



REVENUE GENERATION: GETTING PAID, GETTING GRANTS

AN ADINKRAFARM PRESENTATION
BY RUDI QUAMMIE WILLIAMS

Here are some notes from my April 18, 2021 presentation for the Toronto Blues Society on making use of revenue generating opportunities, for musicians, songwriters, singers, producers and others in the business of creating musical products. The underlying message here is that we can increase our sustainability in the music business by diversifying our revenue streams and in so doing, mitigate the risks to our revenue and our livelihood.

Every artist should develop a mix of opportunities that are based on their strengths, interests, environment, public and private sector support and access to resources. The following is by no means an exhaustive list of revenue generating opportunities for artists. It is however, a great place to start when considering revenue diversification.

LIVE PERFORMANCES

COVER TUNES

- Larger number of agents booking cover bands
- Most gigs are well paying – restaurants, bars, corporate gigs, private parties, weddings
- Often in venues with ready audiences, promotional requirement relatively minimal
- Greater availability of performance opportunity

ORIGINALS

- Festivals - bars,
- Attracts creatives
- Merchandising
- Royalties

- Merchandising
- Build a loyal fan base
- Promote Recordings and other products

HOUSE CONCERTS

- Limited capacity for audience
- Opportunity to create a intimate, premier quality experience
- Great revenue opportunity – higher ticket prices
- Cost efficient – limited overhead cost
- Small PA is adequate
- Merchandising opportunities
- Informal Booking channels
- Expand your reach to fans
- Broadcast your shows live from your own studio or livingroom
- Livestream can generate revenue

CDs & VINYL

- CD sales declining but there are still opportunities
- Still viable in many genres – cheap to produce
- Great promotional tools and can be merchandised anywhere
- CDs can be signed for fans
- CD BABY – disc duplication and distribution
- CDs sold online commission-free with Bandzoogle
- Vinyl sales doing well – collector's souvenirs.
- Artwork provides opportunities for additional value
- CD BABY will print vinyl, sell commission-free with Bandzoogle
- Market online and through clubs and collector's groups

DIGITAL DOWNLOADS & STREAMING

- **Digital downloads** are decreasing in sales as streaming platforms become more and more popular
- Website can be set up for sales
- Platforms can collect fan information, and provide ways to connect and engage fans
- Fans can be informed of concerts, new releases, merchandising opportunities
- digital downloads can be sold commission-free with
- Artists can keep the majority of the revenues if the music is sold on their own website
- Some Platforms facilitate artists' build of their own website
- **Streaming** provides an opportunity for performers, musicians and songwriters to generate income

- Per song revenue small but there is an ability for great revenue generation based on numbers
- Streaming provides opportunities for promotion and discovery
- Marketing, promotion, booking gigs, data collection
- Music can be distributed to Streaming companies for eventual inclusion on Spotify, Apple Music, and Youtube
- Get your music on playlists

DIGITAL MERCHANDISING & SUBSCRIPTIONS

- Digital Merchandise such as Videos, video lessons, sheet music, and lyric books
- Sales and inventory can be tracked online
- Platforms exist that facilitate online setup
- Subscriptions
- Fans pay a monthly fee for access to content, like your entire discography plus any new releases.
- Access to new music or videos, merch discounts, exclusive subscriber-only online shows, and more.
- Subscriptions can be a lucrative means of gaining steady income
- Allows artists to continue fans loyalty
- Sell subscriptions commission-free
- Promo video encourages fans to engage

PERFORMANCE ROYALTIES

- Songwriters sign up with a Performing Rights Organization (PRO).
- PRO collects royalties on behalf of songwriters and publishers to ensure that they get paid for the use of their music.
- PROs collect public performance royalties. PRO collects payments and distributes the money to the rights holders
- Get All Your **Music Royalties**
- Publishing
- **Digital royalties**
- When Music played on non-Interactive streaming music services, royalties. SiriusXM Satellite Radio, Pandora, webcasters, and cable TV music channels. Collect your non-interactive digital royalties by signing up with SoundExchange.
- Artists can sign up free with SoundExchange

MECHANICAL ROYALTIES

- Mechanical royalties paid to songwriters or rights holders for purchased music.
- Includes CDs, vinyl, downloads, and streams.
- Payments sent to royalty collection societies. These societies then distribute the royalties to music publishers.
- Sign up with a publishing administrator which will collect those royalties on your behalf.
- CD Baby Pro Publishing
- Master Use / Sync Licensing Fees
- Getting songs played on the TV or Radio is a lucrative moneymaking method

- If your Song placed in a film, commercial, or TV show, they need to pay a licensing fee. In fact, they need to pay two licensing fees.
- “Master Use” licensing fee for the use of the recording. The other is a “Synchronization” or “Sync” licensing fee for the songwriter(s) & publisher(s).
- Fees can vary. It will depend on the budget for the project, and how much they want to use your song.
- Some successful at licensing songs to TV, film, and ads
- Artists can learn How to Get Songs Placed on TV and in Movies

