



## **Music Business Administration: How to get paid for your music**

**Instructors: Fairview MBA (James Guss & Walt Taylor)**

### **Introduction**

- Hi, welcome to the Zoo Labs: LEARN music business administration course presented by Fairview MBA where we're gonna talk about how you make money with your music.

- Hi, I'm James Guss. I have 20 plus years in the music business. I've done everything from being an artist to being an executive at major record labels and publishing companies. I'm now a music supervisor and a music administrator.

- My name's Walt Taylor also known as Walt Liquor. I've been a DJ, artist, producer, a talent manager, a music administrator, and a music supervisor. And there's one thing that we both know, it's that artists aren't getting all the money that they're supposed to. There's music, and then there's the music business. Artists need to understand how to make money with their music. I've known a lot of artists over the years and worked with lots of independent artists and major artists. And one of the things they always complain about is you don't make money with music. And I pushed back and say, "Well, maybe you don't know how to make money with your music." Everybody can pick up a phone, everybody can turn on a laptop, everybody can upload their music to iTunes in 24 hours, but are you doing the administration and the proper business that makes the money? And that's what we're here to talk about. This is the area of the music entertainment business where artists are traditionally getting whooped, is what I say. They don't know how to handle their copyrights and get their royalties. And that conversation isn't something that most artists are talking about. The business people are talking about it, labels have entire floors dealing with this stuff. And that's why they're making the millions of dollars because they understand where to get the money. If you're only getting your money from iTunes or Spotify, or your distributor DistroKid, TuneCore, or the like, you're probably only getting 25% of the money that's due to.

- If that.

- If that, right. And you have to follow these steps of affiliation, registration, organization of your metadata and all of those things to properly monetize your music. And that's what we're really going to talk about here, because it's important for artists to make money from their

creativity. You know, it's art, sure. But this art and culture moves the world. Billion dollar startups are created off of the creativity of artists. And these artists usually don't understand the business behind it. And that's what Fairview MBA is here for - to help you learn about this business, demystify it, to a degree. So it feels accessible. And it's something that you can do, or you know, a little bit of what you're talking about. So when you talk to the professionals, you can have a more informed & engaging conversation to get to where you want to get, 'cause I can guarantee you, if you don't do the things that we're talking about, you will not make the money. That's just the bottom line & we want you to make the money. So grab a pen and paper, take some notes. We're gonna guide you through the process of proper music business administration, so that you can make every penny that you're supposed to from your creativity.