

TV Sync and Submit Blueprint

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Introduction

WELCOME TO THE SYNC & SUBMIT BLUEPRINT

If you're holding this guide, chances are you've felt it.

You love creating music. You've poured hours into writing, recording, perfecting your sound. But when it comes to actually getting your music placed on television or film... it feels confusing. Closed off. Like an industry secret.

I understand that feeling.

As an independent songwriter with music placed on major networks like A&E, Lifetime, and E! Entertainment, I quickly realized something important:

Talent is not enough.

You can have incredible songs and still never land a placement if you don't understand:

- How to prepare your music properly
- How to register it correctly
- How to pitch professionally
- And how the money actually flows

Sync licensing is not just about being "discovered."

It's about being prepared.

This workbook was created to give you the exact structure most indie artists are missing. No gatekeeping. No fluff. Just a clear, step-by-step roadmap to help you move from creating music... to placing music.

Why Sync Licensing?

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Sync licensing allows your music to be placed in:

- Television shows
 - Films
 - Streaming series
 - Commercials
 - Digital media
-

When your song is synchronized to picture, you can earn:

- An upfront sync fee
 - Performance royalties collected through your PRO
 - Long-term backend income
-

If you're registered with a performing rights organization like ASCAP or BMI, those placements can continue paying you long after the initial air date.

That's the power of building a sync-ready catalog.



Purpose: What You will Learn

What This Workbook Will Do for You

Inside these pages, you'll learn how to:

- ✓ Prepare your songs so supervisors actually consider them
- ✓ Avoid the common mistakes that instantly disqualify submissions
- ✓ Create professional metadata that makes your music searchable
- ✓ Write and send confident pitch emails
- ✓ Understand the difference between sync fees and backend royalties
- ✓ Track your submissions like a business — not a hobby

This isn't theory.

It's the practical roadmap I wish someone handed me earlier in my journey.

A MINDSET SHIFT BEFORE WE BEGIN

Sync licensing rewards excellence and consistency — not hype.

This is not overnight success.
This is strategic positioning.

Approach this process with:

- Patience
- Professionalism
- Preparedness

And most importantly — stewardship.

Your music is valuable.

Your creativity has purpose.

But purpose thrives when paired with structure.

Let's Build Your Catalog the Right Way

Whether you're just starting or you already have a vault of finished songs, this workbook will help you organize, refine, and position your music for real opportunities.

Take your time with the exercises.
Fill in the worksheets.
Actually implement the steps.

Because when preparation meets opportunity — placements happen.

Let's get your music ready for the screen.

Part 1: Understanding Sync Licensing

SYNC LICENSING (SHORT FOR “SYNCHRONIZATION”) IS WHEN YOUR MUSIC IS PAIRED WITH VISUAL MEDIA — TELEVISION SHOWS, FILMS, COMMERCIALS, TRAILERS, OR STREAMING CONTENT.

When your song is synced to picture, you typically earn two types of income: an upfront sync fee and backend performance royalties.

Placements happen on networks and platforms like A&E, Lifetime, and E! Entertainment — but also across streaming services, digital ads, and branded content. Supervisors are constantly searching for high-quality, emotionally fitting songs.

The key is this: supervisors are not looking for famous artists. They are looking for the right song. Clean production, clear ownership, and fast response matter more than popularity.

2. Preparing Your Music For Submission

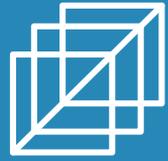
Before pitching anything, your song must be “sync ready.” This means professional mix and master quality, no uncleared samples, and clear ownership of all writers and producers.

Every song should have:

- A full version
- An instrumental version
- 30-second and 60-second edits
- Clean metadata (BPM, key, mood, genre, contact info)

If a supervisor asks for an instrumental and you don't have it, you may lose the opportunity. Preparation is what separates hobbyists from professionals.





PART 3: REGISTERING & PROTECTING YOUR MUSIC

To collect backend royalties, you must be registered with a performing rights organization (PRO) such as ASCAP or BMI. This ensures you receive performance income when your music airs.

You also need:

- Signed split sheets for co-writers
- **ISRC codes for each recording**
- Clear publishing ownership

Supervisors want simple, fast licensing. If your ownership is complicated or unclear, they will move on to another song. Make it easy to license you.

Ready, Set, SYNC SUBMIT

Part 4: Finding & Pitching Opportunities

There are three main pathways into sync:

1. Music libraries (exclusive or non-exclusive)
2. Direct outreach to music supervisors
3. Sync agents or licensing companies

Research shows you're targeting. Watch the credits. Look up music supervisors on professional platforms. Study the tone of the show and only pitch songs that genuinely fit.

Your pitch email should be short, clear, and specific:

- Introduce yourself in one sentence
- Briefly describe the song (genre + mood)
- Include a streaming link (not attachments)
- State that all rights are cleared

PRO TIP: **Professionalism builds trust.**

Part 5: Building a Sync Ready Catalog

Sync success rarely comes from one song. It comes from a catalog. Supervisors return to writers who consistently deliver usable music.

When writing for sync:

- Focus on emotion and mood
- Avoid overly specific names or storylines
- Keep lyrics universal
- Leave space in the production (dialogue matters)

Think in scenes. Ask: What moment would this song support? A breakup montage? A victory scene? A reflective closing shot?

The more intentional you are, the more usable your music becomes.

6. Tracking, Patience, and Persistence

SYNC LICENSING IS RELATIONSHIP-DRIVEN AND TIMING-BASED. IT CAN TAKE MONTHS — SOMETIMES A YEAR — BEFORE HEARING BACK. REJECTION IS NORMAL. SILENCE IS COMMON. CONSISTENCY IS POWERFUL.

Tracking, Patience, and Persistence:

Track your submissions:

- Song
- Date sent
- Contact
- Follow-up date
- Outcome

Treat this like a business, not a wish.

Your goal is not one placement. Your goal is to become licensable.

Stay prepared. Stay organized. Keep creating.

When preparation meets opportunity — placements happen.