

"The ideal mentors for aspiring indie musicians who want to navigate an ever-changing music industry."

-- Billboard Magazine

Workshops, Talks & Presentations

Musicians need the right knowledge to take advantage of today's music environment if they want to make a living at music. This new world has created new income sources which didn't even exist 5 years ago. This includes new ways to tap worldwide royalties, raise money directly from fans through patronage, generate cash from future royalties, boost streaming income, add affiliate sales, and more, all while getting the most out of traditional income like music sales, merch, and live shows.

Whether your audience is made up of solo artists, bands, DJs, EDM producers, music managers, or others in the music business, these workshops give them the strategies to generate revenue, grow their fan base, and thrive in today's technology-driven music environment. Based on research of over 280 sources of music income, plus a solid background of marketing, PR, distribution, merchandise, and more, these talks give musicians what they need to know and the steps they need to take in language they can understand and act on.

These presentations have been given to Recording Academy Chapters (grammy.com), music organizations, and music cities around the country (including three separate engagements at Carnegie Hall). Each are based on 200+ weekly columns and articles, material spanning four books with major publishers (Macmillan/Random House), and years of teaching music business and are continually updated to keep up with the fast-moving music industry. They are appropriate for all musician audiences -- from start-ups, established, and pros, and regardless of genre.

Below are some of the more popular at-the-ready workshops and talks. Note every talk is modular and can be customized to meet your needs:

- **Making Money With Music Presentation** [45 mins - 2 hours]
Musicians can make a living with music today. The secret is to tap multiple income streams. Whether they're a solo artist, band, DJ, EDM producer, or other musician, this presentation covers critical revenue streams they need to tap for their music to generate income, grow their fan base, and thrive in today's tech-driven music environment -- whether they're a beginner or a pro. **This presentation is our most requested and has been given at music cities across the country, most notably at Carnegie Hall and Recording Academy chapters around the country.**

Topics We Cover Include:

Making A Music Business

- Making Money With Music Hands-On/ Laptops Open Workshop
- Making Money With Music
- 45 Revenue Streams In 45 Minutes
- Music Business Strategy & Creating Your Business
- Building Your Team & Network To Maximize Opportunities
- Creating & Managing Your Public Persona
- Creating & Preparing Your Music
- Creating & Preparing Your Videos
- Building A Killer Live Show
- Building Your Online Strategy & Managing Your Presences
- Understanding Your Legal Rights

Getting Paid & Making Money

- Distribution & Streaming
- Creating Products & Merchandise
- Understanding How To Raise Money Through Patronage, Crowdfunding, & Raising Money
- Understanding & Collecting Worldwide Royalties
- Understanding & Generating Licensing Opportunities
- Advanced Income Techniques (i.e., Sponsorships, Making Money Through Social Media, Advertising, Royalty Exchanges, Affiliate Sales, Labels, Grants, and more)
- Generating Income From Music Skills & Experience

Releasing Music & Getting Noticed

- Your Marketing Strategy
- Understanding & Building Your Promotion Machine
- Understanding & Generating PR and Publicity
- Getting Gigs & Booking Techniques
- Maximizing Income From Playing Live & Other Events
- Getting Heard & Discovered By Fans Worldwide
- Getting Seen & Discovered By Fans Worldwide
- Building & Planning A Consistent Release Strategy

This talk teaches musicians how to add revenue streams to produce more income from shows, earn worldwide royalties, generate licensing opportunities, maximize product and merchandise revenue, build a sustainable patronage following, and much more by successfully competing against free options, and creating multiple, parallel income streams on the activities musicians already do. Musicians learn how to maximize the money they make from their music while minimizing the money they spend promoting it.

