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THE BEAT GOES ON

A Music Producer's Guide to
Monetising and Thriving in a
Post-Covid World

STEVE RIGGS

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and Thriving in a Post-Covid World

by Steve Riggs

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About The Author

So who am I, and why should you be taking my advice?

I'm Steve Riggs, and I've been working in the music industry for over two decades, building a career that has spanned numerous fields of expertise and many genres. From landing multiple 5 figure contracts working in sound design and software development, to running my own record labels and working as an A&R talent scout for a major label.

I've been fortunate enough to work with some of the biggest names in the music business, released hundreds of songs in various genres, produced for platinum-selling artists, and also won a guitar competition where I got to film with my favourite band at the YouTube studio in London. I've had the opportunity to DJ all over the world, from the super clubs and festivals of the UK, to trackside at the Abu Dhabi Formula 1, to the dance floors of Ibiza and Berlin.

But it's not all about the big names and big stages. Behind the scenes, I also taught myself to code and built a library of VST plugins and an e-commerce business from scratch on a budget of zero, selling over 15,000 products in the first 12 months.

I've built multiple merch stores, worked as a live sound engineer, music production mentor, ghost producer, mixing & mastering engineer, record label owner, event promoter, graphic designer, web designer, affiliate marketer, beta tester for both hardware and software companies, directed, filmed, and edited a music video, and now... written a book.

My most recent electronic music project (dharkfunkh) has now gathered over 856,909 streams and had tracks included in over 18.1k playlists on Spotify, as well as being featured in over 200 albums on Beatport. My band's recently released debut album (A Beautiful Retribution - I Am The Poison) has also gained over 100,000 streams in the last few months, with no paid advertising.

I certainly don't tell you any of this to brag. I have also made a ton of mistakes along the way, which in this book, I teach you how to avoid. I spent years focusing on the wrong things, putting all my eggs in one basket, and operating under the wrong mindset. But when Covid hit and all of my clients and my income disappeared overnight, I was forced to change it all.

Not only did I have to restructure my whole business from the ground up and find new ways to make a living from music while navigating a switch in the world's economy that

we have never witnessed before, but I also had to reprogram my way of thinking and change my lifestyle.

I spent 2 years building myself back up from the brink of bankruptcy, creating multiple streams of income to make sure that I will never end up in that place, ever again.

I want to assure you that if I can do any of the above, then so can you. It's easier than you think, if you go about it the right way and avoid the mistakes that I made, and if you have the right mindset and resources to get there fast.

This book is a culmination of my 23 years of experience, distilled into easy-to-understand and easy-to-implement chunks. My goal is to help you monetise your existing skills and build a future-proofed, successful, fulfilling career in music.

So, let's dive in.

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“The music business is a cruel and shallow money trench, a long plastic hallway where thieves and pimps run free, and good men die like dogs. There's also a negative side.”

Hunter S. Thompson

Chapter 1

An Introduction to Music as a Career

First of all, congratulations on buying this book and taking the first step of our epic quest... the journey to music monetisation!

In the upcoming pages, we'll explore a wide range of strategies and techniques that you can easily implement and use to monetise and expand on the skills that you already have as a music producer. I'll provide you with creative and simple ways to build multiple streams of income, so that you can create a satisfying and fulfilling career for yourself from doing what you love.

While reading this book, feel free to jump back and forth between chapters if you wish. Just make sure to read all of the chapters fully in the end to make sure that you get the most out of all of these strategies. Where each chapter and piece of the puzzle is valuable on its own, combining all of

the knowledge together will give you the maximum amount of success, as they all play into each other.

At the end of this book, I will share the links to all of the websites and services that I mention throughout this book to help you on your journey. They are all tried and tested by myself, and they have all helped me streamline my music business massively. I hope they will do the same for you.

I have added both clickable links and QR codes which you can scan with your smartphone, so that the links will work for all formats of this book.

For the audiobook listeners, you can visit the following link where you can download a copy of the document containing all of the links.

anarchyaudioworx.com/helpful-links

Let's begin

As Rocky once said, “The music world ain’t all sunshine and rainbows” (I’m pretty sure that’s how it went anyway)

Make no mistake, this industry is a competitive and constantly evolving minefield, and it can be challenging to navigate, stand out, and build a successful career. But with the right skills, mindset, knowledge, and strategies, it is possible to create a rewarding and fulfilling career in music.

Before we begin, please keep in mind that knowledge is only power if you take action. Hard work, determination, and perseverance are all needed for success. Great success is only achieved from taking massive action and focusing your time on the correct tasks at the correct times to propel yourself and your brand forward effectively. Building a career in music requires dedication, patience, and the ability to adapt and learn from challenges.

There are no failures, only lessons

Remember that “failure” is a natural part of the creative process and the journey towards success. When things don’t go as planned, it can be easy to feel discouraged or to give up

on your dreams. Recognize that so-called “failures” are simply opportunities to learn and to grow, and that they can often lead to unexpected and rewarding outcomes.

To be successful, you need to embrace these temporary bumps in the road, learn from them, and work past them. Look for the silver lining in setbacks and challenges and use them as opportunities to improve and advance. Shift your mindset to become resilient and to persevere through challenging times, and to remember that success often requires patience and hard work.

Aim to always stay up to date with current trends and developments in the industry, and to continuously improve your skills and knowledge.

While hard work and dedication are both necessary, it is also key to find ways to work smarter, not harder, so that you can speed up the process. Start leveraging technology and automation to streamline your workflow and to create passive income streams.

For example, you can create digital products or courses that can be sold online, allowing you to earn income even when you are not actively working on music. You build them once

and sell them many times, making money while you sleep. This will increase your financial stability and free up more time to spend on the things that you enjoy.

Always remember that growth in the music industry is a journey, and there will be ups and downs along the way. Success is not defined by a single achievement or milestone, but rather by the ability to create a fulfilling and rewarding career over time.

By staying focused on your goals, working hard, and persevering through challenges, you can achieve anything that you put your mind to.

It's not a race. Take your time and trust the process.

Let's get into it...

“You can’t knock on opportunity’s door and not be ready.”

Bruno Mars

Chapter 2

Building a Strong Personal Brand

In today's music industry, building a strong personal brand is more important than ever.

With the rapid growth of social media and the increasing competition among artists, your main objective here is to differentiate yourself from others and to create a professional and credible image. If you nail this successfully and keep it consistent while bringing people value and entertainment, you can easily increase your visibility and reach, and you will also build a loyal and engaged fan base.

So, how can you build a strong personal brand? Read on...

Define Your Brand

Before you start, define what you stand for and what makes you unique. Who are you as an artist? What are your core values? What is your message? What is your tone? Once you have answered these questions, you can start to craft your brand identity and to create a cohesive image that reflects your values and your personality.

Create a Professional Image

If you want to build credibility and trust with your audience, then you must always present yourself and your brand in a professional manner. Obviously, don't be too serious all the time. Let your hilarious personality and quirks shine through too, where it's appropriate. Just don't act like a donut.

Make sure that you're using high-quality images and graphics to create a consistent look and feel across all of your social media platforms. If you don't have the means to do all of this by yourself, then consider hiring a professional photographer or graphic designer to help you create stunning visuals that reflect your brand. You should also

make sure to use a consistent colour palette and font style to create a cohesive look and feel.

Engage With Your Audience

Next, to maintain a strong social media presence, you need to engage with your audience and to create a sense of community. Think about using social media features like live streaming, posts, stories, reels, and video uploads to create interactive content that allows you to connect with your fans in real-time.

Be authentic and transparent in your interactions with your audience and treat them like a family. Without your followers, your brand doesn't have much going for it, so make sure to give them back the respect that they deserve for giving you their time and support that is helping you grow. People's attention spans are short these days, so the fact that they are going out of their way to engage with your content says a lot, and it shows that they like what you do.

Set aside at least 15-30 minutes a day to reply to messages and comments, showing that you appreciate them. That way, they know that their support is being acknowledged and they will keep coming back time and time again.

Consistency

Being consistent in everything that you do is one of the most important parts of being (and staying) successful in anything, and it's especially so in the music world.

There's a quote from Rory Vaden that says:

“Success is never earned; it is only rented, and the rent is due every day.”

It couldn't be more true.

If you drop off the radar for extensive periods of time and are not actively making new music or new products or services around your music, or telling the world that they are there, people will soon start to forget and you'll see everything start to decline.

You should be posting on all your social media platforms regularly, and sharing a mix of content that includes your music, behind-the-scenes snippets, and other engaging posts that resonate with your followers. A good place to start is to get a solid release plan in place, so that at least every 8 weeks you have a new single to keep them interested.

In the meantime, between the singles, build some hype around them before the release, and drive people to them after the release. The same goes for any other product that you create around your music. Keep everything fresh and exciting for people as much as you can, and bring them value. Like I said, people's attention spans are short, so stay in front of them as much as you can with new content that they will enjoy.

Use Paid Advertising

While organic reach on social media can be limited, paid advertising can increase your visibility and reach massively. By running paid ads on platforms like Facebook, Instagram, TikTok, YouTube, and Google, you can target specific audiences and promote your music and brand to a wider audience.

Again, all your ads should contain well written engaging ad copy and professional graphics and/or videos that show your brand in the best light. You can use the ad managers targeting options to reach the right audience. You should also make sure to track the performance of your ads and to optimise your campaigns to get the best results.

Focus On Building Relationships

By connecting with others and building a network of contacts, you increase your opportunities for collaborations and partnerships, and you can also get valuable feedback and support. Consider attending music industry events and networking with others, and make sure to stay in touch with your contacts by following up and staying engaged.

You should always make sure to focus on building genuine connections rather than just trying to get something out of the relationship. Being fake and only ever taking won't ever get you far. You will just get a bad name for yourself. Help others as much as you can, and in return they will also help you. This will build a supportive network that can help you, and them, to grow and succeed.

Make The Most of Your Network

Share your music and content with your network and ask for their feedback. Ask your contacts for introductions to other industry professionals and for advice on how to grow your career, always showing gratitude for their support.

“One thing I’ve learned is that I’m not the owner of my talent; I’m the manager of it.”

Madonna

Chapter 3

Leveraging Social Media for Success

Social media is essential for promoting your music and building your personal brand. With over 510,000 comments posted and 293,000 statuses updated on social media every minute of every day, you will have to find creative ways to cut through the noise, and your content must look professional and stand out to get noticed.

