



ARTISPRENEUR ACADEMY COURSE GUIDE

How to Create a Music Catalogue

Empowering Artists for Business Success

COURSE GUIDE | WORKBOOK | FULL TRANSCRIPT

Empowering Artists for Business Success

Artist Business | 03:12 video companion

ART MEANS BUSINESS.

Course Overview

This course will teach artists how to effectively organize and manage a music catalog. You'll learn the importance of keeping your music catalog up to date, how to categorize your works for licensing opportunities, and how to organize your music library in a way that maximizes discoverability for music supervisors and industry professionals.

What You Will Learn

- Explain the fundamentals of Music Catalogues
- Apply the process for Categorize Your Music
- Understand and apply Best Practices for Organizing Your Music
- Understand and apply Tagging and Metadata for Discoverability
- Understand and apply Sharing Your Catalogue with Industry Professionals
- Understand and apply Maintaining and Updating Your Catalogue

How to Use This Guide

- Read the chapter write-up while or after watching the matching video lesson.
- Complete the action steps and reflection prompts in the context of your own creative business.
- Use the transcript appendix to review exact narration, terminology, and key phrases.

ART MEANS BUSINESS Learning matters most when it becomes a decision, a system, or an action.

Chapter 1: Introduction to Music Catalogues

This chapter focuses on Why Every Artist Needs a Well-Organized Catalogue and The Benefits of a Music Catalogue for Licensing and Royalties. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Why Every Artist Needs a Well-Organized Catalogue

A well-organized music catalogue is essential for

Monetization: Makes it easier for music supervisors and sync agencies to find and license your work.

- Royalties: Ensures your music is registered properly with your PRO for royalty collection.

The Benefits of a Music Catalogue for Licensing and Royalties

Sync Opportunities: Organized catalogs increase the chances of sync placements in TV, film, and ads.

- Efficiency: Streamlines the process of submitting your tracks for opportunities or sending them to collaborators.

Put It Into Practice

- Review your current approach to why every artist needs a well-organized catalogue.
- Gather the information or documents you need for the benefits of a music catalogue for licensing and royalties.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 2: How to Categorize Your Music

This chapter focuses on Grouping Songs by Genre, Mood, and Instrumentation and Creating a Song Database for Sync Licensing. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Grouping Songs by Genre, Mood, and Instrumentation

Organize your tracks into categories such as

Genres: (Pop, Indie, Hip-Hop, etc.)

- Mood: (Upbeat, Emotional, Dark, etc.)
- Instrumentation: (Acoustic, Electronic, Full Band, etc.)

Creating a Song Database for Sync Licensing

A song database should include

Song Title.

- Description (mood, genre, themes).
- Tags/Keywords for easy searchability by supervisors.

Put It Into Practice

- Review your current approach to grouping songs by genre, mood, and instrumentation.
- Gather the information or documents you need for creating a song database for sync licensing.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 3: Best Practices for Organizing Your Music

This chapter focuses on Digital Music Storage Solutions (Dropbox, Google Drive, etc.) and Naming Conventions and Metadata. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Digital Music Storage Solutions (Dropbox, Google Drive, etc.)

Store your files securely and make them easily shareable

Cloud Storage: Use platforms like Google Drive or Dropbox for easy sharing and collaboration.

- Backup: Regularly back up your entire catalog to avoid data loss.

Naming Conventions and Metadata

Adopt clear naming conventions for each file, like

TrackName_Tempo_Genre_Version (e.g., "SongTitle_120BPM_Rock_V1") to easily identify songs and their attributes.

Put It Into Practice

- Review your current approach to digital music storage solutions (dropbox, google drive, etc.).
- Gather the information or documents you need for naming conventions and metadata.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 4: Tagging and Metadata for Discoverability

This chapter focuses on What Is Metadata and Why Is It Important? and Essential Metadata Fields for Each Track. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

What Is Metadata and Why Is It Important?

Metadata is the information embedded in your audio file that includes ISRC codes.

- Songwriter, Producer Info.

