

PAXSTEREO

THIS REVOLUTION WILL BE TELEVISED!

WWW.PAXSTEREO.TV

WWW.PAXSTEREO.COM

How To Create Your Own Music Label

THE PAX STEREO INDIE LABEL HANDBOOK

www.paxstereo.com/indies

DO IT IN 10 WORKING DAYS FOR LESS THAN \$500!!

DOWNLOADABLE PDF VERSIONS AVAILABLE – OUTLINE & 10 DAY PLANNER
HARD & SOFT BACK VERSIONS AVAILABLE FOR PURCHASE ONLINE SOON
DVD COMING SOON! FREE VIDEO DOWNLOADS AVAILABLE AT OUR VLOG

“This is the most important 100 pages any artist can read today! You will organize your approach and take control immediately. Now I KNOW what to do!” – Steph Boogie



By Mario R. Hemsley, MD

PAX STEREO CEO

WE INVITE YOU TO FREELY SHARE THIS PUBLICATION



Updated: Friday, May 16, 2008

CONTENTS

1 FOREWORD & DEDICATIONS

2 THE CONCEPT

3 WHY WE ARE DOING THIS

4 HABITS YOU WILL NEED TO DEVELOP

WORKING TWO JOBS

COMPUTER SKILLS

USING THE SPELL CHECKER

READING

TIME MANAGEMENT

PROJECT PLANNING

BEING YOUR OWN SPOKESPERSON

5 WHAT YOU NEED TO GET STARTED

COMPLETED CD OR TAPE (?)

CONSIDER COVER SONGS

CONSIDER GUEST ARTISTS & MUSICIANS

COPYRIGHT REGISTRATION

LEGAL CONSIDERATIONS

BARCODES

BIO & PROMOTIONAL MATERIALS

LOGO

PICTURES

BIO(S)

BUSINESS CARDS

POST CARDS & FLYERS

BRAND & URL IDENTIFICATION

INTERNET ACCESS (BROADBAND OR DSL)

MONEY

6 PREPARE YOUR MUSIC

CD DESIGN

VOLUME LEVELING

ENCODING

TAG EDITING

7 PREPARE YOUR PROMOTIONAL MATERIALS

8 THE INTERNET

LEVELING THE PLAYING FIELD

THE CONCEPT OF ON-DEMAND PUBLISHING

DIGITAL DISTRIBUTION

CDBABY.COM

LULU.COM

HOSTBABY.COM

AMAZON.COM

BLOGGING & VLOGGING

BLOGGER.COM

VLOG-IT

QUMANA.COM

INTERNET PROMOTION

MAILING LISTS

NEWSLETTERS

USER GROUPS

MUSIC REVIEW SITES

9 EXPANDING & DEVELOPING ADDITIONAL RELATED PRODUCTS

PERFORMANCE VIDEOS & DVDS
RING TONES

10 PROMOTION & MARKETING

UNDERSTANDING THE IMPORTANCE OF SEARCH ENGINES
GIVEAWAYS
GIVE AWAY CDS – THE \$30 PROMOTION
ALTERNATIVE MIXES
ESTABLISHING A LOCAL FOLLOWING
SUPPORTING A FAN BASE

11 REVOLUTIONARY OPPORTUNITIES

PEER-TO-PEER SHARING
CREATIVE COMMONS
PARTICIPATORY CULTURE FOUNDATION
INTERNET RADIO
INTERNET TELEVISION

12 LISTING OF FREE (OR ALMOST FREE) RESOURCES

YOUTUBE.COM
GOOGLE VIDEO
INTERNET ARCHIVE
CREATIVE COMMONS (MUSIC AND GRAPHICS)

13 SUMMARY

14 ENCLOSURES

CREATE YOUR LABEL 10 DAY PLANNER
COST ANALYSIS & SPREADSHEETS
PROMOTIONAL MATERIAL TEMPLATES
HOMEWORK ASSIGNMENTS
CUT & PASTE TUTORIAL (ONLINE)

15 ABOUT THE AUTHOR

1 FORWARD & DEDICATIONS

2 THE CONCEPT

3 WHY WE ARE DOING THIS

4 HABITS YOU WILL NEED TO DEVELOP

- WORKING TWO JOBS
- COMPUTER SKILLS
 - USING THE SPELL CHECKER
- READING
- TIME MANAGEMENT
- PROJECT PLANNING
- BEING YOUR OWN SPOKESPERSON

