



# MAKE MUSIC? MAKE MONEY!



10 WAYS TO GET PAID

[m.me/yourmusicgigs](https://m.me/yourmusicgigs)

[yourmusicgigs.com/ebooks](https://yourmusicgigs.com/ebooks)

# WELCOME!

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Chances are, if you are reading this eBook, either you have not yet identified your revenue streams, or you are looking to expand your current ones, or you are yearning to learn more.

Before we begin, please be informed that. I wrote this ebook as a basic introductory guide for fellow entry level to mid level career musicians with the primary intention of providing a brief synopsis of some revenue streams you may want to consider when developing your earning portfolio.

*In this eBook, you will receive 10 revenue streams. For those who are looking for a more in-depth and/or customized experience, I suggest the following resources:*



[Click Here to View](#)

I was once asked the question, "what do you think makes a hobby musician a professional musician?" The question seemed easy to answer in my head, but when it came to defining the parameters, I was at a loss for words. So after some time thinking about it, and debating it with fellow musicians, the answer became quite clear.

The answer? MONEY.

And as always, time = money. This guide will help you save some money and some time by trimming the fat, so you can start to embark on your music and money journey.

During the course of this eBook, if you have questions, please feel free to message us at [m.me/youmusicgigs](https://m.me/youmusicgigs)



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# Publishing



[ Song Creation & Placement ]  
[yourmusicgigs.com/publishing](http://yourmusicgigs.com/publishing)



## DEFINED AS

Publishing is the act of getting your music played in a commercial space such as in TV shows, stores, video games, etc.

## \$ BREAKDOWN

There are various forms of music publishing. The 5 common types are:

- **Individual Song**

[you are paid for the use/ownership of the copyrights of this song.]

- **Co-Publisher**

[artist and publisher split the ownership rights to a song. Hard to get, but definitely possible.]

- **Exclusive Songwriter**

[you are paid a set rate and you must hand over all ownership of the material created during this contracted time.]

- **Administration**

[you engage in an agreement with a publisher where they work to get your material placed. You still own the rights to your music, but they now own a right to administer it.]

- **Foreign sub-publishing**

[this is similar to an administration arrangement, except it is conducted in overseas markets. Sometimes overseas markets are more receptive]



## GET STARTED!

Step 1 > [click here](#)

To get started, I suggest that you purchase our Publishers Database.

Step 2 > [click here](#)

We also suggest that you have your P's & Q's in order before contacting anyone. Complete our Publishing P's & Q's Worksheet.

Step 3 > [click here](#)

Publishing done properly can make an artist/band tons of money. We suggest setting up a private consult to discuss before you submit anything.



## YMG PRO TIP

We always suggest that you do your research and cultivate a well developed intro email prior to contacting any Publishers. Remember, sometimes you only have one chance!



# Grant Money



[ Individual | Non-Profit | For-Profit ]

[www.yourmusicgigs.com/grants](http://www.yourmusicgigs.com/grants)



## DEFINED AS

Grants are non-repayable products or funds that are often distributed by government departments, corporations, foundations or trusts to individuals, non-profit companies or for-profit entities, educational institutions or businesses.

## \$ BREAKDOWN

There are generally two types of grants that you can obtain:

### • Categorical Grants

[you are paid or reimbursed for specific purposes in which you outline in your proposal.] There are two types:

- Project Grants
- Formula Grants

### • Block Grants

[you are paid or reimbursed for a very broad purpose. There are not as many strings attached.]



## GET STARTED!

Step 1 > [click here](#)

To get started, I suggest that you download our Grants Database.

Step 2 > [click here](#)

We also suggest that you have your P's & Q's in order before contacting Grant Foundations. Complete our Grant Worksheet.

Step 3 > [click here](#)

Grants written properly can make an artist/band some decent money. We suggest setting up a private consult to discuss before you submit anything.



## YMG PRO TIP

We always suggest that you do your research and cultivate a well developed grant application prior to contacting any foundations. Many of these foundations have applicants that have been applying for years, so your competition may be strong.

You need to set yourself apart from it and we can help!

[ Multimedia Platforms ]

[www.yourmusicgigs.com/streaming](http://www.yourmusicgigs.com/streaming)



## DEFINED AS

Streaming is a multimedia that is presented to a viewer through the delivery of a provider such as Spotify, Pandora and YouTube.

### \$ BREAKDOWN

When your music is played, you get paid!

#### Case Study: Spotify

Spotify pays around .00397-.0084 for each stream. Of course, this depends on a few other variables

- The country people are streaming an artist's music
- The artist's royalty rate.
- The premium pricing and what that translates to monetarily in different countries.
- Spotify's # of paid users as a % of total users; higher % paid, higher "per stream" rate



### GET STARTED!

Step 1 > [click here](#)

To get started, I suggest that you download our Streaming Platforms Database.

Step 2 > [click here](#)

We also suggest that you have your P's & Q's in order to earn. Complete our Streaming Worksheet.

Step 3 > [click here](#)

You will not get paid for streaming until you register your music with a digital distribution company that will aggregate streaming information for you. Contact us for assistance.