If you put a little bit of time and effort into learning the best practices for each platform and understanding their unique features and audiences, you can effectively promote your music, grow your following, increase your play counts, and generate additional income streams.

First though, make sure to always adhere to the terms of service and community guidelines of the platforms you use.

Be cautious about paying for fake likes or followers on your social accounts. It may seem tempting to do so when you're first starting out or if you want to quickly boost your pages, but it is not advisable. You can easily be banned from platforms for using these services, and it is also glaringly obvious to people that your followers are fake.

Aside from that, fake followers are not your target audience, rendering them useless other than empty numbers on a screen. Having 100 real "super fans" who show genuine interest in your music is much more valuable to you than 10,000 fake followers. Growing organically and having legitimate followers is going to benefit you a lot more in the long run. You can't market anything to a bot!

Content is key when it comes to effectively growing and promoting your brand. To see the best results, aim to consistently post on all your social media platforms every day, or ideally multiple times a day. This can be a daunting task for anyone, especially for those who are busy with other commitments or have limited time to create and post content. There are services available like Buffer and Later where you can schedule your social media posts helping you automate the process a little. This can be a great way to save time and focus on other tasks, while still ensuring that your

brand is consistently reaching and engaging with its audience.

One good tip to implement when making your social media posts is aiming to make content that people will share. Keep your posts and videos both entertaining and informative. If you are posting your music, show off the clips of your song with the biggest hook (the chorus or drop, for example). Nobody wants to hear a full minute of flat beats or build ups before getting to hear the meat of your song. You need to capture people's attention in the first 3 to 5 seconds, or they will scroll right past and move on.

Let's dive a bit deeper into each platform...

TikTok

Gone are the days when TikTok was just a platform for silly dances and lip-syncing overused comedy sketches. Today, it is used by many top artists and bands worldwide to showcase their music and their personalities. It's a great platform for sharing short-form videos, including music and short performance videos, with over 500 million monthly active users. In recent years, TikTok has become one of the most essential platforms for musicians and artists to be posting on, as it has the potential to drive massive growth and reach a wide audience very quickly.

TikTok business profiles give you the ability to add clickable links to your profile, which can drive traffic to your music or your products. The platform also offers the ability to create and run very affordable paid adverts, considering the reach that you get from them.

When creating content for TikTok, keep in mind that the platform is more entertainment-focused, and that people's attention spans are short. This means that it is crucial to grab people's attention within the first 3 seconds of your video, and to create content that is visually appealing and engaging.

TikTok is also primarily a "sound on" platform, which means that people are more likely to watch and engage with videos that have an interesting or catchy audio element. This makes TikTok a great fit for music.

Slaps.com

"Who?" *I hear you say...* Slaps.com is a relatively new social media website solely for music producers and musicians averaging around 148,000 visitors a month (at the time of writing this book.) It's a totally free service where you create an account and gain points by listening to people's songs and leaving comments on them. These points are then traded for upload credits for your own songs, which then, you guessed it... other people have to listen to and comment on. Genius! By making your own artist profile and adding all of your social media, streaming, and website links, this is a lesser-known way to get your music in front of an untapped audience of dedicated music fans to gain feedback, listens, and new followers.

Facebook

Facebook is still the leader of all social media platforms (whether we like it, or not) so if you're not already leveraging its 2.8 billion monthly active users, then now is the time to start.

To use Facebook to its full potential, create a business page and post regular updates, including links to your music, videos, and other content.

Making a public or private Facebook group is also a great option, as it allows you to use the **@everyone** tag in your posts to notify all your followers about your new post, without having to rely on it coming up in their news feed. Saying that though, groups do already have a higher organic reach than normal pages.

Groups also let you post polls where you can ask for feedback from your audience. A feature that doesn't come with normal pages.

You should also be taking advantage of stories and reels to engage with your audience and to gain new followers.

Facebook stories allow you to share short, ephemeral videos and photos that disappear after 24 hours. You can use stories to share behind-the-scenes content, teasers for upcoming releases, and other engaging content to give your audience an inside look into your life and your music. You can also use them to drive traffic to your music or your products by including clickable links in your stories. To add a link to your story, simply click the link icon and enter the URL of your music or your product.

Reels are another feature on Facebook that allow you to create and share short videos, and help you to gain new followers. To create a reel, simply select the reels option in the Facebook camera and record your video. You can then edit your reel by adding music, text, and other effects. Add relevant hashtags to your reels so that they will be shown to people who don't yet follow your page, but who engage with similar content from other pages.

To get the best results, use a consistent mix of page posts, stories, reels, and group posts, and include call-to-action links in each one. This will help you to drive traffic to your music or your products and to increase your engagement with your audience.

Don't forget that you can also drive traffic to your pages and groups from your personal Facebook page. Do this by sharing posts, stories, and reels directing people to your pages and group, asking them to like and follow, and to share the content to other people that they know who may also find it interesting.

Myspace

Next up on the list is the mighty Myspace. (Just kidding! Moving swiftly on...)

YouTube

As well as being a video sharing platform, YouTube is also the world's second largest search engine, making it a powerful tool for promoting your music and your brand.

One of the newer features on YouTube is YouTube Shorts, which allows you to create and share short videos, like TikTok. To create a YouTube Short, simply select the Shorts option in the YouTube camera and record your video. You can then edit your Short by adding music, text, and other effects.

YouTube also allows you to live stream on the platform. You can use live streams for live performances, Q&A sessions with fans, and hangouts with fans. This is another way to engage with your audience and to create a sense of community around your music. If you enable the Super Thanks feature, fans can send you donations while you stream.

Once you have gained 1000 followers and 4000 hours of watch time on your YouTube channel, you can also monetise your uploaded videos through the YouTube Partner Program. This allows you to earn money through advertising, sponsorships, and other partnerships.

Twitch

Twitch is a live streaming platform with over 15 million daily active users, primarily focused on gaming and entertainment. It has now also become a popular platform for musicians to stream their performances, connect with their audience, and promote their music. To get the most out of Twitch, schedule regular streams, including live performances, Q&A sessions, and other interactive content. You can also use Twitch's paid advertising options to reach a wider audience and to target specific demographics.

There are several ways to monetise your streams and earn revenue on Twitch, including subscription fees from your viewers, donations, and sponsored content. It's also possible to sell merchandise and other products through your channel.

The platform's interactive features allow you to build a sense of community and to connect with your viewers in real-time. This can be particularly helpful for independent artists looking to monetise, build their fanbase and to promote their music.

Twitter

Twitter is a microblogging platform with over 330 million monthly active users. It's a place for sharing quick thoughts, ideas, and updates with your followers. Using hashtags can also help to increase the visibility of your posts and to reach a wider audience.

Twitter posts do have a limit of 280 characters, so it is good practice to keep your posts concise and to the point. But that doesn't mean you can't share more in-depth thoughts and ideas with your followers. One way to do this is through

Twitter threads, where you can share a series of connected tweets on a particular topic.

Another useful feature of Twitter is the ability to create and join Twitter lists. These lists allow you to organise and curate the accounts that you follow into various categories, making it easier to find and engage with specific types of content. You can also create lists of your own.

The platform offers several paid advertising options, including promoted tweets and trends, which can help to increase the visibility of your content and to target specific demographics.

Instagram

Instagram is a photo and video sharing platform with over 1 billion monthly active users.

By utilising Instagram stories to share behind-the-scenes content and other engaging content that disappears after 24 hours, this creates a sense of exclusivity and encourages your followers to tune in regularly to see what you're up to.

Instagram reels are another way to share short, catchy videos set to music and have proven to be a popular way for users to display their creativity and talent.

If you use a combination of feed posts, stories, and reels, you can keep your content fresh and interesting and engage with your followers in a variety of ways.

By using relevant hashtags, you can make your content more discoverable and reach a wider audience. This is especially important for emerging artists who may not have a large following yet. It's also a good idea to use hashtags specific to the music industry, such as **#musicproducer** or **#indiemusic**, to connect with other artists and music professionals.

By adding clickable links to your Instagram stories and bio, you can easily send your followers to your music or your products, making it easy for them to support you.

Reddit

With over 50 million monthly active users, Reddit offers a wealth of opportunities for sharing your music, connecting

with like-minded individuals, and building your online presence.

You can participate in relevant discussions and communities by joining subreddit groups related to music production, sharing your music, and asking for feedback, and engaging with other users through comments and discussions.

Reddit also offers paid advertising options. This can include sponsored posts, targeted banner ads, and video ads.

With a wide range of 'subreddit' groups covering a variety of music-related topics, you can find and join in on discussions that align with your interests and help you connect with like-minded individuals.

Hypeddit

As an extra boost on top of all of those, 'Hypeddit' is a platform that allows users to create 'fan gates', requiring fans to like and follow pages to gain access to certain songs, free downloads, or other content. With a little creativity and strategic planning, Hypeddit can be a valuable tool if you are looking to grow your following while promoting your

music. I will leave a link to Hypeddit in the helpful links section at the end of this book.

Linktree

And finally, the one that ties it all together nicely... 'Linktree'. Linktree is a free website that allows you to create a landing page with a nicely presented list of links to all your social media profiles, websites, and streaming platforms.

This makes it easy for people to find and follow you on their preferred platforms. Instead of sending multiple links or trying to remember all your various profiles, you can simply send one link that directs people to your Linktree page. This can be especially helpful if you are promoting your music or brand on social media or in emails, as it allows you to provide a convenient and comprehensive list of all your online presences.

Linktree can also be a useful tool for directing traffic to specific pages or campaigns. For example, if you have a new music release or merchandise available, you can create a link on your Linktree page that directs people directly to that page. This can help you drive traffic to specific campaigns or

pages and make it easier for people to find and access the content you want them to see.

The easier you can make it for people to follow you on their preferred platforms, the better the outcome will be for you. Linktree is a must.

Having good social media promo skills also opens doors for you to generate income through sponsorships, partnerships, and advertising. But more about that later in the book...

“The path to success is to take massive, determined action.”

Tony Robbins

Chapter 4

Building Multiple Income Streams from Your Existing Skills

In music, business, or anywhere else in life, you should never put all your eggs in one basket. Counting on just one aspect of your business to bring in the majority of your income (for example: only engineering tracks for clients, or only DJing) can be very risky.

Relying too heavily on a few clients or a few regular gigs can leave you vulnerable to financial instability if one of those clients or venues decides to end their business relationship for whatever reason, or they experience financial difficulties themselves.