5 WHAT YOU NEED TO GET STARTED

- COMPLETED CD OR TAPE (?)
 - CONSIDER COVER SONGS
 - CONSIDER GUEST ARTISTS & MUSICIANS
- COPYRIGHT REGISTRATION
- LEGAL CONSIDERATIONS
- BARCODES
- BIO & PROMOTIONAL MATERIALS
 - LOGO
 - PICTURES
 - BIO(S)
 - BUSINESS CARDS
 - POST CARDS & FLYERS
 - BRAND & URL IDENTIFICATION
- INTERNET ACCESS (BROADBAND OR DSL)
- MONEY

6 PREPARE YOUR MUSIC

- CD DESIGN
- VOLUME LEVELING
- ENCODING
- TAG EDITING

7 PREPARE YOUR PROMOTIONAL MATERIALS

8 THE INTERNET

- LEVELING THE PLAYING FIELD
- THE CONCEPT OF ON-DEMAND PUBLISHING
- DIGITAL DISTRIBUTION
 - CDBABY.COM
 - LULU.COM
 - HOSTBABY.COM
 - AMAZON.COM
- BLOGGING & VLOGGING
 - BLOGGER.COM
 - VLOG-IT
 - QUMANA.COM
- INTERNET PROMOTION
 - MAILING LISTS
 - NEWSLETTERS
 - USER GROUPS
 - MUSIC REVIEW SITES

9 EXPANDING & DEVELOPING ADDITIONAL RELATED PRODUCTS

- PERFORMANCE VIDEOS & DVDS
- RING TONES

10 PROMOTION & MARKETING

- UNDERSTANDING THE IMPORTANCE OF SEARCH ENGINES

GIVEAWAYS

GIVE AWAY CDS – THE \$30 PROMOTION
ALTERNATIVE MIXES
ESTABLISHING A LOCAL FOLLOWING
SUPPORTING A FAN BASE

11 REVOLUTIONARY OPPORTUNITIES

PEER-TO-PEER SHARING
CREATIVE COMMONS
PARTICIPATORY CULTURE FOUNDATION
INTERNET RADIO
INTERNET TELEVISION

12 LISTING OF FREE (OR ALMOST FREE) RESOURCES

YOUTUBE.COM
GOOGLE VIDEO
INTERNET ARCHIVE
CREATIVE COMMONS (MUSIC AND GRAPHICS)

13 SUMMARY

14 ENCLOSURES

CREATE YOUR LABEL 10 DAY PLANNER
COST ANALYSIS & SPREADSHEETS
PROMOTIONAL MATERIAL TEMPLATES
HOMEWORK ASSIGNMENTS
CUT & PASTE TUTORIAL (ONLINE)

15 ABOUT THE AUTHOR

PAXSTEREO

CREATE YOUR MUSIC LABEL 10 DAY PLANNER

PREPARING TO START

Read This Book
Make Decisions
Assemble Materials
LOGO
PICTURES
BIO(S)
BUSINESS CARDS
POST CARDS & FLYERS
BRAND & URL IDENTIFICATION
Prepare Promotional Materials
Barcode Setup

Cost:
Time:

DAY ONE: CD CREATION

Create MP3 Files
Edit Tags
Consider Leveling
Complete CD Layout(s)
Design CD Enclosures
Burn CD Proof Pressings

Cost:
Time:

OFF DAYS

Listen & Evaluate CD Layouts & Proofs

DAY TWO: INTERNET SETUP

Setup Website & Website Accounts
Lulu.com
Kunaki.com
Diskfaktory.com
CD Baby.com
Hostbaby.com
Amazon.com
Order CDs

Cost:
Time:

OFF DAYS

*Await CDs
Prepare Copyright Registration Materials
Compare CD Manufacturers
Send CDs to CD Baby & Amazon.com*

DAY THREE: INTERNET PROMOTION SETUP

Copyright Registration
Blogger.com
Qumana.com
Yahoo eGroup
Internet Archive
Browse Assorted Mailing Lists & User Groups (1 hour)

Cost:

Time:

OFF DAYS

More Internet Browsing/Homework Assignment

DAY FOUR: REDESIGN GIVEAWAYS & PROMOTIONAL MATERIALS

Add New Bolger & User Group URLs to Promotional Materials
Design Email Announcements

Cost:

Time:

OFF DAYS

More Internet Browsing/Homework Assignment

DAY FIVE: RING TONES

Design Ring Tones
Add Ring Tones to Website

Cost:

Time:

