

DNA

TOOLKIT

Third Edition



**FOR
INDEPENDENT
MUSICIANS**

ABOUT US

De Novo Agency was founded in 2017 by entertainment attorney, James Landry, and musician turned marketer, Elliot Tousley, with the mission of securing and protecting independent artists while growing their artistic platforms.

DNA partners with musicians at all levels and assists them in getting more business opportunities by utilizing data-driven music marketing. DNA has partnered with dozens of independent playlist curators who operate hundreds of targeted playlists on Spotify. They leverage these playlist placements for musicians in order to reach an audience, gather unique data and demographics, form a target audience of similar fans to market to on social media, and capitalize on business opportunities by leveraging the metrics and data they receive for the artist. DNA helps artists in any stage of their career--whether they are releasing their very first single, or trying to negotiate a sought-after record deal.

When Elliot was creating and marketing his own music he had to learn the hard way that many companies and services simply try to take advantage of musicians rather than actually help them succeed. Shady contracts, Spotify services that just use bots and fake accounts, and tons of empty promises were rampant. Elliot knows what it is like to be an independent artist who has been taken advantage of.

Things changed for Elliot when James taught him how to turn a music hobby into a protected music business. It is that insight and experience that has led to the success of DNA.

In 2019 alone, DNA partnered with over 250 independent artists, helped them grow and protect their businesses, and generated over 6 million verifiable streams across Spotify.



MUSIC BUSINESS FOUNDATION

All too often musicians get themselves in trouble once they start actually making money because they are inadvertently not setting their businesses up for secured success and others try to then come and get a cut that may not belong to them. This is why musicians need to take steps to secure their music business BEFORE they start making money.

Having an LLC, a split-sheet with artists and producers you collaborate with, and understanding the deals you agree to can end up saving you **hundreds of thousands of dollars or MORE.**

Click on these to learn more:



What Is a 'Split Sheet' and Why Every Musician Should Be Using One



How Your Music Business Benefits From an LLC

Example of a Split Sheet →

SPLIT SHEET



Split Sheet

Date: _____
Song Title: _____
Recording Band/Artist: _____
Label (if any): _____
Studio Name: _____
Studio Address: _____
Studio Phone Number: _____
Samples: YES NO | Album & Artist Sampled: _____

Contributor #1: _____
Email Address: _____
Phone: _____
Publishing Company: _____
Publishing %:
Affiliation (Circle one): ASCAP BMI SESAC
% Ownership: Lyrics: _____ Music: _____

Contributor #1 Signature _____
Birthdate _____

1 Initials: #1 _____ #2 _____ #3 _____



Contributor #2: _____
Email Address: _____
Phone: _____
Publishing Company: _____
Publishing %:
Affiliation (Circle one): ASCAP BMI SESAC
% Ownership: Lyrics: _____ Music: _____

Contributor #2 Signature _____
Birthdate _____

Contributor #3: _____
Email Address: _____
Phone: _____
Publishing Company: _____
Publishing %:
Affiliation (Circle one): ASCAP BMI SESAC
% Ownership: Lyrics: _____ Music: _____

Contributor #3 Signature _____
Birthdate _____





2 Initials: #1 _____ #2 _____ #3 _____



DISTRIBUTION

So, you finally receive the mastered file of your song from the audio engineer. You probably spent good money going to a studio to make sure your music was not only unique, but high quality. Now, you want to get your song heard by millions of fans. In order to have your music on streaming platforms like Spotify, Apple Music, and Tidal you will require a **distributor**.

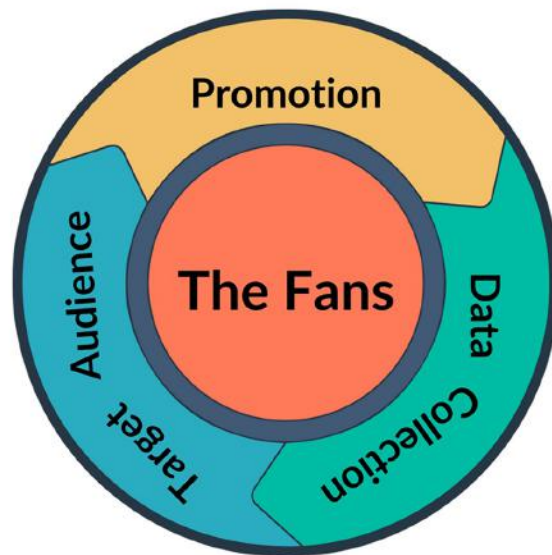
Here is a breakdown of how some distributors work. *We always recommend that artists hold on to as much equity of their music as possible, so make sure you understand how the distributor you choose gets paid before you give away as much as 20% of the royalties you earn.*

	ROYALTY %	YEARLY FEE	UPLOAD COST
 tunecore	-	\$49.99 per song	\$29.99
 cdbaby	15%	-	\$34.95
DISTROKID	-	\$19.99	-
 newwave distribution	15%	-	-
 songflowr	-	-	\$49

