



# THE CYCLE

## INTRO GUIDE

By Mark Knight



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## INTRODUCING MAJOR LABL

One

Welcome to Major Labl. We are a management consultancy and creative services company for unsigned artists who dream of being independent.

Major Labl is proud to be part of the Right Chord Music family of companies:

1. [New music blog](#)
  2. [Influencer marketing](#)
  3. [New music Podcast](#)
  4. [Online Music Festival](#)
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## ON A MISSION

### Two

We help transform unsigned artists into independent artists. We do this by bringing best practice from brand marketing to band marketing.

We have two objectives for every artist we work with.

1. To get your music heard by more people, more often
2. To help make you financially sustainable from music

We reinvest a percentage of our profits to promote the new artists we feature on our 'Lost On Radio' [Podcast](#) and [Spotify playlist](#).

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## MEET THE FOUNDER

### Three

Major Labl founder Mark Knight has over 10 years experience as an artist manager and over 20 years experience working as a marketing consultant for brands including Budweiser, Nivea, Nokia, Vodafone and Wilkinson Sword.

Mark has written music marketing thought pieces for The Guardian, Music Think Tank, Reverbnation and The Unsigned Guide. He has spoken at music conferences including MIDEM, Cannes Lions, Liverpool Sound City, Off The Record & The European Music Incubator. Mark is also part of the Liverpool Sound City Artist Mentor programme.

In 2016 Mark masterminded 'Project Rebel' an audacious attempt to break an unsigned band in just ten weeks using the power of media, social content and storytelling. The band is now signed to Universal. Listen to the case study [here](#).

Mark founded the Right Chord Music blog and Lost On Radio Podcast in 2011. His work with [The Daydream Club](#) was recognised with a nomination for best Digital Campaign at the Music Ally Awards (The only unsigned artist to be nominated). The Daydream Club has achieved over 100,000,000 Spotify streams and are now financially sustainable from their music.

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## THE THEORY

### Four

This guide is based on the theory and framework Right Chord Music developed for The Daydream Club.

The music industry tells you, that to succeed you need to get on radio, get in press, and play live a lot. Unfortunately, as an unsigned artist you can spend thousands chasing this dream and make no headway. (The Daydream Club calculated they were spending £4,000 every time they released a single) If they continued along this path, the band would have run out of money and been forced to quit.

It is clear this promotional model was designed for major label artists, not unsigned artists.

Major label signed artists dominate radio and press and can earn a sustainable living from live. Meanwhile, the reality for unsigned artists...

1. Value output does not equate to cost input
2. Very few radio listeners become fans from spot plays
3. Very few gigs are profitable
4. Very little press coverage is achieved or seen

In response to this reality we've designed a music marketing model specifically for unsigned artists and it works!

When you look beyond radio, press and live, the key to success is Reach & Frequency (lots of people, lots of times). The good news. You don't need to pay radio pluggers or pr companies to achieve reach & frequency.

This guide provides you with a four phase framework, and forty steps to help you promote your music along the way. At each step along the way, there are options to get additional pay as you go support from [Major Labl](#) and access to discounted partner services.

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## THE CYCLE

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The first thing to notice. Naturally artists focus their attention on music. Within this four step framework, only one step mentions music, and Produce is the shortest step.

Our focus is what happens before and after, mainly after. The classic mistake is to spend months crafting music, and then just stick it online without any planning care or attention. Unsurprisingly not much happens, your hard work is never heard or appreciated.

Following this framework, we'll show you how to Plan to promote.

We'll also show you how to Promote and explain why there are two different types of promotion that you could be using to market your music effectively.

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# LAUNCH

## Step one

It's important to start in the right way. Here is a basic checklist of eight things to consider when you are launching yourself as an artist or band.

1. Identify, check and secure your name
2. Establish and create your visual identity
3. Set up your social channels
4. Build artist website
5. Set up a Facebook Business account
6. Register for Spotify Artists
7. Register with your local Collection Society
8. Write some killer tunes

### Next Steps

- [Download the DIY guide to the Launch phase](#)
  - [Download the complete guide covering all phases](#)
  - [Hire us to do the work for you](#)
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## PRODUCE

### Step two

This is the fun bit, and the only time we talk about producing music, so enjoy it while it lasts!

This is the shortest phase with just five steps

1. Fund
2. Record
3. Mix / master
4. Produce
5. Press pause! - ie once you have recorded your masterpiece stop and plan before rushing your music out into the world!

We leave this phase to you, afterall you are the musician, we just do the marketing!

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## PLAN

### Step three

This is arguably the most important phase, and also the phase which is most frequently forgotten, left out or skipped in a rush to get you music in the world.

