

GETTING YOURSELF HEARD ABOVE THE NOISE

SHOW ME THE MONEY

FREE EBOOK BY MA'ANA MUSIC

40 WAYS TO MAKE
MONEY IN THE
MUSIC INDUSTRY



HOW TO MAKE MONEY IN THE MUSIC INDUSTRY

MUSIC WRITERS

Written by [ANDY BUCHAN](#)
Photos by [PIXELBAY](#)

Publishing

As the writer, once your track, album or piece of music is out there to buy via CD, DVD, vinyl or stream via a Digital Sales Platform (aka DSP) such as [Youtube](#), [Apple](#), [Spotify](#) etc then you're entitled to a percentage of that sale – this is called Mechanical Royalties.

Similarly, your music can be used for a sync deal, with your work showing across a range of media including film, TV, adverts, trailers etc.

When your music is played live, in a café, bar, restaurant, nightclub or concert, you are due Performance royalties. Check out [PRS](#) for more info.

Licensing

A growing part of the music industry, your work can be licensed for distribution ensuring

that the original copyright holder ie you gets properly paid for their, usually in the form of a flat fee or a share of the resulting revenue.

Create content for others

Writing lyrics for other acts is a great way to get paid while you're getting played. Likewise, if those lyrics make it big, they could be printed as sheet music, ensuring further mechanical royalties.

If you're into production, you could look into creating your own loop or sample kits. Sites like [Loopmasters](#) and [Noiiz](#) have a huge following creating and selling sample kits full of royalty-free music loops, drum sounds, FX, sound effects and more.

If you're a singer or have a strong voice, look into voice over work –

from radio adverts to podcasts, audio books and more, there's a big market for the right voice, and especially one that can adapt to different languages and accents.

Or go one step further and start writing radio jingles, catchphrases, musical motifs and more.

If you know how to write a topline and let harmonies breathe, you could consider becoming a ghostwriter. A growing business in the dance music, artists would pay

Be your own label

Bypass record labels and big media and get paid directly from your fan-base. [Bandcamp](#), [CD Baby](#), [Tunecore](#) lets you sell direct to your consumer, giving you up to 100% of the profits. Thousands of artists, labels and acts are on there currently, simultaneously gaining a fan-base and getting paid straight away.



MUSIC
CAN
CHANGE
THE
WORLD
BECAUSE
IT CAN
CHANGE
PEOPLE.

— BONO



HOW TO MAKE MONEY IN THE MUSIC INDUSTRY

— RECORDING ARTISTS

If you're lucky, you could get signed to a label who will give you an advance which can be spent on more equipment, expenses etc. Once the advance has been paid back to the label via your sales, you'll then get paid royalties on subsequent sales. Your record label will also be able to help out with marketing, touring and distribution, with 360 degree deals – where labels help out with every aspect of your career in return for a percentage of your income – increasingly common.

Merchandise

If you're touring, make sure to have your merchandise on sale – t-shirts, CDs, vinyl, hoodies, lighters, you name it, people will buy it if they buy into your brand. Bands can make thousands of dollars on tour thanks to their range of merchandise, which is money going direct to the artist.

Sites like Everpress will take care of the production and postage and only proceed once you've hit the break-even marker, you just need to send them the design and watch the money trickle into your account. Or by-pass the need for a record label and let [Ma'ana](#) take care of the distribution – contact us to find out more distribution@maanamusic.com.

Performers

Live performers and bands can generally get paid in two ways – you'll either get a flat fee for the event, or you could take a percentage of the door sales

If you're confident of it being a sell out, a % of the door sales could work, but if there's some uncertainty, take the money and let the promoter or venue worry about filling the space.

If you have a strong online fanbase, you could take your gig direct to their laptop, phone or PC by using [Concert Window](#) which streams your gig direct to your fans, with the revenue shared between you and the online portal.