SONGWRITING & COMPOSING

- Write songs for other musicians, co-write songs with other artists.
- compose music for film and television, significant revenues in licensing fees and royalties.
- Placing songs in TV, film and Movies
- Licensing your music to advertisers,
- Compose music for dance, visual art and multimedia presentations
- Collaborate with other artists
- Compose songs as corporate tools or to build internal loyalty

TEACHING AND WRITING (AUTHORING)

- generate revenue by teaching your instrument, style or techniques to others
- supplementary income, while working on musicianship
- offer music lessons in-person, or online,
- Set up and sell video lessons through your teaching website
- Author books, articles, magazines, blogs other media
- Subject could be music or any aspect of your life that you can competently express
- Lifestyle, technical, arts, business, creativity, teamwork, listening while playing etc. are a few topics most artists can cover

MONETIZE YOUR SOCIAL MEDIA PRESENCE

- Facebook and Instagram video monetization
- Songs used in Facebook videos or in Instagram Stories
- Upload videos that use your music, even if it’s just playing in the background, you can get paid for that.
- Resources for Facebook and Instagram video monetization
- CD Baby Social Video Monetization
- Music used in a YouTube video that is running ads, YouTube pays part of that ad money to the rights holder of the song. T
- Digital distributors collect that money from YouTube on your behalf. They’ll search YouTube for any uses of your music, and you might collect money from videos that you didn’t even know about.
- CD Baby YouTube Monetization

GRANTS

- Designed to provide supports for artists, producers, presenters, participants in the arts ecosystem
- Recognition of the significance of the arts to the vibrancy of communities, cities, nations
- Always in a cycle of competition for dollars with other priorities
- Some countries tie supports for artists to national budgets so artists are always supported in sync with the performance of the economy
- Public sector, private sector, foundations, corporate, community

GRANT WRITING

- Strategic objectives of the granting body
- Strategic focus of the granting body
- Outcomes or Impact being sought by the granting body
- Intended outcomes of the program of interest
- Some Artists funded by the program of interest in the recent past
- Maximum grant allocation possible
- Reporting requirements

GET IT DONE

- DEADLINE – Unforgiving, don't miss it
- READ, RE-READ, SEEK HELP – Ensure clear understanding of the funder's intentions in investing
- GUIDELINES – Extremely important that you read them prior to considering application, ensure eligibility, timelines,
- INEXPERIENCED APPLICANTS – Contact funders, seek clarity, ask questions
- GIVE YOURSELF ADEQUATE TIME – No last-minute business! Begin your research and collection of support materials three months prior to deadline
- PRACTICE WRITING YOUR ARTIST'S PROFILE, ARTISTIC DIRECTION, PROGRAM OBJECTIVES AND INTENDED OUTCOMES – All grants will require some form of this. Project Outcomes must at least partially fulfill funders goals for the program
- DETAIL THE STEPS TO ACCOMPLISHING YOUR PROJECT – Research and articulate all of the steps that would be required to successfully complete your project

SUPPORT MATERIALS

- Treat with extreme importance, evidence for jury
- Begin preparation of support materials as early as possible
- Ensure formats are the desired standard and best representation of your work

COMPLETING THE APPLICATION

- Clarity is important, avoid superfluous language
- Give all information pertinent to the project, personnel involved, facilities, organizations involved, challenges expected, risk mitigation strategies
- Outline the steps involved in the project with greatest clarity

- Do not contradict yourself within the application
- Avoid contradictions of the program purpose unless explained
- Seek clarification of questions in applications if necessary
- Include the community or industry impact of your project

BUDGET – Be accurate!!

- access funds from diverse revenue streams if possible, research a range of funders that will support your project
- showing local support extremely important,
- do not show surpluses, revenues must equal expenditures,
- budget is an integral part of the project plan,
- research and get the actual cost of fees, materials, equipment, services and activities (don't make it up), don't inflate costs
- Categorize budget areas, ensure each line item is an eligible expense
- Report changes in revenues & expenditures on final reports, include notes that will clarify
- Include in-kind, donated

REVIEW

- get others to review your completed application, four eyes better than 2

TIPS FOR IMPROVING YOUR GRANT WRITING

- Read successful grant applications
- Offer to sit on juries
- Work on your skills at detailing budgets
- Practice being succinct (word limitations are now common)
- Ensure the story in the narrative is reflected in the budget
- Develop a clear statement on your competency in the area you are applying for (why should you be considered?)
- Learn to express your creativity in the application process
- Proof read your application for grammar, spelling errors, mistakes and ask other to read it as well