It's time for you to get to work on putting a solid contingency plan together in case something unexpected happens, such as the COVID-19 pandemic. (None of us saw *that* one coming!)

During the pandemic, many musicians and music producers (self-included) lost all their clients and work overnight and had to find new ways to generate income.

By being proactive and building as many income streams as possible, you can better protect yourself against unexpected events. They should include a mixture of both active income streams, such as performing live or engineering music for clients, and passive income streams, such as licensing your music for film and TV or selling digital products.

If you spend some time expanding your services, diversifying your income streams, and experimenting with fresh marketing strategies, you can ensure that you always have a stable and sustainable income.

As music producers, we have a unique set of skills and talents that can be leveraged to earn money in a variety of ways. Let's explore some creative and innovative ways to use your existing skills to generate income, both online and

offline. Whether you are just starting out in the industry or are a seasoned professional, there is something here for everyone.

Selling Beats and Instrumentals Online

One of the most obvious ways to make money with your music production skills is by selling beats and instrumentals online. There are several platforms that allow you to upload and sell your beats, such as Beatstars and Airbit. These platforms allow you to set your own prices and take a percentage of each sale. You can also sell your beats directly to artists through your own website or social media channels.

To increase the chances of making sales, you need to consistently be making and uploading new original beats. You can also use social media and online marketing techniques to promote your beats and reach a wider audience.

Licensing Your Music

Another way is by licensing your music for use in various media outlets. You want to be looking at every angle, including music for films and television, to video games and commercials. This is known as ‘Sync Licencing.’

To get started, you will need to create a portfolio of work and make connections with industry professionals. You can also join organisations such as the American Society of Composers, Authors, and Publishers (ASCAP) or the Broadcast Music, Inc. (BMI), which can help you connect with potential clients.

You should also consider working with a music publishing company or a licensing agency to help negotiate and manage these agreements. Always read everything carefully to make sure that you have a clear understanding of the terms and conditions of any agreement, as well as the rights and royalties associated with the use of your music.

Offering Music Production Services

You can also offer your music production services to other musicians and artists. This can include everything from

engineering tracks for them, ghost production, recording, sound design, extra production to their unfinished projects, and mixing and mastering.

Firstly, you will need a stable and professional setup. This could be either a fully kitted out studio with great acoustics, or even just a laptop with a decent pair of headphones or studio monitors paired with a headphone or room correction software.

If opting for the laptop setup, the correction software is an essential part of your toolset. Using this, you will be able to mix and master with a flat EQ curve instead of coloured sound. Room correction software is especially important if your room is not acoustically treated. Even if you have the best studio monitors in the world, if you have a bad room with a lot of reflections, you will end up with a bad mix.

Even though I am lucky enough to have an acoustically treated studio now, I still work on a lot of my mixes and production away from the studio at home using just a Macbook Pro and Audio Technica ATH-M50x headphones running the Sonarworks SoundID Reference Headphone Correction Plugin, using only 'inside-the-box' VST plugins for production, mixing and mastering. With the quality of

the software that we have access to now, the results we can achieve just using this cut down setup is incredible. It also makes your setup more portable so you can work from anywhere, which is a huge bonus. As long as you know your setup and you can get a great sounding end result, either will do the job.

You will need a good collection of VST plugins, or if you have the budget and prefer it, outboard hardware to help you get professional end results for your clients. You should also have a strong understanding of the technical aspects of music production, as well as the ability to work with a variety of artists and genres.

Teaching Music Production

Another way to make good money is by teaching others. This can be done through private lessons, workshops, or online courses.

You will first need to develop a curriculum and create resources such as lesson plans and worksheets. You should also be able to effectively communicate complex concepts in a way that is easy for students to understand.

Collaborating with Other Musicians

Working with other artists puts you in front of their audience, and puts them in front of yours, exposing you both to potential new fans and followers.

To find collaboration opportunities, you can network with other musicians and industry professionals, or join online communities and forums. Reach out to them on social media or email and introduce yourself. Make sure to have your bio and a playlist of your best tracks ready to show them when you do. Open up a dialogue with them first though letting them know that you're a fan of their music. Don't just bombard them with a ton of stuff from the get-go.

Creating and Selling Sample Libraries

Sample libraries are collections of audio samples that can be used in music production. They can include anything from drum loops and sound effects to vocal samples and instrument samples.

Creating and selling sample libraries can be a lucrative way to make money at the same time as experimenting with

interesting sound design concepts which can then carry over into your music production workflow.

There are several platforms that allow you to upload and sell your sample libraries, such as Loopmasters, Splice, and Sample Magic. You can also sell your sample libraries directly through your own website or social media channels.

To create a successful sample library, focus on creating high-quality, unique, and usable sounds. If recording your own sounds from the real world, always use professional recording equipment and experiment with different sounds and techniques. Test your samples extensively before releasing them to ensure that they are of the highest quality. It's also important to consider the needs and preferences of your target audience, and to choose a niche or theme that will appeal to them.

For example, if you are a producer specialising in electronic dance music (EDM), you might consider creating a sample library that includes a wide range of EDM-style sounds, such as drum loops, synth patches, one-shot bass samples and loops, one-shot synth sounds and loops, effects & atmosphere samples, and vocal samples. Alternatively, if you are a hip hop producer, you might consider creating a

sample library that includes a wide range of hip hop-style sounds, such as drum breaks, 808 basses, instrument samples, and vocal samples.

In conjunction with the quality and uniqueness of your sounds, you must consider the usability of your sample library. This includes organising your samples in a logical and easy-to-use manner, providing clear and concise documentation and instructions, making sure that loops do in fact seamlessly loop without glitches at the beginning or the end of the sample, and offering a range of formats and file types to support different music production software and hardware. By focusing on the quality, uniqueness, and usability of your sample library, you can create a product that stands out in the market and appeals to a wide range of music producers.

As well as selling your own sample libraries, you can also offer custom sample library creation services to other musicians and producers. This can involve creating custom loops and samples to fit the specific needs of a client.

Creating and Selling Preset Banks

If you're already delving into the sound design side of music production, then why not start creating some preset banks for popular software or hardware synths as well?

Often, instead of buying a whole new VST instrument or synth entirely because I've hammered all the presets, I buy top-up preset banks to freshen up my libraries. They are a lot cheaper than buying new full instruments, and you can still work in the familiar interface that you are used to.

If you use popular VST instruments such as Serum, Sylenth1 or Pigments, for example, then make some sounds and categorise them in folders inside the plugin, package them up, and sell them. The same goes for hardware synths. Just again make sure that they are of high quality and that they are usable for people.

You can find out the current top VST instruments by checking websites such as Splice for the Top 10 best sellers, or by simply watching other producers on YouTube or Twitch.

You could make smaller genre-specific packs (this will make your targeting easier during marketing), or you could make huge add-on packs that are suitable for all styles. It's totally up to you. You already have the development tools in front of you, and all it costs is a little bit of time to create. You'll also end up with a ton of new sounds for your own tracks. It's a no brainer.

Live Performances and Touring

You can also make good money by performing live and touring, if done properly. Just watch out for the promoters that offer 'exposure' or drinks tokens as payment. Also, be wary of the ones that don't pay you a deposit upfront when they book you. I've been stung many times by promoters that pull the old chestnut: "Sorry, we didn't get enough people in the club today so we can't pay you." If you cover your back and be mindful of these underhanded tactics, avoiding them before agreeing to play somewhere, you can make good money performing live.

This can involve playing at clubs, festivals, and other events, as well as organising and promoting your own events and tours.

You will need to develop a strong live performance skill set and create a portfolio of work that highlights your talents. You should also have a clear understanding of the business side of touring, including booking shows, managing finances, and promoting your performances.

You could also offer production services for other artists and bands. This can involve everything from setting up and running sound and lighting to stage design and management.

Creating and Selling Music Merchandise

This can include everything from t-shirts, hoodies, and hats to vinyl records and CDs.

To get started, you will need to create a design or logo that represents your brand, as well as identify a manufacturer or supplier to produce your merchandise. There are hundreds of print on demand websites out there for you to check out and find the best fit for your brand. You can then sell your merchandise through your own website or social media channels, as well as at live performances and events.

Creating and Selling Music-Related Products

You should also look into creating and selling other music-related products. This can include everything from music software and hardware to music education resources and instructional materials.

Firstly, you will need to identify a need or gap in the market and create a product that meets that need. You should also have a strong understanding of the target audience that you wish to promote to and make a solid plan before spending a lot of time creating any sort of product. Make sure beforehand that there is a demand for it, and then learn the necessary skills and find the tools that you need to get the job done.

Affiliate Marketing & Sponsorship Deals

Affiliate marketing is a type of performance-based marketing in which a business rewards affiliates for each customer brought by the affiliate's own marketing efforts. You can use affiliate marketing to make money by promoting other people's products and services related to music production on your social media channels, live streams, videos, and website.

Have a think about some of the equipment, software, and products that you use yourself and check out the company's websites to see if any of them have referral programs. You will then need to sign up for each program where you will receive a unique referral link to their products. Then, promote these products and services and earn a commission for each sale made through your referral link.

There are many products and services related to music production that offer affiliate programs, such as music software, VST plugin developers, hardware, subscription-based websites, and educational resources. Carefully select products that align with your brand and target audience, and to disclose any affiliate relationships to your followers.

To find good affiliate products that are relevant to your brand and target audience, thorough research is needed to consider the needs and interests of your followers. Look for products that are related to music production and that are of high quality and consider partnering with companies that offer a good commission rate.

It is also best to try out the products yourself before promoting them to ensure that they are worth

recommending to your followers. You don't want to sell anyone rubbish that you wouldn't use yourself. The more that you are into whatever the product is, the better it is. Be genuine and not too salesy, telling people how you use the products and the problems that they solve for you.

You can usually expect to receive commissions of 10-20% from each sale by joining most companies affiliate programs, which can be a nice top-up to your income each month if you are regularly promoting their products and you keep your affiliate links online for people to find.

However, with our Anarchy Audioworx affiliate program for our VST plugins, we offer 50% commission on every sale giving you the potential to earn a lot more. With our commission rates being so high, from just one sale you can earn up to \$143/£114, just for telling people about our VST plugins! If you are new to affiliate marketing, this can be a great place to start with it being so easy to use.

