

THE GREAT ESCAPE

ELEVATE SEMINARS

CMU DIY



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**ARTS COUNCIL
ENGLAND**

TOP FIVE FUCK UPS AND HOW TO AVOID THEM

CMU

**FUCK UP ONE:
YOU DON'T SECURE
YOUR MUSIC RIGHTS**

YOU DON'T SECURE YOUR MUSIC RIGHTS

- The default owner of the song copyright is the writer.
- The default owner of the recording copyright is the organiser.
- Copyright is automatic - there is no registration.
- Where works are co-created - the co-creators co-own the copyright.
- You need to be clear on ownership.
- You need to be clear in splits.
- You need to log it with the system - ie your collecting societies.
- But keep a local record of all your rights.

YOU DON'T SECURE YOUR MUSIC RIGHTS

- If you fail to agree and document ownership, you may not get paid.
- If there is a dispute over ownership down the line, you have to go legal and a judge will decide ownership and splits.
- But if there is a contract, the judge enforces the contract.
- It's always easier to agree these things when the song or track is new - it can get super messy when the song is a hit.
- With the recording, you need to also register performer names with the collecting society, because in certain circumstances all performers are due a share of income.

**FUCK UP TWO:
YOU DON'T GET
INSURANCE**

YOU DON'T GET INSURANCE

- Once a band is gigging you need to think about insurance.
- There are a number of different kinds of insurance.
- Understand the difference.
- What do you need?
- How much will it cost?
- Always talk with your business partners about who is insuring what.
- MU membership gets you some insurance cover for free.

**FUCK UP THREE:
YOU DON'T
OWN YOUR FANBASE**

YOU DON'T OWN YOUR FANBASE

- Social media is great and will likely be the main way that you talk to your fans on a day to day basis.
- But there are platforms with their own agenda between you and your fanbase. These are 'rented' relationships.
- Email is a way to own the relationship.
- You won't talk to your fans on email very often - and with a younger fanbase they won't be such prolific email users.
- But when platforms go into decline or rewrite the rules, you will still have a way to access your fans.

YOU DON'T OWN YOUR FANBASE

- Use a platform like Mailchimp to manage your mailing list.
- Be clear with all business partners over who is collecting what emails and what they are doing with it.
- If you are sharing data, every business partner's t+cs and privacy policy needs to clearly state this is happening.
- If a business partner is managing your main mailing list, be really clear about who owns the data.
- If you move mailing list platform - make sure you export everything so you still have the sign-up paper trail.

**FUCK UP FOUR:
YOU UNDERESTIMATE
THE CHALLENGE
OF CASH FLOW**

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- Some people want paying upfront.
- Some people don't like paying you until after a project is done.
- This creates a cash flow problem.
- Think carefully when you plan any project about cash flow.
- As your business grows, each cash flow crisis becomes more severe - often more rapidly than your ability to borrow money.
- Big companies never pay on time - be clear on payment terms.
- Don't confuse a 'cash flow crisis' with a 'cash crisis'.

**FUCK UP FIVE:
YOU'RE A BIT
OF A DICK**

YOU'RE A BIT OF A DICK

- The music industry is actually quite a small industry.
- People talk.
- If you are hard to work with, word will get out.
- And unless you are creatively brilliant - like, really brilliant - people will stop wanting to work with you.
- Be nice to everyone, not just those higher up the hierarchy.
- Try and support other artists and businesses.
- At least big up other people on your socials.

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