OFF DAYS

More Internet Browsing/Homework Assignment

DAY SIX: VIDEO SHOOT

Setup
Perform & Shoot
Interviews
Dedications
Vlog It

Cost:

Time:

OFF DAYS

Watch & Evaluate Video

DAY SEVEN: DVD DESIGN

Capture
Split Scenes
Markers
Design DVD Enclosures
Burn DVD Proofs

Cost:

Time:

OFF DAYS
Evaluate DVD Proofs

DAY EIGHT: DVD ON-DEMAND SETUP NIGHT

Setup Website & Website Accounts

Lulu.com

Customflix.com

Order DVDs

Cost:

Time:

OFF DAYS
More Internet Browsing/Homework Assignment

DAY NINE: VIDEO STREAM & FEED SETUP

Setup Website & Website Accounts

Youtube.com

Google.video.com

Myspace.com

Democracy Player

Broadcast Machine

Cost:

Time:

OFF DAYS
Plan Promotional Party

DAY TEN: PROMOTIONAL PARTY CELEBRATION – SHOWCASE & VIDEO SHOOT

WHAT DO WE DO NOW?

Wait For Digital Distribution Setup

Reevaluate Everything

ONGOING EFFORTS

Plan Promotional Campaigns

Develop Plan to Support Local Fan base

Browse, Read, & Email Everything Everywhere

Explore Revolutionary Opportunities

Perform For Free & Sell CDs

Develop A International Internet Following

Enjoy The Journey

Cost: ??

Time: ??

Error! Not a valid link.

HOW TO CREATE YOUR OWN MUSIC LABEL BUDGET

"Broke Ass Artist Bare Bones Budget"

Copyright Registration	\$35.00
Barcode Setup	\$35.00 *
Logo (Company)	\$0.00
Pictures	\$0.00
Business Cards	\$35.00
Postcards	\$0.00
Flyers	\$0.00
CD Graphic Purchase	\$0.00
CD Graphic Design	\$0.00
CD (Blank)	\$20.00
DVD (Blank)	\$20.00
CD Cases	\$20.00
DVD Cases	\$20.00
CD Labels	\$20.00
DVD Labels	\$20.00
CD/DVD Mailers	\$10.00
Paper	\$10.00
Envelopes	\$10.00
Address Labels	\$10.00
DSL Internet Access (1 Year Prepaid)	\$0.00
CD Baby Account Setup	\$35.00
Myspace.com Website	\$0.00
Lulu.com Setup	\$0.00
Amazon.com Setup	\$35.00 *
Kunaki CD Duplication Setup	\$0.00
Diskfaktory Duplication Setup	\$0.00
Customflix DVD On-Demand Setup	\$35.00
CD Copies (12)	\$30.00
DVD Copies (12)	\$30.00
Vlog It Software	\$49.00 **
Ring Tone Software	\$0.00
Website Software	\$0.00
Blogging Software	\$0.00
Digital Video Tapes	\$10.00
Promotional Party Budget	\$0.00
TOTAL BUDGET	\$489.00

* Possibly Available For Free

** Use Free Trial Version

BIOGRAPHY TEMPLATES

YOU WILL NEED THIS INFORMATION TO CUT & PASTE INTO ALL THE ONLINE SERVICES AND WEBSITES

COMPANY INFORMATION

GENRE
COMPANY 400 CHARACTER DESCRIPTION
COMPANY 200 CHARACTER DESCRIPTION
HISTORY
INFLUENCES
CONTACT INFORMATION
DISCOGRAPHY
WEBSITE URL
ARTIST EMAIL ADDRESSES
PURCHASE LINKS
VIDEO LINKS
LINKS TO FRIENDS

ARTIST BIOGRAPHY

GENRE
ARTIST 400 CHARACTER DESCRIPTIONS
ARTIST 200 CHARACTER DESCRIPTIONS
HISTORY
INFLUENCES
LIST OF ARTISTS YOU SOUND LIKE – **IMPORTANT!**
DISCOGRAPHY
WEBSITE URL
EMAIL ADDRESS
PURCHASE LINKS
VIDEO LINKS
LINKS TO FRIENDS

CD & DVD INFORMATION (ALSO VIDEO CLIPS)

TRACK NAMES
TRACK GENRE
TRACK 400 CHARACTER DESCRIPTIONS
TRACK 200 CHARACTER DESCRIPTIONS
TRACK LENGTHS
VOCALISTS
MUSICIANS
PRODUCER
SONGWRITER
PUBLISHER
COPYRIGHT INFORMATION