Tempo and other musical characteristics. Proper metadata ensures

- Proper payments from streaming services and licensing.
- Discoverability for music supervisors searching for specific types of music.

Essential Metadata Fields for Each Track

Include

ISRC Code: Unique identifier for each recording.

- Writer Info: Songwriters, composers, and publishers.
- Contact Info: Who should be contacted for licensing.

Put It Into Practice

- Review your current approach to what is metadata and why is it important?.
- Gather the information or documents you need for essential metadata fields for each track.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 5: Sharing Your Catalogue with Industry Professionals

This chapter focuses on Creating and Sending Music Libraries to Music Supervisors and Using Platforms to Share Your Catalogue (Disco, SoundCloud Pro). Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Creating and Sending Music Libraries to Music Supervisors

Prepare tailored music libraries for different industry professionals

Custom playlists for specific sync opportunities.

- Pitch decks featuring your music's unique attributes.

Using Platforms to Share Your Catalogue (Disco, SoundCloud Pro)

Platforms like Disco and SoundCloud Pro offer

Private sharing options for professional presentation.

- Playlist creation for curating tracks for specific opportunities.

Put It Into Practice

- Review your current approach to creating and sending music libraries to music supervisors.
- Gather the information or documents you need for using platforms to share your catalogue (disco, soundcloud pro).
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 6: Maintaining and Updating Your Catalogue

This chapter focuses on Regularly Adding New Songs and Updating Metadata and Song Information. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Regularly Adding New Songs

Keep your catalogue fresh

Add new releases and register them with your PRO

- Make sure metadata is accurate and up to date.

Updating Metadata and Song Information

Ensure that all tracks have the latest information for

Contact info, ISRC codes, and songwriter details.

Put It Into Practice

- Review your current approach to regularly adding new songs.
- Gather the information or documents you need for updating metadata and song information.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 7: Frequently Asked Questions (FAQ)

This chapter focuses on How Do I Protect My Music When Sharing It? and How Can I Monetize My Catalogue?. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

How Do I Protect My Music When Sharing It?

Use watermarking or password-protected links when sharing sensitive files.

How Can I Monetize My Catalogue?

Monetize through

Sync licensing: Submitting your tracks for use in TV, films, and commercials.

- Streaming: Ensuring your tracks are available on all major DSPs (Digital Service Providers).

Put It Into Practice

- Review your current approach to how do i protect my music when sharing it?.
- Gather the information or documents you need for how can i monetize my catalogue?.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Chapter 8: Course Conclusion and Next Steps

This chapter focuses on Recap of Key Points and How to Keep Your Catalogue Organized. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Recap of Key Points

Organize your catalog by genre, mood, and instrumentation.

- Ensure metadata is complete for every track.

How to Keep Your Catalogue Organized

Regularly update your catalog, check metadata, and ensure your songs are registered with the proper rights organizations.

Put It Into Practice

- Review your current approach to recap of key points.
- Gather the information or documents you need for how to keep your catalogue organized.
- Choose one action from this chapter and assign it a deadline this week.

Reflection

1. Where does your current approach already align with this chapter?
2. What is the single highest-impact improvement you can make next?

Course Summary and Next Steps

You now have a working reference for How to Create a Music Catalogue. Return to the chapters that connect most directly to your current goals, then turn the material into a short, realistic action plan.

Key Takeaways

- **Introduction to Music Catalogues:** This chapter focuses on Why Every Artist Needs a Well-Organized Catalogue and The Benefits of a Music Catalogue for Licensing and Royalties. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **How to Categorize Your Music:** This chapter focuses on Grouping Songs by Genre, Mood, and Instrumentation and Creating a Song Database for Sync Licensing. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Best Practices for Organizing Your Music:** This chapter focuses on Digital Music Storage Solutions (Dropbox, Google Drive, etc.) and Naming Conventions and Metadata. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Tagging and Metadata for Discoverability:** This chapter focuses on What Is Metadata and Why Is It Important? and Essential Metadata Fields for Each Track. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Sharing Your Catalogue with Industry Professionals:** This chapter focuses on Creating and Sending Music Libraries to Music Supervisors and Using Platforms to Share Your Catalogue (Disco, SoundCloud Pro). Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Maintaining and Updating Your Catalogue:** This chapter focuses on Regularly Adding New Songs and Updating Metadata and Song Information. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Frequently Asked Questions (FAQ):** This chapter focuses on How Do I Protect My Music When Sharing It? and How Can I Monetize My Catalogue?. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Course Conclusion and Next Steps:** This chapter focuses on Recap of Key Points and How to Keep Your Catalogue Organized. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Recommended Next Steps