Take your time, remember as an unsigned artist the only deadlines are the ones you set yourself. So it pays to take your time and get it right.

1. Audit current activity
2. Website design and refresh
3. Search engine optimisation
4. Brand design / refresh
5. Set up distribution
6. Set objectives
7. Identify audiences
8. Create a story
9. Write biography and press release
10. Create campaign assets
11. Build a blog contact database

### Next Steps

- [Download the DIY guide to the Plan phase](#)
  - [Download the complete guide covering all phases](#)
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## PROMOTE

### Step four

This is the part where we share your music with the world, you become a millionaire rockstar, tour the world and win a Grammy. Let's hope so!

1. Social proof
2. Create Facebook ads
3. Upload your music to free radio services
4. Register for Musosoup.com
5. Register for [Squall](#)
6. Create your story to support your launch
7. Register for social media scheduling tools
8. Create your content and a content calendar
9. Optimise Spotify [\(guide\)](#)
10. Segment your music by mood and moment
11. Establish a role for each social channel
12. Plan your Bonfires & fireworks

### Next Steps

- [Download the DIY guide to the Promote phase](#)
- [Download the complete guide covering all phases](#)
- [Hire us to do the work for you\\*](#)

\*NB Please note we are selective about who we work with and not every submission will be successful. Please allow a minimum of 6 weeks ahead of a planned launch date to be considered for a creative campaign.

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## PROMOTE CONTINUED

### Bonfires and fireworks

When it comes to actually promoting we recommend two different approaches.

1. Bonfires
2. Fireworks

As the name suggests Bonfires provide on-going, slow burn promotion to maintain momentum and keep buzz going. You should use Bonfire promotion to support your existing catalogue in between the release of new material.

Remember music is new, if you have never heard it. So don't just disregard your previously released music. Put your back catalogue to work to maintain momentum, and avoid breaks in play. With this approach you will always have something to say.

Fireworks, burn quickly and brightly and then disappear. This kind of promotion is better suited for launch campaigns. You can read more about this approach [here](#).

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## PROMOTE CONTINUED

### Bonfires and fireworks

Here are 6 steps.

1. Set budgets for bonfires and fireworks
2. Choose hero assets
3. Deploy content
4. Supplement with new news
5. Launch show
6. Review, learn and repeat

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## MANAGEMENT CONSULTANCY

### Help when you need it

In addition to the DIY guides we provide a pay as you go management service, specifically designed for unsigned and independent artists. Now you only pay for support when you need it. [Read more.](#)

### How traditional management works...

Typically music managers get paid between 15-20% of the gross income generated by their artist. This split can cover all forms of artist income including physical sales, downloads, streams, live, merch or sync.

This clearly represents a challenge for unsigned or self released artists. Because, unless you are making a sustainable income from your music, there is no money to pay a manager.

Twenty percent of nothing is nothing, and unfortunately not many managers will want to work for free!

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## Major Labl, PAYG Management

We set up pay as you go management specifically in response to the needs of unsigned artists. Because we recognise most unsigned artists don't earn enough money to make a 20% cut worthwhile, we flipped the model. This means you can get the expert help you want, when you want it, in an affordable way. We charge a flat £30 per hour, (plus VAT in the UK)

With Major Labl, PAYG management, there are no contracts or commitments. You only pay for support, help and advice when you need it.

Our focus is expert marketing consultancy to help unsigned artists become financially sustainable independent artists. We don't book gigs, but we can certainly show you how to make yourself more attractive to promoters and agents.

We're based in London but work with artists worldwide, providing marketing support over email and Skype.

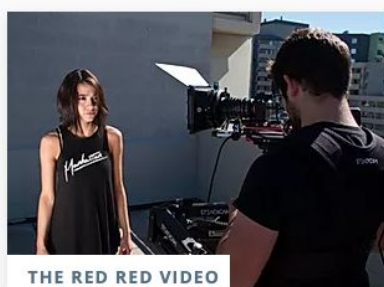
Here are some examples of how other artists have used their time... Planning a new release, generating a creative hook writing a grant, award submission, biography or press release.

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## MEMBER BENEFITS

*Join today for free*

In addition to our own services, we provide Major Labl members with a 10% discount on our services and access to partner discounts and benefits to support you at every step of your journey. Join for free today to [find out more.](#)



### THE RED RED VIDEO

10% DISCOUNT

Video production services for independent artists in the UK for all budgets and needs.

**Claim**



### QRATES VINYL

5% DISCOUNT

Create, release and distribute vinyl. Save 5% on your first pressing, just 100 minimum order.

**Claim**



### GOTOBEBAT

3 MONTHS FREE

Live music subscription (London) three months free, then half price (£4.99)

**Claim**

## THANK YOU

*We hope you found this guide useful*