

How To Start and Run Your Own Ultimate Profit Producing Record Label!

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Visit <http://www.TheUltimateRecordLabel.com> for more information on how to start and run your own successful record label.

Article # 1: Starting an Indie Label: Not As Hard As You Think

Independent record labels have been around since the beginning of records themselves. The biggest problems in the past, when figuring out how to start an independent record label, have had to do with funding and the generation of profits. "Indie" labels more recently though have exploded on the music industry scene for many reasons. Over the next few minutes, we are going to go over how to start a record label and why it is not as hard as your think.

Learning how to start and run your own record label is not an impossible feat by any means. In fact, the whole process has become much easier with time. Up until the 1990's recording equipment and products were gigantic and quite expensive. But now they have not only shrunk in size but the price has shrunk as well. This has made things much easier for all those out there who were trying to figure out how to start an independent record label with very little cash flow. So, that solves your equipment problem. Now, where to put it...

Once you have the equipment, you are going to need some sort of make-shift studio. Some people may have the luxury of starting this business at home. But this all depends on where you live and the set up of your home.

Deciding to start an independent record label from home can cut your costs tremendously. If this is not an option for you, then a rented space can be surprisingly cheaper than you would think. If you just want to test the waters before totally committing, then renting a pre-stocked ready-to-go studio for around \$100/hr. is another option to consider. Remember, you are just starting out so you don't have to go "all out" in the beginning.

Now you can see that there are many options for those contemplating how to start a record label. The Indie record label market is on the rise, so what exactly are you waiting for? As you can see, the cost of starting up are minimal and believe me, in the long run, the profits can be great.

Starting your own label can be risky business but risk is something that every entrepreneur has to take at some point. With proper guidance and the right amount of determination, learning how to start and run an independent record label should be no problem at all.

Article # 2: Contracts with Artists

When leaning how to start and run an independent record label, you are going to come across the business side and contracts. In your contract with your artist, the main thing to consider is what you are going to commit to do for them. Also, you want to define what you want them to give in return. For example, you may be able to offer a commitment as to how many singles or albums you will release and when. You may also want to explain how much you can spend on recording and promoting their records. Lastly, you define what sort of royalty, which is the percentage of the sales or the profits, you will pay them.

While exploring how to start a record label and write contract you will discover that in return you may want the artist to commit to recording exclusively for your company for a certain period and producing an agreed amount of material - amount to produce. Also they need to assign you the rights to their recordings and do an agreed amount of promotional work.

The absolute basics of a simple agreement would set out how profits are going to be split between artist and record company. Or you can split them equally between business partners or the members of a band. For example, you could agree to recoup all the money spent on the recording and split any profits after that equally. This will all be learned throughout the process of how to start an independent label.

At least coming to a simple arrangement like this and making a written record of it will put into place a contract, so that every body knows where they stand on this basic point. With more complex agreements, you will probably require an artist contract to make it enforceable. You should also advise your artist to take their own independent legal advice on the contract. Some music industry professionals would recommend you use a specialist media or entertainment lawyer to draw this up for you but others would agree that you could do this on your own with proper guidance. Learning how to start and run an independent label doesn't have to be an impossible feat and learning about contracts doesn't have to be either!

Article # 3: The Independent Record Label Dream

Owning your very own record label is a dream that will become a reality for many. Anyone can do this! From the artist who just wants their music heard, to the manager, promoter or producer who is sure they have found the "next big thing." Maybe you are sick of trying to secure another release with some other label. So, why not make your own label a brand in itself. Sometimes you just need someone to get you on the right track when deciding how to start an independent label.

The real exciting thing about the music industry is that aside from the legal rules and regulations, there is always room for innovation. Innovation can come from anything, high quality music, a great business idea or an original or exciting idea. With any of these, success in learning how to start a record label is right around the corner.

Let's start with all the ways you can fund your label. First you can use capital or personal savings. If that is not available to you then you also have bank overdraft, loans from friends or family, loans from a bank or loans from owners or directors. Loans might come easier if you can convince people you know how to start and run your own record label.

