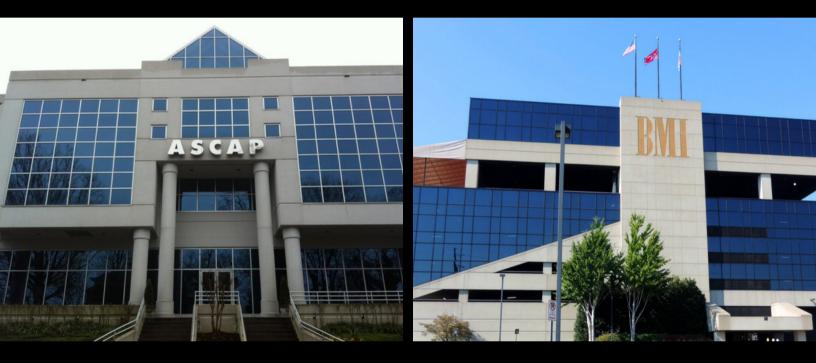
The number three leak on funds in a record label is branding across the board for your artist. Your Instagram page doesn't match the YouTube or website and the real kicker is the record label's social media pages are posting content that should be on the artist pages. The fans can't find you everywhere easily and this causes a massive drop in revenue. The name of your artist should be clear across the board for proper exposure while they're on the come-up. This is necessary for building your digital assets and digital real estate to get the most leverage out of your label and the artist brands that it holds.





Having too many incompetent hands in the pot leads to paying too many people. Keep your circle small and tight to minimize extra expenditures. When you start letting too many friends and family on board things get funny when the money starts coming. It brings more headache and dysfunction to an operation that hasn't spread its wings yet.





Contrary to popular belief PROs like BMI or ASCAP are not publishing companies but they will require the LLC that we talked about earlier to form a publisher's account. See what I'm saying! Everything starts with an LLC!

Most DIY, artist-run, and small indie 360 deal labels collect their own publishing. So, If you run your record label yourself or you're a Record Label that collects publishing for your artists, you will need this account. However, you can't just have this account and think that they will automatically pay you. You've got to do our next step.





This is one of the main steps music creators and owners lose cash flow on... Improper registration. You must register your songs here to receive money on our next three steps. The PRO is also the foundation of the next three tips. Without this registration going in first the next three accounts can't be validated!



You may not know it but registering your share of a specific song at the MLC is a way for you to get paid mechanical royalties monthly and add more cash to your flow! When you use my 60-Day Record Label [™] system getting this money is effortless.





Did you know Music Reports holds the worldwide license to pay you mechanical royalties for TikTok? Many songs do very well on TikTok all for nothing because many artists and labels leave the money on the table. Music Reports is a private company that collects mechanical royalties through direct licenses with select DSPs like Amazon Music, Apple Fitness, Peloton, and Tidal.





The Harry Fox agency issues mechanical royalties for Facebook, Youtube, and many other outlets they also collect your mechanical royalties worldwide! Plus they pay out monthly as well.

Here's the thing you can't do this without an LLC. Also, you will begin to see the risk involved with holding all of these accounts under your personal name. Let's continue!

1 Sound Exchange

As a Record Label Owner or Artist, when you register your recordings here you will receive more cash flow from the digital performance of your sound recordings! Think Pandora, Beats Radio (Apple Music), Dash Radio, iHeart Radio, Music Choice, Sirius XM, and more. Pretty much all the stuff you can't press skip on. Usually, when you're running your marketing campaigns things get put into rotation and you may not even know about it. So, there for you will need Sound Exchange to collect those royalties.

SOUND EXCHANGE

How do I get started?

I knew you would ask this!

Listen, If this all sounds great to you let me be the first to say we've made all of this super easy for you to do in 60 Days or less! Though it may seem like you can do this right now on your own the truth is it would take you about 6 months to do all of this if you're lucky and 12 months on average if you don't know the proper order of operations.

To get this done right there is a magic sequence so all of your accounts can be interconnected with each other and communicate with each other the right way.

We break all of this down in our 60-Day Record Label[™] Framework step by step so you can properly build the foundation of your record label and publishing company, remove the middle man, and increase your cash flow massively!

What makes the 60 Day Record Label™ so great?

It's the only system of its kind right now that exists to help you build a record label quickly and fast! With all of the necessary information and knowledge compiled in one place so you don't miss any steps!



Doesn't "All You Need To Know About the Music Business" cover this stuff?

Though "All You Need to Know About The Music Business" is very thorough on the legal aspects of the music business it never gets you up and running. There is so much left hanging in mystery.

Is this really necessary? Will this stop my progress if I don't jump into the course right away?

Put it this way, when you start your journey things may start moving very fast for you and because you didn't have your business set up in the beginning, you will begin to have hangups in all aspects of your business, because everything is attached to these accounts and structures.

