



ARTISPRENEUR ACADEMY COURSE GUIDE

Music Licensing - Monetizing Your Music Through Licensing Opportunities

Empowering Artists for Business Success

[COURSE GUIDE](#) | [WORKBOOK](#) | [FULL TRANSCRIPT](#)

Empowering Artists for Business Success

Artist Business | 02:59 video companion

ART MEANS BUSINESS.

Course Overview

This course will help independent artists understand the world of music licensing, where music is licensed for use in media such as TV, film, advertisements, and video games. You'll learn the types of licenses available, how to submit your music to licensing platforms and music libraries, and how to effectively contact music supervisors to land licensing deals. By the end of the course, you'll have a strong understanding of how to monetize your music through licensing.

IMPORTANT This guide is for educational purposes only and is not legal, tax, or financial advice. Rules, fees, and filing requirements can change. Verify current requirements with official sources and consult a qualified professional for your situation.

What You Will Learn

- Explain the fundamentals of Music Licensing
- Understand and apply Types of Music Licensing
- Apply the process for Contact Music Supervisors
- Understand and apply Submitting Your Music for Licensing
- Understand and apply Types of Platforms and Music Libraries
- Resolve common questions and identify where expert guidance may be needed

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 Licensing

This chapter focuses on What is Music Licensing?, Why Licensing is Important for Independent Artists, and Common Terminology in Music Licensing. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

What is Music Licensing?

Music licensing is the process of granting permission to use a song or composition in a commercial project such as a film, TV show, advertisement, or video game. The creator retains ownership of the music but earns royalties or fees when it is used.

Key Points

- **Definition:** Music licensing allows third parties to legally use your music in their media projects, in exchange for a fee or royalties.
- **Monetization Opportunity:** Licensing is one of the most lucrative ways for independent artists to earn money, especially when placed in high-visibility media like TV or advertisements.
- **Protection:** Licensing agreements ensure that your music is protected and that you receive compensation for its use.

Why Licensing is Important for Independent Artists

Licensing your music can provide significant benefits to independent artists:

- **Revenue Streams:** Music licensing can generate upfront fees and royalties, providing both immediate and long-term income.
- **Exposure:** Your music may be heard by millions of people when used in TV shows, movies, or commercials, leading to new fans and opportunities.
- **Control:** Licensing allows you to maintain control over how and where your music is used, ensuring that it aligns with your brand.

Common Terminology in Music Licensing

Understanding the language of music licensing is essential. Key terms include:

- **Synchronization (Sync) License:** A license that allows the use of a song in a visual media project (e.g., a movie or TV show).
- **Mechanical License:** A license that allows someone to reproduce and distribute a song (e.g., for cover versions or physical copies).
- **Master Use License:** Grants permission to use the master recording of a song.

- Music Supervisor: A professional who selects and licenses music for use in media projects.

Put It Into Practice

- Review your current approach to what is music licensing?.
- Gather the information or documents you need for why licensing is important for independent artists.
- 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: Types of Music Licensing

This chapter focuses on Synchronization (Sync) License, Mechanical License, and Master Use License. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Synchronization (Sync) License

A Sync License allows music to be paired with visual media like films, TV shows, advertisements, or video games. This is one of the most sought-after types of licensing because of the visibility it offers.

Key Points

- Definition: The license to synchronize music with visual content.
- Usage: Common in films, TV shows, video games, and commercials.
- Revenue: Sync deals often offer upfront fees, plus additional royalties for continued use or distribution.

Mechanical License

A Mechanical License allows music to be reproduced and distributed, typically for physical media (CDs, vinyl) or digital formats (downloads, streaming).

Key Points

- Definition: A license that allows for the reproduction and distribution of a composition.
- Usage: Required for cover songs, and physical or digital music sales.
- Revenue: Artists earn mechanical royalties from sales and streams.

Master Use License

A Master Use License grants permission to use a specific recording (the master) of a song in a project. This is usually paired with a Sync License, as the Sync License covers the composition, while the Master Use License covers the recording.

Key Points

- Definition: A license for the actual sound recording of a song.
- Usage: Often used for remixes, sample clearances, and sync deals.
- Ownership: If you're the owner of the master recording, you earn royalties or fees when it's licensed.

Public Performance License

A Public Performance License allows music to be publicly performed in venues, on the radio, or via streaming services.

Key Points

- Definition: A license that allows music to be performed publicly.
- PROs: Performing Rights Organizations (PROs) like ASCAP, BMI, and SESAC collect public performance royalties on behalf of artists.
- Revenue: Artists earn royalties every time their music is played publicly (e.g., in bars, on the radio, or streaming platforms).

Put It Into Practice

- Review your current approach to synchronization (sync) license.
- Gather the information or documents you need for mechanical license.
- 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: How to Contact Music Supervisors

This chapter focuses on Who are Music Supervisors?, Crafting the Perfect Pitch, and Following Up Professionally. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Who are Music Supervisors?