### YMG PRO TIP

We don't always recommend the commonalities that the music industry operates by. There are other platforms other than Spotify that have more users and pay artists more for streams.



# Merchandise



[ Clothes | eBooks | Stickers ]  
yourmusicgigs.com/merchandising



## DEFINED AS

Merchandising is leveraging your intellectual property by implementing it in various media forms.

### \$ BREAKDOWN

There are hundreds of thousands of ways to merchandise your brand. Here are a few things to consider when choosing the right medium:

#### Cost of Production

- What is the cost of production for the specific product in which you are creating?  
Be sure to factor in additional variables such as shipping, human error, marketing, customer service, maintenance and unsold items. To optimize market capitalization, ensure that the cost of production is at least less than 50% of the total net profit. ie: If the cost to create is \$5, be sure to get at least \$10 (net profit.)

#### Test Your Product

- Always create samples of each item that you want to incorporate in your merchandising catalog. Yes, it is tempting, and often times cheaper to order in bulk. However, you can lose a lot of time and money in doing so. Do not let bulk pricing or optimism overtake logic and practicality.

#### Define Your Customer

- Think about the age, location, demographic, likes and interests of your fans. Then design the product.



### GET STARTED!

Step 1 > [click here](#)

To get started, I suggest that you download our Merchandising Database.

Step 2 > [click here](#)

We also suggest that you have seriously thought about your merchandising goals in order to truly profit. Complete our Merchandising Worksheet.

Step 3 > [click here](#)

Be sure that you have setup your company properly and that your operating system is sound. Contact us for assistance.



### YMG PRO TIP

Often times you will see something that your competitor is selling and want a piece of the action. However, remember that your fan base may be different than your competitor's fan base.

[ Influencer to Consumer ]  
[yourmusicgigs.com/advertising](http://yourmusicgigs.com/advertising)



## DEFINED AS

Content is Queen and Engagement her spouse. We are in the consumer age where advertisers are looking to social media and digital influencers in order to sell their products.

## \$ BREAKDOWN

There are many different ways to get paid when working with advertisers. A few to name:

- **Product Plugs** are often used in promoted content such as music videos, photos and even in songs.
- **Cross Collaboration Promotions** are used to leverage both the advertisers and influencers platforms.
- **Dedicated Email Blasts** are used when dedicating a whole email to an advertiser. If you attract a niche, the numbers of your subscribers are high, and your engagement levels are high, chances are you can get paid some decent money.



## GET STARTED!

Step 1 > [click here](#)

To get started, I suggest that you download our Advertiser Leads Database.

Step 2 > [click here](#)

We also suggest that you have your P's & Q's in order to earn. Complete our Advertiser Worksheet.

Step 3 > [click here](#)

You will not get the time of day if you don't have a business presentation that is concise and clear. Contact us for assistance in developing your presentation.



## YMG PRO TIP

Again, your first chance may be your last chance. Be sure that what you are presenting is a win for both you and the potential advertising investor. We highly suggest you contacting us prior to contacting potential advertisers.





# Sponsors



[ Business Deals | Philanthropy ]  
[yourmusicgigs.com/sponsors](https://yourmusicgigs.com/sponsors)



## DEFINED AS

Sponsors are those who provide you investment money. Some do so for a return on investment, while others for philanthropic purposes.

### \$ BREAKDOWN

Landing a sponsor should be a beneficial win for both parties. Here are a few things to think about when soliciting a Sponsor:

#### Financial Gains

Is your Sponsor looking to make a profit on their initial investment? Be sure to outline this in your contract agreement.

#### Philanthropic Gestures

Is your Sponsor willing to invest in your future due to personal convictions? Be sure to also outline this in your contract agreement.

#### Background Check

Before conducting any business negotiations with a potential Sponsor, be sure to research their background and take your time before signing any agreements. Remember, you roll with dogs, you get fleas.



### GET STARTED!

Step 1 > [click here](#)

To get started, I suggest that you download our Sponsorship Leads Database.

Step 2 > [click here](#)

We also suggest that you have your angle read to be pitched. Complete our Sponsorship Worksheet.

Step 3 > [click here](#)

You will not necessarily be contacted right away if your business or pitching angle isn't professional and cohesive. Contact us for assistance.



### YMG PRO TIP

Sponsorships, especially Philanthropic Sponsorships are some of the most sought out revenue streams for music artists. These streams can generate HUGE money for artists. We highly suggest contacting us for a private consultation before contacting potential Sponsors.



# Songwriting



[ Ghost Writing | Co-Writing | Song Creation ]

[yourmusicgigs.com/songwriting](http://yourmusicgigs.com/songwriting)



## DEFINED AS

Creating music instrumentation and/or lyric compositions.

### \$ BREAKDOWN

There are many ways to monetize off of songwriting. Some of them include:

#### Publishing Agreements

When creating songs, you are creating content that can be monetized through publishing arrangements.

#### Write for Other Artists

There are also opportunities for you to write songs for other musicians and artists.

#### Create Commercial Material

Various business entities are looking for audio that can best represent and sell their product.

#### Sell Your Songs to Buyers

Entrepreneurs are frequently on the hunt for new material they can purchase and solicit.