If your budget requires you to start out small, that is ok. You don't have to be loaded to figure out how to start a record label. All you really need to do is complete the product/record and get it released. The key in the beginning is obviously to generate some profits or at least break even.

Low budgets often don't allow for a huge amount of marketing. This is where the internet will be your most powerful ally. There are so many powerful tools on the internet for Indie record labels that it is unbelievable. From MySpace to WebPages to CD Baby, a service that caters to Indie Labels, learning how to start and run your own record label isn't hard with all these options.

So, your homework is to write out a starter budget. What will you have for expenses? Where will the income be generated from? And most importantly, create a solid business plan. Then write out a timeline that includes a one to five year plan. Consult with others in the industry; gain as much knowledge as possible. Educate yourself on the ins and outs of the biz and you will be one step closer to success.

Article # 4: Who Can Start an Independent Label?

Are you a struggling artist who just wants their music to be heard or are you someone who is frustrated with the major labels and everything that comes along with them? It doesn't matter who you are or what you have accomplished, anyone who has the desire can learn how to start an independent label. Over the next few minutes, we are going to explore why starting an Indie label is such a great idea.

Let's say you are that struggling artist who can't seem to catch a break. You want your music recorded and released to the public but can't seem to get signed. Well, now-a-days, this isn't a problem. Even if you thought you didn't know how to start a record label before, you are about to learn just how easy it is...

Get in the studio, record your album and start selling. Is it really that easy? Well, yes and no. Yes, that is what you do and once you have accomplished the first step then you are well on your way.

Some people say they want to know how to start and run an independent label but they are worried because they aren't artists themselves. That is absolutely ok. Maybe you are just a fan or just a lover of music, not a performer. This may be a plus for you. Although not always true but sometimes the creative artsy types have a harder time running the business side of a label. Maybe you should team up and have the best of worlds, a lover of and a performer of music.

Independent labels offer freedom for artists and owners. They also are known to have a bigger return on investment because there are less people to split profits with. You will retain complete creative control and all the rights to your music. If you have been searching for how to start an independent label, then look no further. The future is in the palm of your hands. It is relatively inexpensive in the beginning and when profits are generated then you will expand.

The time is now because the music market is expanding and the door is wide open for independent labels. It is better than ever so you need to act. Find a mentor that can help you learn how to start a record label if you need to. But you need to get in while the getting is good.

Article # 5: Independent Labels of All Shapes and Sizes

While exploring how to start an Independent record label, you will find that they appear in all shapes and sizes. Depending on who you are and what your expectations may be, you can decide how large or small your label is. Deciding how to start and run an independent label is totally up to you and that is the beautiful thing about owning your own label.

The larger, well-funded Indie labels are prearranged by departments similar to the major labels. Obviously, the more money a label has to work with, the more people they can hire to handle the various responsibilities of a label. Sometimes, independent labels have become so large that major labels buy them out, if the owner is willing to sell and take over. This may be the ideal situation for some and for others, perhaps not. It all depends on your personal goals for your record label and your artists.

Smaller, more compact Indie labels coordinate the work of promoting, selling and publicizing their releases by every one pitching in on every job that needs to be accomplished. You will find while discovering how to start a record label, that your smaller labels have the tremendous task of doing the A&R, communicating with radio stations about airtime, negotiating with distributors, soliciting music retailers, and arranging all publicity. This is in addition to dealing directly with their artists and helping them book shows and schedule tours.

Honestly, aside from control over everything, perhaps the greatest thing starting your own label is freedom of choice. Some independent labels make some of the best albums because of their ability to choose who, what, where, when and how. There are no corporate gurus trying to bend and twist the artist into someone that they are not. They are free to play, record and perform according to who they are. So while trying to figure out how to start an independent label, keep all these things in mind.

Running a record label doesn't have to be an overly expensive and time-consuming job. But it will take hard work and determination in addition to some great talent. The more research and preparation a new label performs before hopping on board, the greater their chances are of succeeding. It is a competitive business but with the right attitude and the right talent you just might get your piece of the billion dollar pie.