When you sign up to our free affiliate program, you get your own private dashboard where you can check the progress of your sales and withdraw your earnings at any time. You simply copy the URL of the product that you want to promote from the list, then paste that product link that you

copied into the 'Generate Links' box and click the button to make your own personal affiliate link which tracks all of your sales. You then share that generated link and promote it to your network. Each time someone buys a plugin using your link, you receive 50% of the sale.

The more you promote them on your social media, email list, live streams, YouTube videos etc... the more you will earn. It's that simple. We provide you with tons of pre-made videos, images, and other assets for you to use if you don't want to make your own. You can also download our plugins to try out and make your own content with.

If you already have a network of music producers that you can promote them to, it's as easy as creating a few posts or videos and including your personal affiliate link in the post or description to start making money straight away.

I'll put a scannable QR code and a clickable link to it here so that you can find more information about it and sign up for a free account. I'll also link it again at the end of the book.

(For the audiobook listeners, this link will be in the downloadable document that I gave you the link to at the start of this book)

Anarchy Audioworx Affiliate Program Sign Up Link:

<https://anarchyaudioworx.com/affiliates/>

As well as affiliate programs, you can also consider seeking out sponsorship deals. Sponsorship deals can take many forms, such as product endorsements, event sponsorships, and brand partnerships.

To find sponsorship opportunities, again, research companies that align with your brand and target audience. Reach out to them to see if they are interested in partnering with you. Be sure to clearly articulate the value that you can bring to the partnership and how it will benefit them by having you as an ambassador for their business and why they

should work with you. Be professional when speaking to them and tell them how and where you intend to promote their products.

Remember, you should always disclose any affiliate or sponsorship relationships to your followers, as honesty and transparency are key to building trust with your audience. By leveraging both affiliate marketing and sponsorship deals, you can create some nice additional streams of recurring income if you are consistent.

There are links at the end of this book to a few great affiliate programs that you can start with which offer good commission (and you may even get some free products to try out and keep yourself by doing so!)

Make a Membership Site using Patreon

Patreon is a website that allows creators to offer paid monthly subscriptions to their followers for access to exclusive content. As a music producer, this content could include a variety of items, such as: exclusive unreleased music, project files from your digital audio workstation (DAW), audio stems, remix parts, tutorials, templates, and sample libraries.

Patreon operates on a tier system, where creators can offer different levels of access to their subscribers based on how much they pay per month. For example, a creator could offer a basic tier for £5 per month that includes access to exclusive music and a discount on merchandise, while a higher tier for £10 per month could include access to all the content in the basic tier as well as DAW project files and audio stems.

Before setting this one up, carefully consider the amount of content that you are able to produce and fulfil for your subscribers before planning your tier system. It is crucial to stick to your word and deliver the content you have promised to your subscribers on a regular basis to ensure that you retain their support. You could block out certain times or days of your week where you can create content just for Patreon to make sure that it is finished in plenty of time to upload ready for them every week/month.

Patreon can also be a great platform for running competitions and giveaways for your subscribers. You can partner with companies to provide you with certain products for these giveaways, or offer your own products or services as prizes. This can help to increase engagement with

your Patreon community and offer additional value to your subscribers.

There are other membership site options to also consider including, Uscreen, Buy Me a Coffee, Ko-fi, Mighty Networks, Memberful, MemberPress and Gumroad.

NFTs

By now, I'm assuming that you've heard the hype going on around NFTs over the last couple of years. Well, whether you love or hate the idea of them right now, there is no denying that they will play an integral part in changing how the music industry works over the coming years and as we move into Web 3.0 (The next generation of the internet) NFTs have the potential to benefit both fans and artists.

Many large artists, such as Snoop Dogg, Deadmau5, and even Slipknot, are already participating in the NFT space and have made substantial amounts of money doing so outside of their usual channels.

For artists looking to set themselves up for success, jumping on this trend as soon as possible while it is in its early stages could be a very good move.

If you're not so familiar with what they are, NFTs (or non-fungible tokens) are digital assets that are unique and cannot be exchanged for other assets on a one-to-one basis.

NFTs have the potential to revolutionise the way artists monetise their music and engage with their fans.

One way that NFTs can be used in the music industry is by giving fans the opportunity to receive royalties from an artist's music if they purchase an NFT that is associated with the artist's work. For example, an artist could release an NFT that represents a percentage of the royalties from a particular song or album. This would allow fans to not only own a unique piece of the artist's work, but also to share in the financial success of the artist's music.

Typical formats that you could sell NFTs as could be anything from rare variations of digital artwork from a song or album of yours, a song itself that hasn't been released anywhere else, or even videos or any other digital media.

Selling limited amounts of these NFTs creates scarcity and brings value to collectors and hardcore fans, giving them an uncommon item that is legally owned by them.

You can also attach royalties to these assets to benefit both of you. As well as the fans earning money from your success when you grow in the future, you can also earn a percentage of royalties from that same NFT that they already bought again if they decide to sell it on to someone else on the blockchain. NFTs are also tracked so you can see who owns them, and how many times they have been sold on. (It's going to be a game changer!)

Another potential use for NFTs is to offer exclusive experiences or content to fans who purchase them. For example, an artist could release an NFT that grants the holder access to exclusive concerts, meet-and-greets, or other special events. This would create a new revenue stream for artists and provide fans with unique and memorable VIP experiences.

So, whether you love or hate the idea of them, NFTs do have the potential to significantly impact the music industry by providing artists with new ways to monetise their work and engage with their fans.

As the use of NFTs continues to grow and evolve, it will be interesting to see how they shape the future of the music industry. If you're still not convinced, then I would advise

following Gary Vee (if you don't already) as he has extensive knowledge on this subject and will explain it in detail a lot better than I ever could. There are many of his videos on YouTube where he talks in depth about the positive impact that NFTs can have on the industry in the years ahead.

“I can’t understand why people are frightened of new ideas.
I’m frightened of the old ones.”

John Cage

Chapter 5

Why You Need Your Own Website

Having your own website is one of the best ways for you to showcase your music, services, and products, connecting you with your audience and generating more income.

Customization

With your own website, you have complete control over the design and layout, so you can create a corner of the internet that fully reflects your brand and style. As opposed to social media websites and apps which change their layouts regularly, you control the layout of your website and only change it when you want to.

SEO

A website allows you to create content that is optimised for search engines, which can help increase your visibility online.

Email Lists

You can use your website to build an email list to market to your fans and future customers. One way to do this is by creating newsletter sign up forms and landing pages.

Email marketing is still one of the best ways to promote your music, brand, or product. Social media platforms are essential too, but their ever-changing algorithms can sometimes be hard to keep up with.

With an email list, you have full control of your subscriber list. Using a service such as Mailchimp, you can see detailed statistics for every email campaign that you send, helping you understand more what works and what doesn't work as well so that you can adjust your marketing strategies accordingly. The stats will show you things like how many people opened your emails, and whether they clicked the links inside of the emails. There is also a helpful feature that I love which lets you resend emails to all the people that didn't open them the first time around, just with 1 click. Very cool.

They also give you templates so that you can quickly and easily make professional looking emails. I will leave a link to

Mailchimp in the helpful links section at the end of this book.

Blogs

You can use your website's blog to promote your music, your products, your affiliate products, and to share your thoughts and insights with your audience.

Authority

Having your own website establishes you as a professional and gives you a platform to showcase your work and your expertise.

Merchandise

You can use your website to sell merchandise, such as t-shirts and other items, and you can link your merchandise to a print on demand service using a service like WooCommerce. This allows you to automate the process and have orders fulfilled and shipped directly to customers.

Services

You can use your website to offer production services, such as mixing and mastering, and to promote your live performances and releases.

How To Get Started

Choose a website builder and hosting platform like WordPress, Squarespace, or Wix, and start off with a small, 3-to-5-page website that you can build upon over time. As you grow and expand your business, you can add additional pages and features to your website gradually to meet the needs of your audience.

Again, there are direct links for all the services that I have mentioned in this chapter available at the end of this book to help you get started.

"Shoot for the Moon. Even if you miss, you'll land among
the stars."

Les Brown

Chapter 6

Starting a Record Label: Pros and Cons

Signing some of your music to other existing record labels can be good if you want the exposure from being on more established labels but bear in mind that you will be contracted by them, and they will usually take 50% or more of all your royalties. Depending on the label, the exposure might be a good move in some cases if they are established and they have a large following. It's rare these days, but some labels may even give you an advance payment or a budget for music videos and releases (the cost of which will be recouped by the label first before you earn any money)

But, if you want to cut out the middleman and gain full control and ownership of all the rights of your music, and you want to receive 100% of your royalties, then starting your own independent label is the way to go. Just remember, you must find ways to promote your releases, and develop yourself as an artist with no guidance from a record label.

That being said, if you do decide to sign other artists to your label, then you can decide what percentage of their royalties you will take for promoting their music. The industry standard is usually 50/50, but it is totally up to you. Just bear in mind that you have to put in the work to make it worthwhile for them to be on your label.

Before you begin, you'll need to have a strong understanding of the music industry and your specific genre, and the business aspects of running a record label. You should also have a clear vision and decide whether you want to just release your own music, or whether you want to sign other artists to your label and release their music too. If you choose the latter route, think about the type of artists and music that you want to represent, and create a solid business plan for how you will develop and promote your artists.

Luckily, there are companies out there now such as Distrokid that will digitally distribute your music to all streaming platforms and DJ friendly stores where people can buy and stream your music. I use Distrokid myself for two of my own record labels and it is a truly amazing platform.

You simply upload your music, artwork, and information about your single, EP or album, and in a couple of days it

will be live on Spotify, Apple Music, Amazon Music, YouTube Music, Deezer, Tidal, and every other streaming platform for you automatically. They also have an add-on option to release your tracks to Beatport.

If you have collaborated with other artists on your song, Distrokid allows you to input the percentages of the royalties that will be sent directly to your collaborators for each release, so you never have to crunch numbers or deal with admin on that side of things.

Another big plus of using Distrokid is that you can also legally release cover versions of songs. They will automatically licence them for you and split the royalties with the original songwriter.

I will leave a link to Distrokid at the end of this book so you can take a look for yourself and decide if it is a good fit for you. Personally, I swear by it.

Alternatively, if you wanted to keep your releases away from the main streaming platforms and keep them more exclusive by only letting people buy and download them from just one place (resulting in you getting a much higher percentage

from selling your music) you could also use Bandcamp, but more on that in the next chapter...

