

YOU'VE FINISHED WRITING/PRODUCING YOUR SONG, NOW WHAT DO YOU? YOU DON'T WANT TO LET YOUR HARD WORK GO TO WASTE, SO WE'VE COLLECTED A CHECKLIST OF IMPORTANT INFORMATION TO KEEP YOU ON TRACK. USE THIS AS A GUIDE TO STRATEGIZE YOUR SUCCESS, BUT KEEP IN MIND THAT IT DOESN'T INCLUDE EVERYTHING, SO ALWAYS MAKE SURE TO DO ADDITIONAL RESEARCH.



Creative Process



Record, Mix, or Master

Get that song finished and finalized, whichever way you decide. This will be the final recording you upload to digital streaming platforms or send out for physical products (CDs, Vinyls, etc), and share with the world.



Fill out your [split sheet](#) (if applicable)

If there is more than one writer on a song, make it common practice to fill out a split sheet at the beginning. This is the agreement you and the other writers have about who will receive what share of future royalties.



Keep those records organized

Log any important information about your song and/or process. That may include the time spent, the equipment you used, or even the story behind the song. These are useful for future interviews, marketing, or even as historical data for yourself. Think about creating an electronic press kit (aka [EPK](#)), filling it with everything from your band photos, to music samples and contact info. You can also create a [lyric sheet](#), a neatly typed document that includes all your lyrics and contact information, that would be shared with a label or music supervisor.



The Business Persona

☐ Choose a distributor

Take some time to look at all the distributors available to you and identify, within your budget, which distributor would work best for you. Whether you go with an established company like CD Baby or Distrokid, or you take a DIY approach, understanding all the options will help you make more informed decisions. Don't forget options like pitching to labels for extra promotion.

☐ Pick a publisher

A publisher registers and collects your royalties based on your ownership of the composition/copyright. There isn't a one-size-fits-all in music publishing, so do your research to know what options you have to choose from. Don't forget to talk to other musicians and learn about their experience with their publisher. If you're not sure about something, ask about it. Never enter a deal without fully understanding the ins and outs of the agreement. Of course—make sure to check out Songtrust as your publishing administrator option!

☐ Know your territory's collection society (aka PRO/CMO)

In order to collect performance royalties, you must be registered with the collection society (also known as a performing rights organization in the US or a collection management organization international) in your territory. Most publishers, such as Songtrust, will make sure you're properly registered, but knowing which societies are in your territory keeps you on top of your game.

☐ Find a Mentor

Not highlighted enough is reaching out to fellow performing musicians and experienced songwriters to learn about their journeys. You can gain a lot of value out of learning from their mistakes and successes to better outline your path.



The Marketing Aspect

☐ **Share your music everywhere**

We live in a digital age - set up social profiles on all platforms and engage with the communities there. Your family and friends are also huge resources to give insight into how people will interact with your songs. Share with other like-minded musicians and artists to see if they hear something you missed or if they have suggestions to make your next song better.

☐ **Book a gig**

If you're also a performing musician, make sure to book a gig. It can be at a coffee shop or a bar - any place where you can get public facing experience is vital to your career. You can even earn money off your gig and setlists using Songtrust! If being on stage isn't your thing, find an artist that can perform your song and continue getting the word out there.

☐ **Educate and Advocate**

If being a creator is your career choice, it's important to constantly be learning so you can make better informed decisions about your career. Take everything you learn and share it with your fellow creators to set the example of being a good business person. Keep up with industry news and support legislation that supports songwriters or that can impact your career.

☐ **Monetize those songs!**

There are so many ways you can earn revenue off your songs and it's important to know all the avenues available to you. A few examples are releasing a music video, pitching your song for sync placement in film/tv/ advertising, or even getting it added to a karaoke catalog! You don't want to miss out on earned royalties just because you didn't know - so take the time to do the research.