1. Put this course into practice today
2. Explore more courses in the Academy
3. Keep building your music business

REMEMBER Art means business. Build the systems that give your creativity room to grow.

Full Video Transcript

The transcript below follows the narration-adjusted timing of the exported course video. Minor differences may occur between spoken delivery and punctuation.

[00:00] ARTISPRENEUR LOGO PREROLL

Music only.

[00:05] TITLE

Welcome to the Artispreneur Academy. In this course, you will learn how to create a music catalogue. Let us get started.

[00:14] INTRODUCTION TO MUSIC CATALOGUES

First, Introduction to Music Catalogues. Why Every Artist Needs a Well-Organized Catalogue. Monetization: Makes it easier for music supervisors and sync agencies to find and license your work. Royalties: Ensures your music is registered properly with your PRO for royalty collection. The Benefits of a Music Catalogue for Licensing and Royalties.

[00:35] HOW TO CATEGORIZE YOUR MUSIC

Next, How to Categorize Your Music. Grouping Songs by Genre, Mood, and Instrumentation. Genres: . Mood: . Instrumentation: . Creating a Song Database for Sync Licensing. Song Title. Description . Tags/Keywords for easy searchability by supervisors.

[00:55] BEST PRACTICES FOR ORGANIZING YOUR MUSIC

Now, Best Practices for Organizing Your Music. Digital Music Storage Solutions . Cloud Storage: Use platforms like Google Drive or Dropbox for easy sharing and collaboration. Backup: Regularly back up your entire catalog to avoid data loss. Naming Conventions and Metadata. TrackName_Tempo_Genre_Version , for example "SongTitle_120BPM_Rock_V1", to easily identify songs and their...

[01:27] TAGGING AND METADATA FOR DISCOVERABILITY

Then, Tagging and Metadata for Discoverability. What Is Metadata and Why Is It Important? ISRC codes. Songwriter, Producer Info. Proper payments from streaming services and licensing. Essential Metadata Fields for Each Track. ISRC Code: Unique identifier for each recording. Writer Info: Songwriters, composers, and publishers. Contact Info: Who should be contacted for licensing.

[01:54] SHARING YOUR CATALOGUE WITH INDUSTRY PROFESSIONALS

Moving on, Sharing Your Catalogue with Industry Professionals. Creating and Sending Music Libraries to Music Supervisors. Custom playlists for specific sync opportunities. Pitch decks featuring your music's unique attributes. Using Platforms to Share Your Catalogue . Private

sharing options for professional presentation. Playlist creation for curating tracks for specific opportunities.

[02:17] MAINTAINING AND UPDATING YOUR CATALOGUE

Almost there, Maintaining and Updating Your Catalogue. Regularly Adding New Songs. Add new releases and register them with your PRO Make sure metadata is accurate and up to date. Updating Metadata and Song Information. Contact info, ISRC codes, and songwriter details.

[02:37] FREQUENTLY ASKED QUESTIONS (FAQ)

First, Frequently Asked Questions . How Do I Protect My Music When Sharing It? Use watermarking or password-protected links when sharing sensitive files. How Can I Monetize My Catalogue? Sync licensing: Submitting your tracks for use in TV, films, and commercials. Streaming: Ensuring your tracks are available on all major D S Ps .

[02:59] OUTRO

So, that wraps up create a music catalogue. Put this course into practice today. Explore more courses in the Academy. Keep building your music business. Remember: art means business.