As well as using all your social media channels to promote your releases, it is also a good idea to build a promo list of DJs, radio show presenters, reviewers, bloggers, influencers, YouTubers, and other industry people that you want to send your music to. You can do this by signing up to a paid promo list, or manually building your own list by researching your specific genre and curating a list of people that you want to hear your music.

Starting a record label can be a time-consuming and sometimes expensive endeavour, as it can involve a lot of work and planning. But, if done successfully, and you streamline the process as much as you can using the correct tools and strategies that I have mentioned in this chapter, it can be a rewarding way to get your music out there and make a nice amount of money.

“One good thing about music, when it hits you, you feel no pain.”

Bob Marley

Chapter 7

Selling Digital and Physical Copies of Your Music

As well as selling and distributing your music digitally, you should also look into selling physical copies of your music. You can sell CDs, vinyl, and even cassettes (yep, cassettes are still selling!) of your music at your live performances and events, or through your own website, social media channels and live streams.

Vinyl sales in 2021 were the highest in 30 years with more than 5.3 million units sold, an 11% increase in sales compared to the previous year. That's the highest total since 1990.

This is even more impressive considering that streaming, which accounts for 83% of all music consumption, only saw a 5.7% increase in uptake. This signals that the demand for physical music formats, such as vinyl and CDs, is not slowing down and may even be surpassing the growth of streaming services.

With both CD and vinyl sales continuing to soar 22% more through 2022, these impressive figures show that there is still a strong desire for tangible music experiences among listeners.

It's also incredible to see that the cassette market experienced its ninth consecutive year of growth in 2021, according to data from the BPI for the UK market. While cassettes may only make up a small portion of overall music consumption, the final data for the year shows that an impressive 185,000 tapes were purchased in the UK in 2021 – an increase of about 20% from the previous year. This marks the highest volume of cassette sales since 2003, when 243,000 tapes were sold. It's exciting to see that this nostalgically loved format is making a comeback, and it is another option to consider for fans and collectors of your music.

Pressing limited runs and special editions of your music on CDs, vinyl, and cassettes can be an exciting way to provide your fans with a chance to own a unique and rare item from your musical career.

There are many platforms and services that allow you to sell physical copies of your music online. The best one that I have found is Bandcamp.

Bandcamp allows you to upload and sell digital copies of your music, as well as physical items such as CDs, vinyl, cassettes, and merchandise. This platform offers a more advantageous alternative to streaming services. When a song is streamed on a platform like Spotify or Apple Music, the artist only receives a small percentage of the revenue. However, when a song is purchased on Bandcamp, the artist receives a much higher percentage of the sale, with the platform only taking a small cut.

Bandcamp also offers tools for artists to connect with fans and promote releases. You can create a customizable web page on the platform, where you can share updates, offer exclusive content, and interact with your followers. You can also use Bandcamp's promotional tools, such as email campaigns and social media integration, to reach a wider audience.

While Bandcamp is a great platform for selling physical items, it's important to note that artists are responsible for fulfilling orders themselves. This means that once an order is

placed, the artist will need to package and ship the items to the customer. This is a small price to pay, but if you prefer, the process can be streamlined by using a fulfilment service who can handle the packing and shipping for you.

For CD manufacturing, my personal recommendation would be a company called Alpha Duplication. They have a wide range of options for printing your CDs with a variety of packaging options. Their minimum order amount is 50 units. For 50 copies of your CD album with a high-quality jewel case, full colour printing, a 4-page booklet and tray cover, that will set you back £186/\$222. That works out around £3.72/\$4.45 per unit, giving you a nice profit margin to work with. The larger the amount of CD's that you order (up to 500 units on this website), the lower the cost per unit becomes.

They also offer services for mass printing USB sticks, DVDs, and Blu Rays, which are all other physical copies that you could consider for your brand too.

You could also check out companies such as CD Baby and Disk Wizards as alternative options.

If you wanted to skip having to pack and ship your CDs and vinyl altogether, you could even use a fulfilment service such as 'Kunaki', who will handle the production and shipping of your CDs and vinyl records. Think of it as print-on-demand or drop shipping for your music.

Some huge advantages of using Kunaki is that they have a 24-hour turnaround for manufacturing and shipping of your vinyl and CD's. The big deal to shout about here is that they only have a minimum order requirement of 1 unit, which is usually unheard of in the vinyl or CD's pressing industry.

The only caveat with Kunaki is, 1 vinyl with full colour printed labels and sleeve will set you back £27/\$33 per unit, so the profit margin can be quite low if you want to keep the prices competitive for your customers. They are also a US based company, so shipping outside of the US to other parts of the world can become quite pricey. Saying that though, this is a great option to quickly get vinyl pressed, packaged, and shipped, and to have the process totally automated.

For Kunaki's print-on-demand CD options, they also have a minimum order of 1, and the prices start at around £0.97/\$1.20 per unit with full colour printing, 2 pages

insert, tray card, plastic wrapping and 24-hour manufacturing. They also offer DVDs & Blu Ray using the same format. They're definitely a company to take a look at.

Alternative vinyl pressing options would be companies such as 'Deepgrooves.' They have a minimum order amount of 200 copies, but... the turnaround time could be anything from 6-12 months. The upfront cost to press 200 vinyl with the same full colour labels and sleeve amounts to around £1700/\$2033, so you can decide for yourself which is the best option for you between the 2 types of services.

I will add links to all of the companies that I have mentioned in the helpful links section at the end of the book.

You don't have to just sell your own music either. You could also make money by distributing and promoting the music of other artists. Either on your own record label, or by creating your own distribution company which you can automate using the services that I talked about in this chapter. This could involve everything from setting up and managing distribution deals, to marketing and promoting the music to a wider audience.

“If everything was perfect, you would never learn and you would never grow.”

Beyoncé

Chapter 8

The Benefits of Developing Additional Skills

When working as an independent artist in this industry, it is vital to have a diverse range of skills to be as efficient and effective as possible. Having knowledge and expertise in other areas can help you take control of your career and keep more of your business "in-house".

Graphic design is a useful skill for a music producer to have in today's digital age. With the rise of social media and streaming platforms, it has become increasingly important to have visually appealing promotional materials, such as album covers and social media graphics. Basic knowledge of graphic design can help you create professional looking materials that effectively promote your music and brand.

Video editing is another big one. With the popularity of platforms like YouTube and TikTok, being able to create and edit your own videos can be a powerful skill to have. Whether you're creating music videos, trailers for your

music releases or products, social media stories or reels, or behind-the-scenes footage, being able to edit your own videos allows you to have more control over the final product and ensures that it aligns with your brand and vision.

As we already covered earlier in the book, social media management is also an important skill for a music producer to master.

Email list building is another. By collecting email addresses and sending regular newsletters and promo mail-outs, you can stay top-of-mind with your audience and keep them informed about your latest releases and promotions.

There are many resources available online to help you learn and improve these skills, such as YouTube, Skillshare, and Udemy. Taking the time to invest in your own development and learning can pay off in the long run, as it allows you to have more control over your career. You should always aim to continuously improve and expand upon your skills to stay competitive and take your career to the next level.

"Sleep for 8 hours, work for 8 hours. That's only 16 hours out of 24. You still have 8 hours to cook amazing meals, work out, learn a language, and walk on the beach. Time is not the issue."

Unknown

Chapter 9

The Importance of Self-Care and Managing Your Time

With the ever-growing lists of ideas and projects that we find ourselves working through as a creative, we can sometimes bite off more than we can chew. No matter how busy you are, it is crucial to take care of your physical and mental health, as well as managing your time effectively. The music industry can be demanding, and it is easy to become overwhelmed and burnt out if you are not careful.

Maintaining a healthy work-life balance will ultimately lead to a more productive, fulfilling, and successful career. Some ways to practise self-care and manage your time effectively include:

Setting Boundaries

It is necessary to set boundaries around your work and personal time to avoid overloading yourself. This can involve

setting specific working hours, taking breaks, and setting aside time for rest and relaxation.

If you are working with clients, especially demanding ones, limit the time that you check your emails and messages when you are not at work. Make sure that they know when you are going to be working on their project, that their deadline will be met, and that they know your working hours and that they respect them.

Outside of these hours is your personal time, and you deserve to take that time to switch off without thinking about work. I highly advise keeping all of your client interactions to email only. Adding clients on messengers such as Whatsapp, Facebook, or other social media platforms gives them 24/7 access to you and can become incredibly stressful and overwhelming if they message you outside of your work hours.

Prioritising Tasks

Always prioritise your tasks and focus on the most important tasks first. This can help you stay organised and ensure that you are using your time effectively. Find yourself a project management tool that works for you. There are

many to choose from which have both free and paid plans such as Evernote, Asana, Trello, Monday.com, and Notion, amongst many others. I will leave links for all these services in the helpful links page at the end of this book.

Taking Time Out

Take regular breaks away from your work where possible and engage in activities that help you relax and de-stress. This can include things like exercising, gaming, journaling, drawing, painting, spending time with friends and family, practising mindfulness or meditation, or simply taking time to do any other hobby that you enjoy. Turn off your phone, mute all notifications on all other devices, stay well away from your email, and relax! Taking care of yourself in this way can help you be more productive and creative in your work once you have recharged your mental batteries.

Seeking Support

If you are feeling overwhelmed or burnt out, it is important to take time out to rest. Seek support from your friends and family, or if it gets really bad, a professional therapist.

There are also many support groups on social media, online articles, and some great YouTube channels which will help you out if you end up in a bad place. Again, I will leave some links at the end of this book to resources that have helped me through rough times and put me right again in the past.

Outsourcing Tasks

If you have a full-time job or other commitments, it may be challenging to find time to complete all the tasks required to keep on top of your music business. In this case, outsourcing some of your tasks can get things done faster and remove some of the pressure. There are many websites where you can hire people to complete tasks for you. More on this in the next chapter...

“I would rather write 10,000 notes than a single letter of the alphabet.”

Ludwig Van Beethoven

Chapter 10

Outsourcing & Delegating Tasks

We all like to keep as much control as possible over our business, but this can sometimes lead to us overloading ourselves with too much work. During times like these, you have to take a step back and realise that you don't have to do everything on your own. Outsourcing certain tasks can be an effective way to grow your business faster and give you more time to focus on the creative aspects of your work.