ADVERTISING

The biggest mistake we see artists make when it comes to advertising is not fully understanding who and where they should target their content. Independent artists typically do not have huge marketing budgets that can afford to miss on a large percentage of the people they do happen to reach. Musicians cannot simply aim for EVERY fan of music. You need to find what we call your 'sweet spot' and determine your target audience. Artists need to determine what types of listeners are most likely to become a full-on fan rather than just become aware. **There is a big difference.**

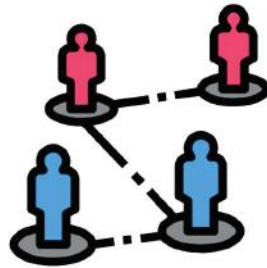
Musicians should know the top 10-15 cities they have listeners in, how old these listeners tend to be, and who else they're listening to. Spotify for Artists does a great job of collecting and laying out these demographics, but it's on the musicians themselves to do something with that data.



ADVERTISING



[De Novo Agency's Spotify Outreach Program](#) places your music in front of an audience of thousands of **verifiable users**.



→ The new streams & monthly listeners are great, but more importantly you'll be generating a *ton* of real user-data for both you **and** the Spotify algorithm to better understand your target audience



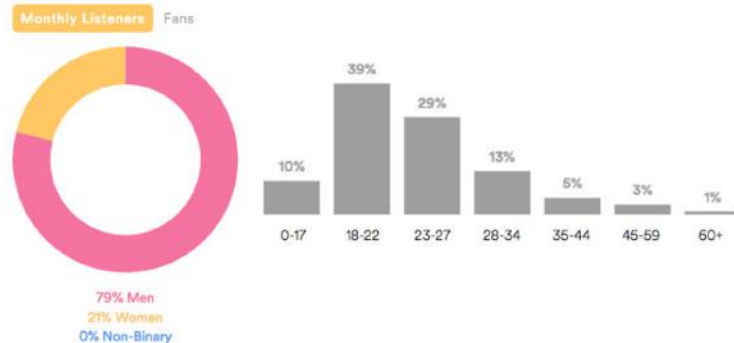
→ Spotify for Artists helps you track data generated by your audience (age, gender, location, etc.) so that you can use that to form a **target** for ads on IG & FB.

ANALYTICS

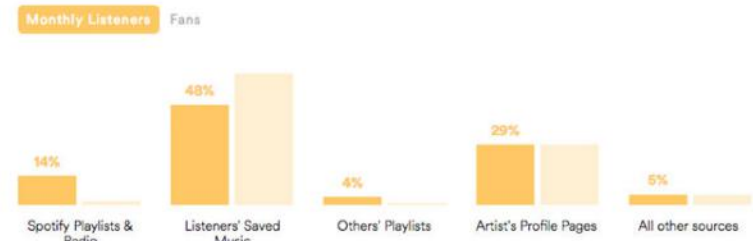
Analytics is the discovery, interpretation, and communication of meaningful patterns in data. It entails applying data patterns towards effective decision making. In other words, analytics can be understood as the bridge between data and effective decision making for your music business.

Analytics and data from a real audience provides artists with the tools needed to make business related decisions off of statistics and patterns rather than just a gut-feeling. Ultimately, analytics allows artists to increase their return on investment and stop guessing when it comes to reaching their target market.

Who They Are



How They Listen on Spotify



ANALYTICS

Tools that you can use:



Tool to learn more about what playlists your songs are in and how many followers you are in front of.



Social media analytics tool for online brands that want to make better decisions about their social media strategy and measure their results.



Centralize all your campaign information, across multiple channels into one simple online interface on any device.

MERCHANDISE

Creating merchandise is not only a great way to further your brand's image and overall awareness, but could also be a great tool to create additional revenue with. Playing a show for free just to gain some exposure? Selling a handful of shirts or hoodies doesn't just create extra cash in, it also creates a connection and relationship with the fan you sold to.

What is SO important with merchandise, though, is making sure you have an audience in place to sell to BEFORE you spend a bunch of money on products that no one is looking for. Fans do not typically buy an artist's merchandise solely because it looks cool, they buy it because they feel a personal connection to the artist/band, and they want others to know that who they are choosing to support is a part of who they are.



1 T-Shirt



5,000 Streams

One t-shirt is the equivalent to 5000 streams on Spotify. **76%** of all music in 2019 was streamed and not bought physically or digitally. Merchandise is the most direct way of supporting an artist.

GROW YOUR MUSIC BUSINESS

Thank you for taking the time to download and read the third edition of the DNA Toolkit. These are just some of the tools and services available to musicians that can help them turn a fun music hobby into a profitable music business.

For more in-depth analysis and insight on taking your music business to the next level, please download our FREE ebook, '6 Steps to a Profitable Fan Base.'

Follow De Novo Agency on Instagram: [@DeNovo.Agency](#)

Follow James Landry on Instagram: [@JamesLandry_](#)

Follow Elliot Tousley on Instagram: [@E.Tousley](#)

See all of the marketing services De Novo has to offer [HERE](#)

Since you downloaded and read this toolkit use coupon code 'TOOLKIT2020' to save 15% on any of the Spotify Outreach packages.

Best of luck in growing your music business!