Music Supervisors are professionals responsible for selecting music for films, TV shows, video games, and commercials. They are key decision-makers in the licensing process.

Key Points

- Role: Music supervisors act as gatekeepers, selecting the right music for a given project.
- Connection: Building relationships with music supervisors is essential for landing sync deals.

Crafting the Perfect Pitch

When reaching out to music supervisors, a strong pitch is crucial

Be Brief: Keep your email short and to the point.

- Include Links: Always include direct streaming links to your music (SoundCloud, YouTube, etc.).
- Highlight Success: Mention any previous placements or high-profile projects you've worked on.
- Offer Multiple Options: Provide several tracks or versions of your song (instrumental, vocal, etc.) to increase your chances of being selected.

Following Up Professionally

It's important to follow up with music supervisors in a respectful and professional manner:

- Wait Time: Give supervisors 1-2 weeks to respond before sending a polite follow-up.
- Respect Boundaries: Don't over-pitch or spam, as this can damage your reputation.
- Offer Value: Keep your follow-up message focused on the value you can offer, not on demanding feedback or responses.

Put It Into Practice

- Review your current approach to who are music supervisors?.
- Gather the information or documents you need for crafting the perfect pitch.

- 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: Submitting Your Music for Licensing

This chapter focuses on How to Submit to Music Licensing Platforms and Libraries, Preparing Your Music for Submission, and Building a Professional Licensing Catalog. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

How to Submit to Music Licensing Platforms and Libraries

Submitting your music to licensing platforms or libraries is a great way to get discovered by music supervisors and other industry professionals:

- **Choose the Right Platform:** Research platforms and libraries that match your music style and target audience.
- **Create High-Quality Tracks:** Make sure your music is professionally mixed and mastered before submitting.
- **Follow Submission Guidelines:** Each platform or library has specific submission rules- follow them carefully to increase your chances of acceptance.

Preparing Your Music for Submission

Before submitting your music, make sure you

Have Alternate Versions: Offer instrumental, acapella, and alternative mixes.

- **Tag and Metadata:** Include clear metadata with your submissions (song title, genre, contact info, etc.).
- **Own the Rights:** Ensure that you own both the master and composition rights, or have agreements in place with co-creators.

Building a Professional Licensing Catalog

Create a catalog of your best songs that are ready for licensing

Curate Your Best Tracks: Only include songs that are high quality and relevant to the licensing market.

- **Organize by Genre/Emotion:** Make it easy for supervisors to find tracks based on specific genres or moods.
- **Clear Rights:** Ensure that all songs in your catalog are free of any copyright issues.

Put It Into Practice

- Review your current approach to how to submit to music licensing platforms and libraries.

- Gather the information or documents you need for preparing your music for submission.
- 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: Types of Platforms and Music Libraries

This chapter focuses on Exclusive vs. Non-Exclusive Libraries, Popular Licensing Platforms, and The Role of Agencies in Music Licensing. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Exclusive vs. Non-Exclusive Libraries

Exclusive Libraries offer unique agreements, meaning your music can only be licensed through their platform, while Non-Exclusive Libraries allow you to license your music through multiple platforms.

Key Points

- Exclusive: Higher payout per sync but limited to one platform.
- Non-Exclusive: Broader reach but lower individual payouts.

Popular Licensing Platforms

Some popular platforms and music libraries where you can submit your music for licensing include:

- Musicbed: A high-quality platform for film and commercial licensing.
- Pond5: A large marketplace for stock music and video content.
- Artist: A subscription-based platform for video creators looking for licensable music.

The Role of Agencies in Music Licensing

Music licensing agencies act as intermediaries, connecting artists with opportunities for sync deals and licensing placements:

- Pitching: Agencies pitch your music to supervisors, brands, and media companies.
- Negotiation: They negotiate licensing terms on your behalf and often take a percentage of the licensing fee as commission.

Put It Into Practice

- Review your current approach to exclusive vs. non-exclusive libraries.
- Gather the information or documents you need for popular licensing platforms.
- 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: Frequently Asked Questions (FAQ)

This chapter focuses on How are Licensing Fees Determined?, Can I License Cover Songs?, and What Happens After My Music is Licensed?. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

How are Licensing Fees Determined?

Licensing fees are influenced by several factors, including

Usage: How the music will be used (e.g., background music in a TV show vs. a feature film).

- Duration: How long the music will be used (e.g., a 30-second clip vs. a full song).
- Reach: The audience size and platform (e.g., a local ad vs. a national commercial).

Can I License Cover Songs?

Yes, but you must secure a Mechanical License for the composition before licensing a cover song. Additionally, you will need permission from the original song's copyright owner.

What Happens After My Music is Licensed?

Once your music is licensed

Royalties: You may receive performance royalties depending on the type of usage (e.g., TV or radio play).