Here are some reasons why you should think about outsourcing:

Timesaving

You will save yourself time and be able to focus on the tasks that are most important to you. This can be especially beneficial if you have a day job or family responsibilities, or if you are feeling overwhelmed and burnt out.

Expertise

Passing on your tasks to professionals can ensure that the work is completed to a high standard. This is particularly helpful if you don't have the necessary skills or knowledge to complete the task yourself.

Cost-effective

Hiring a freelancer for specific jobs just as-and-when you need to can be more cost-effective than hiring a full-time employee. This is great if you are just starting out in the industry and have limited resources.

Flexibility

Delegating allows you to scale your business up or down as needed, without the commitment of hiring full-time employees.

Stress-reducing

Sharing the workload with someone else can help reduce stress and anxiety and allow you to focus on the tasks that are most important to you with more clarity.

Make a Plan of Action

Identify which tasks that you can outsource, and which tasks you need to keep in-house.

Take some time to assess your workload and determine which tasks you could delegate to others. This can help you focus on your strengths and the tasks that are most important to your business.

Find a Suitable Freelancer Online

You can use websites such as 'Fiverr' to find experienced and skilled workers to help you with any aspect of your project at affordable prices, and with fast turnaround times. Using Fiverr's search function, you simply search the type of job that you need doing, and the website will generate a list of all the top sellers in that field, showing you their star rating out of 5 and how many jobs they have worked on through the platform.

You can read all of their reviews and look at demo reels of their work before choosing who you would like to delegate your project to. Fiverr has saved my sanity countless times now over the last few years and I would highly recommend

looking into using it during your large busy projects to lighten your workload.

You could also try the 'UpWork' website. It is a similar concept to Fiverr and has many freelancers ready to take on new jobs. Both websites are linked in the helpful links section at the end of this book.

Communicate Clearly and Provide Detailed Instructions

Always provide specific, detailed instructions for the freelancer to work from. This can help ensure that the work is completed to your satisfaction, minimising the need for potential revisions.

Set Clear Deadlines

Be sure to set clear deadlines when outsourcing. This can help ensure that the work is completed on time and to your specifications. Pro tip - It's a good idea to give the freelancer a deadline date that is 2-3 days before the date that you actually need it completed by, just in case you do need any revisions.

Another benefit of outsourcing tasks is the ability to bring in fresh perspectives and new ideas. When you work on your own, it's easy to get stuck in a rut and run out of ideas. By outsourcing to professionals, they can bring a totally different spin on your ideas that can help your business further grow and evolve.

You will also build relationships with people who have expertise in various areas and who can provide valuable insights and support, helping you build a strong network of professionals who can support you in your business.

As I mentioned in the last chapter, it is important to practise self-care and manage your time effectively to avoid becoming overwhelmed and burnt out. By being strategic and proactive in managing your time and resources, you can easily 10x your productivity and creative output.

"If you're worried about the price of getting started, you should see the cost of staying exactly where you are."

Unknown

Chapter 11

The Advantages of Using External Mixing and Mastering Engineers

Mixing and mastering are both highly skilled crafts that require years of work to master (Pun intended)

You also need the proper equipment and listening environment to complete this work to a competitive standard.

Not everyone has access to the necessary equipment or expertise to mix and master their own music, and it is common for producers to struggle with these tasks, particularly if they have been listening to the same song for days, weeks, or months. This can lead to listening fatigue and a loss of perspective on the final sound that you want to achieve.

The mix and master can make or break a song. If it sounds bad and doesn't compete with other songs on the radio, in peoples DJ sets, or on other albums in your genre... nobody will play it.

It's a smart move to put aside a small amount of your budget to spend on mixing and mastering to ensure that after all your hard work producing your song that you get a great final result that shows it off in its best light.

Mixing and mastering engineers have the skills and knowledge to get the best possible sound out of your music. They have the proper equipment, such as studio monitor speakers and a treated listening environment, as well as access to a wide range of software and hardware to shape the sound of your music.

An engineer can also provide a fresh perspective on your music. They will be hearing your song for the first time and can often bring new ideas to the table or suggest changes to make it sound better.

You can send a reference track to an engineer and ask them to get your song as close as they can to sounding like the songs from your favourite artists. To do this takes a highly tuned ear, a special set of skills, the right plugins, high-end equipment, and the correct listening environment. Letting a mixing and mastering engineer do this for you will save you a huge headache trying to work out the balance of all these steps on your own and will also get you the results that you want.

Mixing and mastering can be time-consuming, especially if you are not familiar with the process. By outsourcing these tasks to an external engineer, you can save time and focus on the fun and creative aspects of making music.

Once you have sent your track and instructions to the engineer, you can now start fresh on your next project and keep moving forward.

It can also be stressful if you are struggling to get the sound that you want and you don't have the correct tools to do so. Using an external engineer can significantly reduce your stress and get the best possible end version of your song.

You can find links to mixing and mastering engineers for your genre in the helpful links section at the end of this book.

“To lose patience is to lose the battle.”

Mahatma Gandhi

Chapter 12

Perseverance and Patience: Keys to Success

Success in the music world, like any other field, requires a lot of work, patience, and perseverance. So, stay focused on your goals and consistently work towards improving your skills and knowledge.

Develop your craft and be consistent in your work and your message. Always strive for excellence and have high standards for yourself and your work.

Be genuine, easy to work with, and transparent. Stay humble, be confident, set goals, create plans, and take consistent action, executing and finishing your projects on time and to a professional standard that you can be truly proud of.

All of this contributes massively to building a solid foundation for your career, and a reputation as an expert

and an authority in the industry. If you always go above and beyond for your clients, followers, fans, and collaborators, you will continue to impress people with your skills and professional persona. If you are relentless with this and refuse to give up, you massively increase the likelihood of achieving all your goals.

You can expect plenty of unforeseen challenges and setbacks along the way, so remember to stay positive, keep your eyes on the prize, and don't let them discourage you. Instead, as we discussed earlier, view these setbacks as opportunities to learn from and grow. Temporary roadblocks are a natural part of the process and there are always a number of ways around them so that you can continue to move forward.

There will be times when you feel like you're not getting anywhere, but you must continue to be patient and realise that any kind of success and growth in this industry takes time. If it were that easy, everybody would be successful, famous, and rich. Building a sustainable career requires dedication, consistency, and a long-term vision. Many people quit right before they are about to break through. Don't be that guy. Keep going until you reach your goals, and you are happy with your achievements. Hard work pays off and patience is key.

Although this book is all about making money from music, keep in mind that success is not solely defined by financial metrics, and that to earn a sustainable living in music you must love what you do and keep working at it, growing, and being consistent with your efforts. Remember to enjoy the journey too, as many other successes can be found while climbing the ladder to financial freedom.

For many musicians and music producers, success is equally about the creative fulfilment and personal satisfaction that comes from making and sharing music, the recognition and respect from your peers, the buzz of playing in front of live audiences, and seeing the happiness and positive energy that their music brings to other people.

Regardless of your definition of success, stay true to your passions and to follow your own path. By staying focused and consistently working towards your goals, you can achieve success on your own terms and enjoy the rewards that come with it.

“A musician should only sound like what they do, and no two musicians sound the same. It’s an individual-feel thing, you know?”

Dave Grohl

Chapter 13

Finding Your Own Unique Style and Avoiding Comparison

Comparing ourselves to our peers on social media can be a destructive and demoralising habit. What we see on social media is often a highly edited and curated version of someone's life, and it can be easy to fall into the trap of thinking that everyone else has it all figured out while we struggle to keep up.

Avoid partaking in this toxic and fruitless endeavour at all costs. Everyone's journey is unique, and what may work for one person may not work for another. Stay focused on your own aspirations and recognise that everyone, including those you admire, have all faced their own set of challenges and struggles on the way up to where they are now.

It's far healthier for you to shift your focus away from external validation and towards internal motivation. Rather

than seeking validation from social media likes or external recognition, try to find fulfilment in the process of creating and honing your craft.

Surround yourself with supportive and positive influences, rather than constantly seeking out comparisons that may leave you feeling inadequate. Remember that achievement looks different for us all.

Don't hesitate to ask for help or advice when needed and try to cultivate a growth mindset rather than dwelling on the concept that the grass is always greener on the other side.

Embrace your own personal style and individuality. Never be afraid to take risks or try new things, even if they may not be in line with current trends or popular styles. Think outside of the box. Your own authenticity and originality will be what sets you apart and allows you to stand out in a crowded industry.

It can sometimes be tempting to try to replicate the sounds and styles of other artists. With this in mind, remember that true success and creativity comes from authenticity and finding your own voice. Instead of copying others, take

inspiration from the music that you love and try to find ways to incorporate those elements into your own sound.

One way to do this is by fusing different styles together. For example, if you love the energy of electronic dance music but also appreciate the raw emotion of folk music, then that's cool! Try combining these elements together in your own tracks. The results can be surprising and can create a unique and interesting sound that is all your own.

Go back to your musical roots and think about what aspects of music make you feel good, remembering songs from the past that made an impact on you, and more importantly, why they did. Think about the sound design, the arrangement, and the instruments in those songs and how the lyrics painted a picture of a certain situation or story. This can help you create tracks that are authentic and resonant with your own emotions, which can in turn be relatable to your listeners.

Ultimately, good music is about evoking emotions and making people feel something. If you are feeling sad, try writing a sad song that reflects that emotion. If you are feeling happy, write a song that captures that joy. Don't force

anything that isn't genuine. Let the music flow naturally and create a snapshot of your moment in time.

Remember, your unique perspective and experiences are what make you special as a musician or music producer. Embrace them and let them shine through in your music. Don't get caught up in trying to replicate the sounds and styles of others. Instead, focus on finding your own sound and creating music that is authentic and true to you.

Also, don't be afraid to venture out into producing other genres once you're comfortable to do so. Finding your own sound doesn't mean you only have to work on one genre forever. You'll find that once you can produce one style well, you can transition to others easier. This shows diversity in your skills and opens you up a whole new fan base. If you can produce good house music, then chances are you can also produce good techno. This also keeps things interesting for you and lets you experiment more. Just bear in mind that if you are producing in a new genre, then you may want to make a new alias for it too so that you don't confuse your existing listeners, or the algorithms on streaming platforms.

“There was no one near to confuse me, so I was forced to
become original.”