Article # 5: Indie Profits: It's No Secret

It is no secret...As an Indie Label, your artists will see more profit per record sold than they would if they had a deal with a major label. This means your business' Return of Investment is greater than major record labels'. This is awesome to know if were thinking about how to start and run an independent record label.

Major record labels don't usually pay much more than \$1-\$2 on average per copy of record sold. But an independent label can pay up to\$4-\$6 per copy in royalties. You may even be the artists starting the label and selling your own records. If this is the case, then your profits will be even greater. I mean think about it, you have a lot to work with. Worldwide the music market pulls in around \$50 billion and 30% of belongs to Indies. Some of that could be yours.

The trick is finding a consistent, steadfast market for your records, not necessarily a massive one. This is all a part of learning how to start an independent record label. Determine your target audience, advertise where your target audience is, and manufacture in numbers that mirror that audience's size. This is important because you don't want to overproduce something that isn't going to sell.

These days, starting an Indie record label is much easier than ever before. With sufficient preparation on what you're going to encounter, you should be able to tap into and succeed in this highly lucrative field with confidence. Were you aware that Indie labels sell over 900 million units annually? You can succeed!

To be honest, the secret is that if you want to know how to start and run an independent record label then you need to take notes from the Independent labels. That will be the secret to your success. Small is beautiful and so are the profits. Larger labels are not in the position to appreciate and nurture the talent that walks in their doors.

With an independent label, you will have the opportunity to recruit talent that lives up to your particular standards and market them in a way that will in turn make you the money you are looking to make, all for you and your artists. As long as you keep yourself organized and knowledgeable about the industry then only success can come your way. Learning how to start an

independent record label will be one of the best moves you make in your life.

Article # 6: The Truth Behind Starting a Record Label

Did you know that some people have started a record label on accident? Yes, it is that easy. Truly all you have to do is make some records and sell them and you have figured out how to start a record label. The only permission you need to have is from the artists themselves. Other than that, you are good as gold. Of course, later on if you want to expand then you will obviously have more to deal with but just starting out is a cinch. With this being said, do know that it is important to understand legally what you are doing because it is a business.

As I said, it is after all a real business and should be treated this way. Don't misunderstand me, starting a business does have its ups and downs and requires hard work and dedication. You will have to put in some hours and apply the proper safeguards but in the end, you will end up knowing how to start and run an independent record label.

First, you do need to know what genre of music you plan to start with. Do some research in your desired areas. Deciding how to start an independent label requires you at least understand the genres you choose. You need to be confident in the type of music genre you choose so you can be prepared to market it correctly.

First impressions are crucial and this applies in the music industry especially. When building a roster for your label, be very selective. The music you produce from your label in the beginning is going to either make you or break you. Anyone who knows how to start an independent label properly has to know this. You must honestly believe this music is great and that they are going to make it. Because if they don't, you won't.

There are three important steps when researching how to start and run an independent record label. First off, do a little market research. Second off, take any trusted business advice that people have to offer. Lastly, create a solid business plan. Implement these three things when working on how to start a record label.

Of course, this is only the beginning and there is always more to learn. But the purpose of this article is to settle any fears you may have of starting an independent label. Believe me, there is always talent, help and a market to

sell to. You just have to find your niche and get the ball rolling. You are the only person in control of learning how to start and run an independent label.

Article # 7: It's Not What You Know but Who You Know

Many people are under the impression when deciding how to start an independent record label that they need a large amount of experience and education about the music industry. Although this is not a bad thing, networking seems to play an even larger role in this industry. As the old saying goes, "It's not what you know, it's who you know." In this music biz this seems to ring true a thousand times over.

When deciding how to start and run an independent record label, this is the thing you need to keep in mind. As I said before, the key is networking. Networking is basically the act of making contacts as far as around the world if you can. But keep in mind when meeting people that it isn't always just about business. You don't want to become someone whose only goal in conversation is develop a contact.

In other words, always view situations by thinking about the other person's perspective. When meeting an important person, ask yourself a few important questions. An example would be, "If you were this person, how would you like to be approached?" Also take into account how many people they hand their card out to everyday, and how to increase your chances of being noticed.