One of the best paid, but perhaps one of the more stressful gigs, being a wedding singer or in a wedding band can be very lucrative. You'll need to tailor your music to fit the wedding couple, and you might have to put up with requests from grand children to grandma, but there's a lot of job satisfaction.



Equally as attractive is becoming a wedding DJ. Essentially a glorified jukebox, you don't need to be able to scratch and blend beats, but rather stick to a well-chosen playlist and keep the dancefloor busy. If you do have the right DJ skills, becoming a dancefloor warrior can pay serious dividends – with comparatively small overheads compared to a band, it can be a well-paid sideline.

Alternatively, take that crowd-friendly hit-list out to the cruise ships –

with short to mid-term contracts, paid for accommodation and food, you get paid to see the world. Or keep it simple, and become a covers star, putting your own spin on classic tracks to secure a low-key but paid residency at local bars, pubs and venues.

Another way to make money from live music is to look for session musician work. An unglamorous role, you're essentially part of the backing

band and out of the limelight – but you'll be well paid for your work, and working on big hits can see the royalties keep rolling in for years.

Finally, take your music into your own hands and turn to busking – you might need a license in certain countries and cities, but pick the right spot and get your technique, concept and playlist right, and you could be earning hundreds of dollars a day.

www.maanamusic.com



RECORDING ARTISTS



WWW.MAANAMUSIC.COM

CLICK HERE FOR AN ASSORTMENT OF 42 FREE MUSIC CONTRACTS

You'll need a good head for business to make it in the music industry and our free music contracts is a great way to get the basics right. Go one step further and book in for a free consultation with Ma'ana who can advise on everything from artwork and branding to global distribution, legal frameworks and maximising your potential.

CONTACT - tobie@maanamusic.com





HOW TO MAKE MONEY IN THE MUSIC INDUSTRY

SERVICE STREAMS REVENUE

If you've got a real business head, then make the most of it and head into management. You would get a slice of the band's overall revenue and build up a talent agency over time



SERVICE STREAMS REVENUE



WWW.MAANAMUSIC.COM

Engineering

If you've got a well-honed set of ears, you could look into mastering engineering — before music is ready for the public, it should be mastered. This means boosting and cleaning the sound so it sounds as good coming out of a phone speaker as it does out of a Funktion One rig.

Similarly, you could look into becoming a live engineer, balancing the sound at a live concert. Where there's a large sound system, they'll need a sound engineer meaning you could cover everything from huge concerts to conferences, office parties and weddings.

Hire out equipment and practice space

Buying your own kit can be expensive, but once you've hired your guitars, amps, speakers, decks and drums out a few times, you'll likely have covered the initial costs.

Equally, practice space for bands and DJs can be at a premium, so creating a well-located studio or rental space can be a lucrative sideline.

You could even multi-task and set up your own music lessons in that space and rent it out to others or give lessons yourself.

Sell your skills

There are dozens of great sites out there where you can showcase your skills to a huge audience.

Upload your profile to [Fiverr](#), [Upwork](#) or [Freelancer.com](#) and bid for work or wait for offers to come in. Or start your own course via [Udemy](#), an online research and learning platform where you could launch your own series of classes. Equally, use your skills to sell lessons.

Voice coaching and lessons over Skype are increasingly popular, while with a set of small speakers and an all-in-one DJ box you could start moving into at-home DJ lessons.

Be modern

Labels, gigs and streaming aren't the only main ways to make money now.

Crowdfunding has given bands and acts a new lease of life in recent years, as fans can get involved at a ground-level approach and help raise money for virtually anything — from music video costs to getting out on a live tour, sites like [Kickstarter](#), [Patreon](#), [Pledge Music](#) and [Indiegogo](#) have quietly revolutionized the music scene.

Similarly, look out for any government grants and funds that can help cover your costs and boost your profile. From local grants to international funds, money and support is usually there to help.

Team up with a sponsor. From a clothing brand to music equipment, brand and band tie ups are increasingly common and a great way to boost your profile and get some free goodies on the side.