Franz Joseph Haydn

Chapter 14

Future-Proofing Your Music

To stay relevant and competitive in today's fast-paced and constantly changing industry, you must find ways to future-proof your brand and mature your sound, while at the same time keeping it true to your core personal style. To do this, you will need to stay up to date with current trends, genres, sub-genres, production techniques, technology, software, changes in music streaming and distribution platforms, and updates to social media platforms features and their algorithms. This means embracing lifelong learning, knowing that you must evolve with the times and be forward-thinking to stay ahead of the game.

Keeping Up with Music Trends

Sub-genres of music can come and go quickly, and if you don't move with the times, you could soon end up with an old sound that no one is listening to anymore. Stay in the loop by following music blogs, music review podcasts and YouTube channels, online radio stations that are geared towards new upfront music in your genre, the top 100

charts in your genre, music magazines, and of course the social media accounts of big artists in your genre. Keeping up to date with all these sources will always keep you informed about the latest developments in the music world.

Keeping Up with Technology and New Ways of Working

Production techniques and technology are also constantly evolving, so you must stay current so that you don't get left behind. We can all be set in our ways and have certain ways of doing things but learn to be open to trying new production techniques, technology, and software that can help you improve your craft and create more innovative and dynamic music. With the rapid pace of technological advancement, you have to be willing to adapt to new tools and approaches as they emerge.

One way to stay on top of current production techniques is by attending workshops, seminars, and online courses that teach you about the latest techniques and tools. You can also learn from other musicians and producers by collaborating and sharing knowledge and ideas. Buy courses from producers that you look up to on Udemy or Skillshare. Watch live music production streams on Twitch and

YouTube and interact with the producers by asking questions in the live chat while watching how they produce. Compile all the information that you learn and build an efficient workflow that works for you.

Everybody is different so one person's workflow might not resonate with you fully, but by learning from multiple sources, you can then curate certain techniques from each different person or course and implement them (or parts of them) into your own workflow to make the production process easier, quicker, and more fun.

Also, sign up to newsletters from leading brands that build music hardware, VST plugin developers, sample pack companies, and other software companies. Always keep your DAW up to date with the latest version so that you have the latest tools and features that are added.

If you are able, then attend conferences and trade shows like NAMM, Musikmesse, and Amsterdam Dance Event where you can network with other like minded music enthusiasts and get a glimpse of all the newest and upcoming equipment and software that is scheduled to be released soon.

Keeping Up with Social Media

Social media platforms are also constantly evolving, and it is important to stay up to date with changes to these platforms to effectively promote your music and connect with fans. This means being aware of new features and updates and adapting your social media strategy accordingly.

You can follow bloggers and YouTubers who make regular content on the new additions to platforms and use Google to search to find articles when you see that changes have been made to the platform. This way, you can quickly learn how to use the new features and stay on top of the game. Most social media sites also have their own FAQ pages, so be sure to regularly check those as well.

Keeping Up with Streaming Platforms

Streaming platforms like Spotify are now becoming the best way to present your music to the world. There are many other platforms too, such as Amazon Music, Apple Music, Deezer, and Tidal.

While it is still important to have a strong presence on all these platforms to reach a wider audience, it is a smart move

to focus your attention on the biggest platforms first. It makes far more sense to ask your followers to help you grow your plays on Spotify first, than it does to grow plays on Deezer first. Listeners and industry professionals are not looking at Deezer statistics to see if your music is doing well. They are looking more closely at Spotify.

According to Forbes magazine, Spotify controls just under a third (31%) of the global market when it comes to streaming. That's more than double than Apple Music (15%), leaving Amazon Music in third place with just 13%. Even YouTube Music only controls 8%, so all the other platforms are just tiny fractions below that. Deezer, where it is a great platform, still only controls 2% of the streaming space.

It's clear that Spotify is leading the market at the moment, and I doubt they are going to be knocked off the top spot any time soon. But as time goes on, these statistics will always fluctuate. Make sure to always keep up to date with the most popular places to focus your attention when it comes to promoting your music.

“I feel pretty used by the music industry, in that my contracts are written in such a way that I don’t get paid. And that makes me wanna quit working for whoever thinks it is that I work for them. But I’ve clearly got a job that I can’t quit.”

Jamey Johnson

Chapter 15

Make Contracts for Everything

In the final chapter of this book, we need to talk about covering your back.

Contracts and terms & conditions are both an important part of running any kind of professional endeavour, even when working with friends.

A quick flashback to a personal experience here, just to strengthen my point...

Back in the mid 2010's, I was ghost producing for a pretty well-known international DJ. Let's call him Gerald (Not 'A Guy Called Gerald' of Voodoo Ray fame. He's actually a very nice bloke)

Anyway... Gerald, sends me an email with details of the next engineering job that he would like me to work on. It turns

out that it's an official remix for a big artist. In fact, one of my favourite artists at that time.

I email Gerald back and congratulate him, and I agree to take on the job. I send him my invoice, he pays me, so I download the remix parts and make a start on the project.

A couple of hours later, the remix is sounding great! It's already turned out to be one of the best tracks that I've produced in a long time (in my opinion). I'm loving it, but in the back of my mind, I am also aware of the fact that I have to give this song away once it's finished without my name on it, taking no credit for its greatness.

This same soul-destroying scenario had happened to me countless times prior to that over the years of me ghost producing. I had already accepted it as part and parcel of the job, but this time... it was different. I wanted a piece of the pie and to be credited for this official remix for one of my favourite artists.

So, I emailed Gerald back again and asked him... if I gave him back 50% of the money that he had already paid me, could I also have my name on the release? Cheeky as hell but if you don't ask, you don't get. Right?

To my surprise, he agreed to this, so I sent him 50% of the money back and carried on with the remix.

Long story short... The remix turned out great, we released it, it did very well, I got a substantial amount of exposure for having my name on it, and it opened a lot of doors for me. (Remember the key word there for later... Exposure)

Over the next few months, Gerald sent more and more jobs my way, and more and more big artists were starting to ask for official remixes. So, if they turned out to be artists that I liked too and I felt that they were a good fit for my brand, I proposed the same deal.

This went on for a little while and some great tracks came from it, also growing my following nicely and getting me more DJ sets and collaborations off the back of it.

A year or so down the line, I signed a publishing deal and started putting together a list of all my released tracks for them so that they could collect royalties for me. When filling out the forms, I was asked to give them details about the percentages that I was entitled to for each of my released tracks.

As it had been a few years now, I didn't know all this information for every track off the top of my head. So, I emailed Gerald and asked how much I was contracted to receive in royalty payments from these tracks.

As I was writing the email, it dawned on me... I hadn't signed, or even been sent any contracts! In my naive frenzy of excitement to get my name on these tracks and continue working on them, it didn't even occur to me to follow this up. In my mind, I foolishly assumed that because I had given him 50% of his money back, that he would in turn automatically sign me up for 50% of the royalties.

Inevitably, once Gerald replied, he informed me that we had not agreed on anything like this at the time and now it was too late because the contracts were signed, and the songs had been released already a good while back. Massive, Epic, FAIL!

I couldn't even be mad at him about it, because really, it wasn't his fault. It was my own stupid mistake for not being specific on what I wanted from the agreement in the first place. A bona fide schoolboy error that undoubtedly lost me a pretty penny in ongoing royalty payments.

Needless to say, I learnt my lesson from that, and I now have contracts for any big projects that I am working on with anyone. I even go as far as having a terms and conditions document for new studio clients which they must agree to before I start working with them.

I also now prefer to release music on my own record labels where I control the percentages of what I get paid. When you have your own label, you don't have to give 50% or more to the label first. By using Distrokid to run your label, you don't have to worry about crunching numbers, writing up quarterly royalty statements, or manually paying collaborators either as it takes care of all that for you. I would highly recommend that you do something similar for yourself.

Don't get me wrong, all exposure is needed for any growing artist where you can get it. It did my brand very well at that time, which I am grateful to Gerald for. But, remember that exposure alone doesn't pay your bills. Don't screw up these kinds of opportunities and end up with less than you deserve just because you didn't fully think the deal through.

Now that that's off my chest, let's go deeper into some of the details of why contracts are important:

Contracts are used to outline the terms of a business relationship, including details such as payments, what percentage of royalties are owed to who, ownership of intellectual property, and any other obligations or responsibilities. Having a contract in place can help to prevent any crossed wires, misunderstandings, and disputes, and can provide a clear record of the agreed upon terms in case of any issues that may arise.

Contracts protect the rights and interests of all parties involved. For example, like I already explained above... If you are working with another artist on a collaboration, you may want to have a contract in place to ensure that both parties are fairly compensated and that the ownership of the final product is clearly established. Without a contract, it can be difficult to resolve any disputes that may arise, and it may be difficult to determine who owns what in the event of a disagreement.

Another reason contracts are needed is because they can help to establish clear lines of communication and expectations. When everyone knows what is expected of

them, it can ensure that everyone is on the same page. A contract can also help to protect against any potential legal issues that may arise, as it provides a written reference of the terms of the agreement.

Contrary to popular belief, contracts don't need to be long and complicated documents written in 'Ye Olde English' jargon. While they should always cover all the relevant details, a contract can be as simple as a few pages outlining the key points of the agreement. However, make sure to seek legal advice if you are unsure about any of the terms of the contract, as an experienced lawyer can help to ensure that the document is fair and legally binding.

“We’re musicians. We make music for a living. It’s that simple. Nothing else matters.”

Eddie Van Halen

Final Thoughts & Helpful Links

If you made it all the way to the end of this book, you are a true legend. This already shows that you have the drive and determination to take your music career to the next level.

Please now take everything that we have covered together in this book and put it into action. I guarantee you that only good can come from it.

If you enjoyed reading this book, please take 30 seconds to scan or click the following QR code or link to leave me an honest review on Amazon. It helps massively!



<https://anarchyaudioworx.com/book-review/>

I'd also love to hear your success stories and see what you can create with all of this new knowledge, so feel free to message me any time at the following email: book@anarchyaudioworx.com

In the last few pages, I'd like to share the links to all of the websites and services that I have mentioned throughout this book to help you on your journey. They are all tried and tested by myself, and they have all helped me streamline my music business massively. I hope they will do the same for you. I have added both clickable links and QR codes which you can scan with your smartphone, so that the links will work for all formats of this book. All links have been shortened using bit.ly so that they don't look like an awful mess.