- **Making Money With Music Workshop** [2.0 - 4 hours] *Requires Wifi/Internet Access For Participants*
This laptops-open instructor guided hands-on workshop gives musicians labs to add revenue streams live, during the workshop. They will produce more income from shows, earn worldwide royalties, generate licensing opportunities, maximize product and merchandise revenue, build a sustainable patronage following, and much more. They will create multiple, parallel income streams and learn how to maximize the money they make from their music while minimizing the money they spend promoting it. Each participant will get a worksheet with links, resources, and a clear To-Do list used during the session which they they can take home after to continue to build their music business.
- **45 Revenue Streams In 45 Minutes** [45 minutes]
This rapid-fire talk runs through the top 45 revenue streams musicians can tap today. This includes creative revenue streams for royalties, live events, merch, licensing, and more.
- **How to Release Your Music In A Streaming World to Grow Your Following, Engage Your Fans, and Generate Worldwide Royalties** [1.5 - 2 hours]
Today's digital music world has changed how musicians build a fan base as well as how they get paid royalties from their music. To take advantage of this and maximize streaming income and grow their fanbase musicians need to change their album strategies and plan more releases throughout the year. This talk teaches musicians how best to plan your multiple releases, the new tools to promote your music and get discovered, and how to generate revenue through streaming.

Plus, it covers how to register their music to get all of the royalties they're owed worldwide, improve their chances of getting licensed by music supervisors for film, TV, advertising and more, plan their releases for constant engagement, and use new tools to promote music and get discovered.
- **How To Get Your Music Heard & Discovered! 28 Categories of Opportunities to Get Your Music in the Ears of New Fans** [1 - 1.5 hours]
This talk covers all the categories of places where musicians can get heard today -- from college, public, internet, and commercial radio to podcasts, MP3 blogs, social music discovery sites and playlists, we go through each one and tell musicians how to submit their music. This talk is based on a feature article we wrote for Electronic Musician Magazine and a presentation that we've given to multiple Guitar Centers around the country.
- **The 14 Registrations Musicians Should Do For Every Song They Release To Ensure They Get All Of the Royalties Owed Worldwide** [1 - 1.5 hours]
Today it's extremely easy to release a song and get it distributed worldwide. But while many musicians understand music distribution, they often skip the steps music labels do before they release music into the world to make sure they get royalties when their music is performed, played on the radio, broadcast on TV, covered, or streamed. These 14 registrations include getting US royalties from ASCAP/BMI, SoundExchange, Harry Fox, Music Reports, as well as from for-profit services and other worldwide partners.

- **How To Raise Money From Your Fans: The Art Of Crowdfunding** [1 - 1.5 hours]
This talk teaches how to plan, promote, and run a music crowdfunding campaign from beginning to end. This is the talk we gave to the San Francisco Grammy association in April, and is based on a series of feature articles we wrote for Electronic Musician Magazine.
- **The Four Secrets to Networking for Musicians + Live Networking Workshop** [30 - 45 minutes]
This interactive talk also makes a great lunch or break session as it has an active networking exercise for musicians attending the event.

Other at-the-ready talks include:

- DIY Musician Starter Kit: How To Build A Following from No Fans, 0 Followers, and Zero Subscribers (Oh, and \$0)
- Musician Revenue Development: Why Today's Biggest Challenge For Musicians Is Knowing How To Unlock Multiple Revenue Streams
- How To Maximize Your Income From Live Shows, Draw Big Crowds, & Boost Music and Merchandise Revenue
- How To Make Money From Your Music Videos & Boost Worldwide Royalties
- What Every Musician Needs to Know About Marketing To Boost Revenue
- How To Build A Team So You Can Focus On The Music & Generating More Revenue
- The 13 Qualities To Build Into Your Music Business To Give Fans Value They'll Pay For & Boost Your Income
- Boosting Your Creativity & Generating More Music: Proven Techniques To Create More Music
- How To Prepare Your Music To Maximize Sales & Licensing Opportunities
- How To Promote Your Music For Maximum Exposure, Build Your Fan Base, & Boost Your Income
- Fourteen \$0 Music Marketing Strategies to Grow Your Audience
- Building Your Public Persona: The Foundation Of Branding, Merchandising, Online Presence, and More.
- What Every Musician Needs To Know About Branding, Selling Merchandise, & Fulfillment
- How To Create & Sell Merchandise To Maximize Sales & Income
- Advanced Income Techniques: How To Make Money Through Sponsorships, Product Placement, Affiliate Sales, & Other Alternate Sources of Income

CONTACT US

To learn more or book the authors with one of these events write or call us at: contactus@makingmoneywithmusic.com or 847-461-9829