

# IWI

# Music

# Publishing

Interludes with Impact Publishing ( BMI)

Publishing by Interludes with Impact (ASCAP)

**Presents A Label Distribution Path to the Business of Music**

**Take NOTE**

There are 10 million artists with just 1 track and another 8 Million with 10 Tracks  
only 5 Million have over 100 Tracks

There are 7.9 Million Artists on Spotify with only 50 Monthly Listeners  
Of that only 1.8 Million have over 1,000 Monthly Listeners  
To be in top 1,000 you need 10 Million Monthly Listeners

and Spotify Estimates the real Pool of emerging/breakout Artists is just a scant 225000

Then consider that 74% of all music on Spotify is affiliated with a Major Label  
If your goal is to play a few gigs a month at local bars , then stop here !

**This opportunity is not for you !**

If, however, this isn't just a Hobby and you are ready to make a business plan. Continue reading

That's why I am collaborating with my long-time friend Doug Deforest to offer  
an inside track into the Business of Music, through his 50 years of experience.

This proposition is especially for the **Rookie Artist** as well as the **Seasoned Veteran**  
looking to gain a foothold in the new streaming world of Music

To succeed you MUST Promote yourself in a mighty way !!!

**What better way than with a Label with The Orchard and Sony Affiliation**

## Q & A ?

Q Why would a Label want to place my music ??

A #1 Both Doug and I want to help your career get off to a solid start.

Doug is a 50 Yr award winning professional Musician, and my long time friend,  
I'm a community minded Insurance agent always helping others, and uses music for good.

A #2 we all hope to make some money along the way, too

Q What will the Label require of me ?

A #1 **To be active in the pursuit of your career, to invest in yourself in promotions**

to keep improving your branding, and increasing your social media followers

to play as many gigs as possible and report them all back to your PRO monthly

Playing and tips are still your biggest source of \$\$, royalties take months to start

but if you are consistently playing then you will receive steady checks once they start

This PLAN assumes you will publish your Songs/Lyrics thru IWI, and utilize my connections

Through Doug to get to The Orchard / Sony Distribution System. My services as publisher are a back end % contract.

The Labels are a % contract on the Music performance side of the equation; both contracts for a set number of years.

You still own your masters and your Lyrics, you are just giving us permission to Navigate them through the music maze.

We are here to help you navigate the Business , side and help execute your business plan.

Our Studio partners are REQUIRED if you are accepted on the Premium labels ( Quality is Key), optional with Standard Label

CVW ( Cherokee Village West) Promotion is required with the Premium Labels , Optional with Standard Label

Promotion is of Paramount Importance for this to work, DIY on the Standard label is an option.

### Costs to consider as you make the decision to invest in your Music Career

Song Production example	Hours	per hour	\$\$\$
Studio Time @ Sound Grotto ( est)	15	75	1125
Cover art (est) your choice of who			50

Release Admin Fee to get on The Orchard/Sony, thru my Label Connections, One time and forever

75

Total Cost of getting song ready for release

**1250**

### Promotional Campaign with CVW ( Cherokee Village West Promotions) example

	For NEW Artists	For Repeat Artists & addl. Songs		
set up fee w/ CVW Promotions			210	
Spotify Promotion per week	1		125	
Spotify Promotion per week	2		125	
Spotify Promotion per week	3		125	
Spotify Promotion per week	4	Min	125	500
Spotify Promotion per week	5		125	
Spotify Promotion per week	6	Min	125	960
addl	7	optional	125	
addl	8	optional	125	1210 750

PERKS of Label Release	NEW or Re-launching Artist PREMIUM Record Label	Premium Label For Repeat Artists & addl. Songs	NEW Artist with own studio Standard Record Label with CVW Promo	New Artist with DIY promotion and own studio on Standard Record Label
AMI Jukeboxes 30,000 Nationwide Distribution thru the SONY System	incl	incl	<b>addl</b>	<b>addl</b>
Access to Sony toolbox affiliates	<u>incl</u>	<u>incl</u>	<u>incl</u>	<u>incl</u>
Daily Access to IWI Publishing	incl	incl	incl	incl
Daily Access to the Premium Label as needed	incl	incl	incl***	xxxx
CVW Promotions \$\$	<b>Req</b>	<b>Req</b>	optional	<b>optional DIY Promotion</b>
Sound Grotto Elkridge, Md \$\$	Req	Req	optional	optional
Secret Sound Middle River \$\$\$	addl	addl	optional	optional
Echoes Recording Studio Sharpsburg \$	optional	optional	optional	optional

Total Release and Promotion thru Spotify (cost per song) thru The Orchard Sony Distribution system ( min )	2210	1750	1085	125
optional additional 2 weeks at 125 /wk	2460	2000	1335	optional

Standard Label is an aggregator label much like TuneCore ( our recommended platform if not using US ), BUT with The Orchard -Sony Distribution

Additional Songs would have same initial studio costs at what ever studio you choose , and \$75 release admin fee

POST RELEASE Contract Fees by percent	LABEL Typically 2 to 3 yrs, then autorenew or optout	Performer	Writer	Publisher typically 3 years and autorenew or opt out	total
Mechanical Royalties	10 - 20%	80- 90			100
Songwriter Royalties			50		50
Publishing Royalties, net ( 50% Total)			25	25	50
					100

### Control and Ownership

Controls master for xx # of years	xxx			
Controls copyright for xx # of yrs				xxx

**OWNS the MASTERS (Always)** xxx

# BUSINESS PLAN

Will this be a Hobby or a Business ?

What are your Goals, and what is your Business Plan ?

How many songs do you want to release in Year 1 ?

How many songs do you want to release in Year 2 ?

How many songs do you want to release in Year 5 ?

How many Monthly listeners do you want to have ? 500, 1000, 2500, 5000, 10,000 ?

Do you want to pitch your music to Tv and Movies ??

Do you want to be on the radio ? Internet, Satellite, or Terrestrial ?

Do you want to tour or just play locally ?

At what point will you consider giving up your JOB to do music full time ?

**Our role is to help you achieve your Plan !!**

Key point is that is YOUR Plan, Your goals, and Your Future