For the audiobook version, you can visit the following link where you can download a copy of the document containing all of the links.

anarchyaudioworx.com/helpful-links

Disclaimer: A couple of the following links are affiliate links, meaning that I make a small commission from any sales, but at no extra cost to you. In fact, most of the affiliate

links actually have discounts and extra perks for you by using my links, so it's a win-win for us both.

I only ever promote products and services that I truly believe to be helpful. There are no rubbish links here, just hand picked services and products that I use myself, and there are also some extra services of my own if you would like to work with me on certain things too.

I have categorised all of the links by using headers at the top of each page, adding a short description about each website underneath. You will find categories such as:

VST PLUGINS & SAMPLES

AFFILIATE PROGRAMS TO JOIN

PRODUCTIVITY & TIME MANAGEMENT

OUTSOURCING

PROMOTE & RELEASE YOUR MUSIC

SELF DEVELOPMENT & SUPPORT

and more. I highly recommend taking the time to check out all of the links to make the most of the knowledge in this book.

Thank you for reading. I wish you massive success and happiness on your journey. You've got this!

Until the next episode... Peace out!

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Anarchy Audioworx Social Media (Linktree)

Get 1GB Free samples by joining us on social media here:

<https://bit.ly/3FapIfL>



VST PLUGINS & SAMPLES

Anarchy Audioworx VST Plugins

Join over 15,000 satisfied customers and try the free demos
of our VST plugins here:

<https://bit.ly/3YrQ0ko>



VST PLUGINS & SAMPLES

Plugin Boutique

The world's leading VST plugin website

<https://bit.ly/2Ag0Ukh>



VST PLUGINS & SAMPLES

Loopcloud

Over 4 Million samples, all in one place. Synced with your DAW in real time. Loopcloud is a must for your workflow.

<https://bit.ly/2Ag0Ukh>



VST PLUGINS & SAMPLES

Splice

Rent-To-Own VSTs. Spread the cost of expensive plugins.

<https://bit.ly/3JnmXtQ>



DAW TEMPLATES & PROJECT FILES

Project files and templates for Ableton Live, Logic Pro, and Reason. Delve into every single process, channel by channel. Learn everything about how to arrange, edit, mix, eq, use automation, and master your projects.

<https://bit.ly/3JpwIaY>



AFFILIATE PROGRAMS TO JOIN

Anarchy Audioworx Affiliate Program

Earn money from testing out our VST plugins and promoting them to your network on social media.

<https://anarchyaudioworx.com/affiliates/>



AFFILIATE PROGRAMS TO JOIN

ClickBank

Thousands of quality products, high commissions, and
reliable payments

<https://bit.ly/41Va01N>



PROMOTE & RELEASE YOUR MUSIC

Distrokid

7% off all plans when using this link. Release your music on Spotify, Apple Music, and all other streaming platforms.

<https://bit.ly/3yp0NRW>



PROMOTE & RELEASE YOUR MUSIC

Hypeddit

Create fan gates to gain followers by giving away free songs.

<https://bit.ly/3J0gy6I>

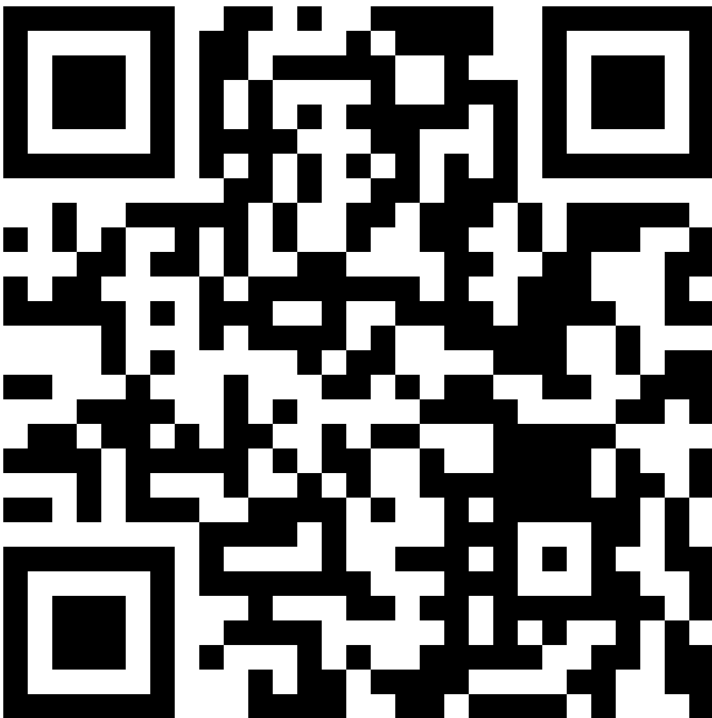


PROMOTE & RELEASE YOUR MUSIC

Slaps.com

Gain new followers and listeners from an untapped audience of music lovers for free.

<https://bit.ly/3F8pMwq>



PROMOTE & RELEASE YOUR MUSIC

Bandcamp

Release digital and physical copies of your music.

<https://bit.ly/3L3y10C>



OUTSOURCING

Fiverr

Find freelancers to do any jobs you need.
10% off your first order using this link.

<https://bit.ly/3ZxRzi2>



OUTSOURCING

Online Mixing & Mastering Services

Get your tracks mixed and mastered to a radio ready standard. All genres catered for.

<https://bit.ly/3JmfNGh>



PRODUCTIVITY & TIME MANAGEMENT

Monday.com

Supercharge your productivity and get organised.

<https://bit.ly/3yoq4eR>



PRODUCTIVITY & TIME MANAGEMENT

Evernote

Remember everything important and sync your notes across your devices.

<https://bit.ly/3Zpdo3f>



SELL YOUR BEATS ONLINE

Beatstars

The world's number 1 marketplace to buy and sell beats.

<https://bit.ly/3l4mSlp>



VINYL & CD PRESSING PLANTS

Kunaki

Manufacture, distribute, and publish your Vinyl, CDs, DVDs, and Blurays. 24 hour turnaround. Min order of 1.

<https://bit.ly/3mE7Q6z>



VINYL & CD PRESSING PLANTS

Alpha Duplication

High quality CD printing and duplication service.

<https://bit.ly/3LdZIJL>

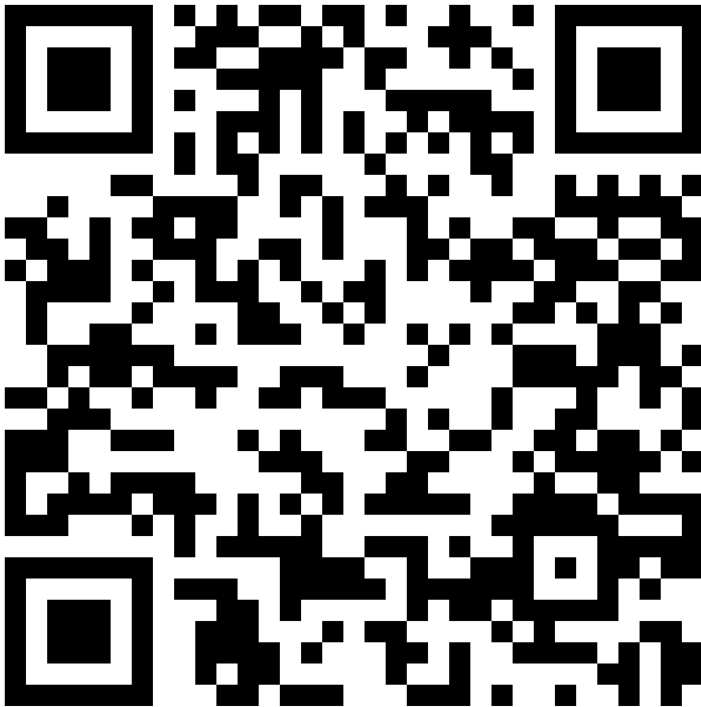


VINYL & CD PRESSING PLANTS

Deepgrooves

Premium quality mass vinyl pressing plant.

<https://bit.ly/3IZwMwN>



ONLINE COURSES

Udemy

Learn anything, on your schedule.

<https://bit.ly/3yrvqGh>



ONLINE COURSES

Skillshare

Learn new skills from industry leaders, on demand.

<https://skl.sh/3JpyKrH>



SELF DEVELOPMENT & SUPPORT

Embrace Everything

A YouTube channel dedicated to helping people find more meaning, purpose, and fulfilment in life.

<https://bit.ly/3ZPNWUr>



SELF DEVELOPMENT & SUPPORT

Togetherall

A safe, online community where people support each other anonymously to improve mental health and wellbeing.

<https://bit.ly/3L8Fxaf>



SELF DEVELOPMENT & SUPPORT

Musicians Union

Where musicians find support on keeping mentally well.

<https://bit.ly/3F5bTiI>



OTHER COOL STUFF

Mod Mat

Custom printed Slipmats with your logo or artwork

<https://bit.ly/3Yw7ZpW>



ARTISTS YOU SHOULD BE FOLLOWING

Bass Dominators / Criminal Records

Bassline House & Speed Garage

<https://criminalrecordsdigital.bandcamp.com/>



ARTISTS YOU SHOULD BE FOLLOWING

dharkfunkh

House, Tech House, Techno

<https://bit.ly/3ZzEhBw>



ARTISTS YOU SHOULD BE FOLLOWING

A Beautiful Retribution

Metal

<https://bit.ly/3mtNoVI>



ARTISTS YOU SHOULD BE FOLLOWING

Bass Thyme Collective

Reggae/Dub/Hip Hop/Rock/Fusion

<https://bit.ly/3ZxTNxU>



ARTISTS YOU SHOULD BE FOLLOWING

Iron Cobra

Synthwave

<https://bit.ly/3SYSDsS>



ARTISTS YOU SHOULD BE FOLLOWING

SITREP

Techno

<https://bit.ly/3mtNXyO>



ARTISTS YOU SHOULD BE FOLLOWING

Pattern Perception

Electronic

<https://bit.ly/3L9so0N>



ARTISTS YOU SHOULD BE FOLLOWING

Lloyd Brown

Reggae

<https://bit.ly/3F9C0F6>



ARTISTS YOU SHOULD BE FOLLOWING

Radiogeist

Rock

<https://bit.ly/3yoQ2Pi>



ARTISTS YOU SHOULD BE FOLLOWING

James Garside

House, Electronic

<https://bit.ly/3YyNngs>