- Exposure: Licensing can provide significant exposure, especially if your music is featured in a popular show or commercial.
- Repeat Business: Successful placements can lead to more licensing opportunities and repeat business from the same supervisor or platform.

Put It Into Practice

- Review your current approach to how are licensing fees determined?.
- Gather the information or documents you need for can i license cover songs?.
- 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: Course Conclusion and Next Steps

This chapter focuses on Recap of Key Points and Actions to Take to Secure Licensing Deals. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.

Recap of Key Points

Music Licensing: A valuable way for independent artists to monetize their music by allowing others to legally use it in media.

- **Contacting Supervisors:** A well-crafted pitch and professional follow-up are crucial to landing licensing deals.
- **Platforms and Libraries:** There are many platforms available for submitting your music- make sure your tracks are high quality and properly tagged.

Actions to Take to Secure Licensing Deals

Build Relationships: Start reaching out to music supervisors and building relationships.

- **Submit to Libraries:** Submit your best tracks to music licensing libraries and platforms.
- **Stay Consistent:** Keep creating and submitting high-quality music, and be persistent with your outreach efforts.

Put It Into Practice

- Review your current approach to recap of key points.
- Gather the information or documents you need for actions to take to secure licensing deals.
- 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 Music Licensing - Monetizing Your Music Through Licensing Opportunities. 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 Licensing:** This chapter focuses on What is Music Licensing?, Why Licensing is Important for Independent Artists, and Common Terminology in Music Licensing. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Types of Music Licensing:** This chapter focuses on Synchronization (Sync) License, Mechanical License, and Master Use License. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **How to Contact Music Supervisors:** This chapter focuses on Who are Music Supervisors?, Crafting the Perfect Pitch, and Following Up Professionally. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Submitting Your Music for Licensing:** This chapter focuses on How to Submit to Music Licensing Platforms and Libraries, Preparing Your Music for Submission, and Building a Professional Licensing Catalog. Use it to connect the lesson to the decisions, systems, and opportunities in your own creative business.
- **Types of Platforms and Music Libraries:** This chapter focuses on Exclusive vs. Non-Exclusive Libraries, Popular Licensing Platforms, and The Role of Agencies in Music Licensing. 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 are Licensing Fees Determined?, Can I License Cover Songs?, and What Happens After My Music is Licensed?. 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 Actions to Take to Secure Licensing Deals. 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 all about music licensing - monetizing your music through licensing opportunities. Let us get started.

[00:16] INTRODUCTION TO MUSIC LICENSING

First, Introduction to Music Licensing. What is Music Licensing? Music licensing is the process of granting permission to use a song or composition in a commercial project... Definition: Music licensing allows third parties to legally use your music in their media projects, in... Monetization Opportunity: Licensing is one of the most lucrative ways for independent artists to earn...

[00:40] TYPES OF MUSIC LICENSING

Next, Types of Music Licensing. Synchronization License. A Sync License allows music to be paired with visual media like films, TV shows, advertisements, or video... Definition: The license to synchronize music with visual content. Usage: Common in films, TV shows, video games, and commercials. Mechanical License. Master Use License.

[01:03] HOW TO CONTACT MUSIC SUPERVISORS

Now, How to Contact Music Supervisors. Who are Music Supervisors? Music Supervisors are professionals responsible for selecting music for films, TV shows, video games, and... Role: Music supervisors act as gatekeepers, selecting the right music for a given project. Connection: Building relationships with music supervisors is essential for landing sync deals. Crafting the Perfect Pitch. Following Up Professionally.

[01:30] SUBMITTING YOUR MUSIC FOR LICENSING

Then, Submitting Your Music for Licensing. How to Submit to Music Licensing Platforms and Libraries. Choose the Right Platform: Research platforms and libraries that match your music style and target audience. Create High-Quality Tracks: Make sure your music is professionally mixed and mastered before submitting. Follow Submission Guidelines: Each platform or library has specific submission rules-follow them carefully...

[01:55] TYPES OF PLATFORMS AND MUSIC LIBRARIES

Moving on, Types of Platforms and Music Libraries. Exclusive vs. Non-Exclusive Libraries. Exclusive Libraries offer unique agreements, meaning your music can only be licensed

through their... Exclusive: Higher payout per sync but limited to one platform. Non-Exclusive: Broader reach but lower individual payouts. Popular Licensing Platforms. Musicbed: A high-quality platform for film and commercial licensing. The Role of Agencies in Music Licensing.

[02:25] FREQUENTLY ASKED QUESTIONS (FAQ)

Almost there, Frequently Asked Questions . How are Licensing Fees Determined? Usage: How the music will be used , for example background music in a TV show vs. a feature film,. Duration: How long the music will be used , for example a 30-second clip vs. a full song,. Can I License Cover Songs? What Happens After My Music is Licensed?

[02:46] OUTRO

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