When networking, be brief in the beginning of the conversation. Let them know exactly what they need to know about yourself and the label you have begun. After a brief introduction, the conversation could last for hours, but even if it doesn't, it is better to have said the important factors instead of wasting their time and yours.

It is very important to never underestimate the power and importance of the assistance of a lower-level person. Sometimes the best way to get a hold of the person you want to reach is by developing a relationship with their assistants. They are the closest connection you have with the person you are trying to reach. Keep in mind, assistant can help immensely by making sure that your information is given more priority on the boss's desk than others.

With all this said, I hope you understand the importance of networking when working on how to start an independent label. These are some great tips on doing just this and I hope you keep them in mind as you learn how to start and run an independent record label.

Article # 8: Budgeting Your Independent Label

When calculating how to start a record label, you will need a budget. A simple way to break things down is by using categories, Income and Expense. Keep it simple because I am going to gather that most of us aren't accountants. Remember though, these are only your expected costs and profits. There will always be unexpected costs that are beyond our control so set aside some funds for these.

Sources of Income

1. Record Sales are number one on this list. This is you selling your actual records.
2. Digital sales & ringtones may be the wave of the future when it comes to profits. Although these profits can be small, they are at least there to be counted.
3. Broadcast Income which is income from having your recordings played on the radio, T.V. or played in public places.
4. Licensing which may come from other companies in the form of a royalty or fee.
5. Secondary Licensing which may come from having your music licensed by advertisements, video games, films etc...
6. Merchandise, Touring, Fan club, Website, Branding, and Sponsorship.
7. International broadcast and licensing income from international air play is another source of income that may be generated.

Then you will have your expenses when figuring out how to start and run an independent record label. Although you may not have some of these expenses in the beginning or in the present, there is a possibility for them in the future so plan accordingly.

Expenses

1. Your staples such as rent, utilities, business rates, telephone, computers, insurance, office equipment and supplies.

2. Staffing which you may choose to avoid in the beginning when budgets are tight.
3. Taxes
4. Publishing
5. Recording, mixing and mastering recordings
6. Producers Fees
7. Artists advances and expenses
8. Travel
9. Manufacturing costs
10. Artwork and Design for covers or other promotional items.
11. Videos
12. Radio and TV promotion
13. Press (PR)
14. Advertising and Direct Marketing promotion of your product
15. Distribution Fees and Sales Costs

No need to worry because it seems that the expenses outweigh the income. When deciding on how to start a record label and while planning your budget keep in mind that all these expenses don't come at once. Keeping fixed costs, such as rent and utilities, as low as possible will help your label deal with successful and less successful times. Also, remember that costs are often payable well in advance of the related income. It may seem like a balancing act but it really is all just a matter of planning how to start and run an independent record label in the end.

Article # 9: The Timeline of Your Own Record Label

If you are trying to learn how to start and run your own record label then you have come to the right place. Positioning your record label, along with producing and selling your first records will take time. But how quickly things progress along will depend on how much time and dough you are able to put into the label itself. It also depends on what genre and format of music you are releasing.

If you have no experience in knowing how to start a record label, it might be worth gaining some work experience at a label, getting some advice from a trusted label owner you know, or attending some training or workshops. There are also a number of music industry books and websites you can check for advice on how to start an independent record label. Don't ever be afraid of getting help from people who have succeeded themselves.

An alternative way when figuring out how to start a record label may be to start small. Do this by licensing a recording to a compilation or to another label, or by releasing a small run of singles. Sometimes selling recordings at gigs or through your website, and aiding the band in booking gigs is a great place to start. Also, building a fan base is a good way to build up music industry contacts, a market for your recordings, and some powerful experience.

Managing and promoting artists is a standard way of getting into the how to start an independent record label side of the biz. Once you are confident that you can handle a release, a typical lead in time for promoting an album release could be around ten to fifteen weeks on average. This allows time to pick up coverage from monthly magazines, radio, and reviewers.