### GET STARTED!

Step 1 > [click here](#)

To get started, I suggest that you download our Songwriting Leads Database.

Step 2 > [click here](#)

We also suggest that you have your P's & Q's in order to earn. Complete our Songwriting Worksheet.

Step 3 > [click here](#)

You will not get paid for songwriting if you do not understand how to create and who to create for. Contact us for assistance.



### YMG PRO TIP

There are hundreds of ways in which you can approach creating a song. Be sure to nail down your goal, and how you will accomplish achieving your goal. For example, know your market and who you are catering to. Or if this doesn't appeal to you, create amazing music and then determine that later on.



# Website



[ Engagement | Drive Traffic | Convert ]

[yourmusicgigs.com/websites](http://yourmusicgigs.com/websites)



## DEFINED AS

Your online presentation  
of your music and your brand.

### \$ BREAKDOWN

You should think of your website as your main hub, or the brain of your business. When all of the trends are surfacing and disappearing, your website remains a constant. Here are a few tools in which you will need in order to monetize your website:

#### Demographic Stats

Potential advertisers want to know what types of crowds you are attracting. They want to know things such as their age, location, gender, spending patterns and more.

#### Traffic Stats

- Be sure to analyze your daily, weekly and monthly traffic, as this data plays an integral part of advancing your career.

#### Engagement Stats

- Nowadays engagement speaks the most volume, and when I say volume, I mean very active engagement rates pay the most. This is because advertisers know that you have genuine humans interested in your product.



### GET STARTED!

Step 1 > [click here](#)

To get started, I suggest that you download our Website Monetization Database.

Step 2 > [click here](#)

We also need you to be structurally sound before building. Complete our Website Development Worksheet.

Step 3 > [click here](#)

There are some functions of a website that are needed, and some that are not as necessary. Priorities change as tech nuances develop by the very second. Contact us for assistance.



### YMG PRO TIP

There are various website providers that do not require html coding and will provide you an award winning sight.

HTML coding require time and knowledge, which require more money. If you have the money, by all means. However, if you don't, no worries! Contact us to design your website.



# Licensing



[ Mechanical/Public/Sync/Print/Blanket/Master Recording ]  
[yourmusicgigs.com/licensing](http://yourmusicgigs.com/licensing)



## DEFINED AS

Licensing is when a talent buyer leases copyrighted material.  
There are six variations of licensing.

## \$ BREAKDOWN

There are six types of music licenses that you should consider. They are:

### 1. Mechanical

These are paid when one physically reproduces a copyrighted work such as vinyl, cassette and CD productions. Your payment is generally negotiated on the front end of the deal.

### 2. Public Performance

- This includes airing music on the radio, live performances recorded for TV or film, as well as playing recorded performances in public spaces. This is where your PRO comes into play.

### 3. Synchronization (Sync)

- Sync licenses are used when pairing copyrighted audio with visual mediums such as films, commercials and advertisements. Your payment is usually negotiated on the front end of the deal.

### 4. Print Music

- This is copy written music that is arranged in print form. Print royalties are the least common of all, but easy to keep track of.

### 5. Blanket License

- This license allows for the consumption of a catalog of copyrighted material that is registered with that specific PRO. Each PRO requires a separate license.

### 6. Master Recording License

- This license permits one to use audio that has been pre-recorded, so long as it is not altered.



## GET STARTED!

Step 1 > [click here](#)

To get started, we suggest that you download our Music Licensing Database.

Step 2 > [click here](#)

We also suggest that you are ready to present your work to licensors. To best prepare, complete our Music Licensing Worksheet.

Step 3 > [click here](#)

You will not get paid for licensing your music if your business strategy isn't sound and you haven't registered with a Performance Right's Organization. Contact us for assistance.



## YMG PRO TIP

We recommend that bands have an agreement set in place before even beginning this process. We also suggest that artists have their contracts in place as well. To learn more, contact us.

[ Festivals | College Shows | Concerts | Parties ]  
[yourmusicgigs.com/gigging](http://yourmusicgigs.com/gigging)



## DEFINED AS

Performing live for audiences at various venues.

### \$ BREAKDOWN

Sometimes it's good to perform for free, but after a while it gets old.

#### 3 Ways to Up Your Pay

- Tell the venue that you will bring your own sound if you know that they don't have their own. This increases the value of your performance, which can lead to an increase in pay.
- When inquiring, ask what the venue has for a budget. This will set the tone and inform the venue that you are looking to be paid. It will also show the venue that you are flexible in pay.
- Start to post your content on websites that attract potential talent buyers such as Gig Salad and Thumbtack.



### GET STARTED!

Step 1 > [click here](#)

To get started, I suggest that you download our Music Venues Database. It is sorted according to location/genre.

Step 2 > [click here](#)

We also suggest that you complete our Booking Inquiry Worksheet.

Step 3 > [click here](#)

You will not land music gigs until you meet the requirements of various formats of venues. Contact us for a private consult.



### YMG PRO TIP

There are different industry key words that will make you more attractive than your competitors. Knowing who you are talking to and adjusting your language is very important in landing a gig.