- Introduction 1 step
 - Timeline & Total Start-Up Costs
- Preliminary Work 5 steps
 - What is a Limited Liability Company?
 - Company Name Research (Live Example)
 - LLC Setup: NAICS Number
 - Structure: Members vs Managers
 - What is a Corporate Veil?

• LLC Registration - 8 steps

- Virtual Mailbox
- Business Email
- Business Phone
- Registered Agent vs Yourself
- \circ EIN Number
- Operating Agreement
- Operating agreement walkthrough w/ Rocket Lawyer!
- Filling out your W-9

Collection Accounts - 10 steps

- Bank Account
- Cleaning house
- Distributor Accounts
- Sound Exchange: Rights Owner Registration
- Sound Exchange: Performer Registration
- ASCAP vs BMI
- BMI Writers Registration
- BMI Publishers Registration
- ASCAP Writers Registration
- ASCAP Publishers Registration
- Mechanical Royalties 2 steps
 - The MLC Registration
 - Music Reports Registration
- More Mechanical Royalties 1 steps
 - The Harry Fox Agency Registration

- You made it! 1 step
 - $\circ\,$ Welcome to the Record Business
- Song Registration 12 steps
 - ISRC & UPC Purchase and registration
 - Copyright Registration (Unpublished Works)
 - Copyright Group of Published Musical Works
 - Copyright Group of Published Sound Recordings
 - Copyright Registration (Standard Application)
 - BMI PRO Registration
 - ASCAP PRO Registration
 - The MLC Registration
 - Music Reports Registration
 - Harry Fox Agency Registration
 - Sound Exchange Registration
 - Media Base Registration
 - All Music Registration

- Song Management (Split Sheets) 2 steps
 - Standard Split Sheet Walkthrough
 - Master Split Sheet

Producer Agreement Walkthrough - 13 steps

- Introduction, Disclaimer, and Contract Download
- Warranties Sections 15, 14, 13, 12, 11
- Contract Definitions
- Preamble, Engagement, and Recording Procedure
- Formulas (Compensation)
- Rights Transfer (Acquisition)
- Musical Composition (Song)
- Mechanical Licenses
- Accounting
- $\circ\,$ Name & Likeness, and Credit
- Signature Page
- Sound Exchange Letter Of Direction
- $\circ\,$ What to remove for use

 Standard 360 Contract Walkthrough - 22 steps

a.360 Contract Introduction & Download

- b.Disclaimer & Signature
- c.36-37 Legal Representation & Leaving Member
- d.32-35 Ind. Contractor, Mediation, Amendment...

e.27-31 Approval, Assignment, Successor...

- f.23-26 Warranties & Representation...
 - Definitions
 - Preamble & Engagement
 - Term & Options
- g.3-4. Services & Recording Requirements
 - Record Production & Expenses
- h.6-7. Artwork & Video Rights
 - Master & Video Ownership
 - Distribution
 - Featured Artist
 - Mechanical License

• 12-15. Co-Publishing

- Merchandise Licensing
- Tour Expenses

• 18-19. Royalty Collection and Income

- Royalty Accounting
- Name & Likeness, Trademarks, Websites

Let's Get to it!

Click this link <u>https://www.musicmoneymakeover.com/60-day-record-label-</u> <u>course</u>

Click Start Now

Chose your payment option at the bottom and click join

Create an account

Check out

Tomorrow I'm going to send you more information on the course just to make sure you understand the immense amount of value that is being offered inside.

Bringing your vision to life

Once your company is set up you'll never have to worry about what you didn't do once you start blowing up!

This relieves the stress and headaches of putting others in charge to set your company up the right way and I guarantee you they still won't get it right.

You can now focus on growing the company instead of piecing it together.

All accounts will be in place from the beginning which means your record label will have the proper foundation it needed from the start.

I forgot to mention your company will also be setup for some intro-level business funding after you complete this course.

Lastly, on paper, you'll look like the professional company you've always wanted to be! Plus you'll feel a sense of achievement, and you'll begin to see the vision you had come to life.



Not setting your business up the way we do it in the 60 Day Record Label[™] Course can cause you to lose necessary cash flow from your business to keep operating, ultimately losing it to the black box after 3 years of time wandering around trying to figure out how to get all the money from your music.

This is the core engine of your operation why not build a Ferrari instead of a Ford Focus?

At the end of the day!



Casey Graham Author | Speaker | Coach Strategist | Entrepreneur

If you got this far chances are you were feeling like maybe this is too much and I really can't build the record label for myself as an artist or as a new music exec. Maybe this is only meant for those who know what they are doing. Now I hope that you really see that it is possible and those other artists and music executives were no better than you when they were getting started. It's just that now you have their foundation at your fingertips so there is no excuse to be the best new force in the music industry of the very near future!

I'll see you on the inside!! Casey Graham