You will need to have absolutely everything in place. Organize the contacts with the press and your distribution deal before starting your promotions. It is imperative to build momentum and break into the marketplace at the peak of the public's recognition of your merchandise.

Both the media and business partners involved will want to hear "the plan" – the story about the artist/s, and what makes them and their music so special. But this doesn't have to be as much work as it seems. Stay organized, have a plan of attack so that you can ensure your artists, your label and your name

will succeed. See, planning how to start and run an independent record label is not as difficult as you thought.

Article #10: Start Your Record Label with a Plan

Are you ready to learn how to start and run your own record label? Well, every business owner needs one important thing in order to start their own business and that is a business plan. A business plan is important for not only yourself but it is a necessity if you want to get any type of financing or solicit investors. If you have never written a business plan then I am going to give you a step by step instruction on How to start an independent record label beginning with the plan.

Alright, so now you know the first step in how to start a record label, a business plan. Your business plan needs to be simple, yet professional. Let's begin with your audience. As I mentioned before, a business plan is for you and the people who may finance your business.

First you have your "angel" investors. These are the people who, such as a mom, dad or wealthy friend or family member. Even if you have a personal connection with these people, you will still need to be professional in approaching them and your business plan is your key. You have to convince them that you know how to start and run your own record label. Once you get your angel investor out of the way, ..

The next people you will have to convince your know How to start an independent record label will be the venture capitalists. These guys are going to be a little harder to impress than good ole mom and pop. These guys are going to expect respect, preparedness and professionalism. They probably see tons of business plans a year so you have to step it up and notch and prove to them you know how to start and run your own record label.

On to the actual business plan...First, you have to write your executive summary. This is the most vital part of your proposal because it is the first thing people read and it is a mini version of the bigger plan. What kind of company is it? What is special about it? Who will work for you or manage it? How much money do you need and where are you planning on spending it? This is where you demonstrate to your audience that you know how to start a record label.

A table of contents is not necessary but it definitely adds a bit of professionalism to the report. Next you need to write a company description

and describe your product. Do you already have some bands or acts in mind? This is where your ideas can shine.

Now, the following sections will be a bit harder to write but are crucial to verifying that you know How to start an independent record label. You will have your market analysis, marketing plan, operations plan, financial plan (the dreaded budget) and the appendixes which will be where you would include resumes, promotional materials and things to that effect.

Now you are one step closer to starting the record label you have always dreamed of. It's up to you now to write a business plan that convinces everyone that you know how to start and run your own record label.

Conclusion: Discover A Step-By-Step Formula To Start Your Own Wildly Successful Record Label!

If you want to uncover everything you need to know to start a profitable record label *without* years of costly trial and error, then drop everything you're doing and immediately visit "The Ultimate Record Label" website at:



<http://www.TheUltimateRecordLabel.com/>

You're about to discover:

➤ **Where to get money to start a record label**, or continue running it after it has been started.

How much money is needed to begin with, and why it is best to **use O.P.M. (other people's money) to start your label.**

➤ **How to get distribution for your artist's music.**

How to inexpensively get your artist's music recorded.

➤ How to strike deals with other companies in the music business to get the maximum amount of exposure for your record company and artist.

How to determine **how much your artist should receive in royalties.**

➤ How to choose the perfect name for your record label

How to determine the proper legal structure your record label, LLC, corporation, sole proprietor, etc.

➤ The proper legal steps that you should take before starting your own record company.

How to start your own record label with little or no money of your own. (This comes in handy, especially when funds are low or known existent, but you still have the desire to start a record label)

➤ When it is best to stay "independent" as well as the be times to sign with a major record company.

How to make inside connections with top music industry Attorneys, Radio Stations, Promoters, Distributors, Major Record Companies and more **to guarantee the success of your record label.**

➤ Inexpensive, yet effective ways to get regional, national and **global exposure and promotion for your label and artist.**

And that's just the tip of the iceberg! See for yourself at:



<http://www.TheUltimateRecordLabel.com/>

Simply put, it doesn't get any quicker and easier than this to get your own record label set-up so you start profiting fast!