

# HOW TO CONNECT WITH THE RIGHT PEOPLE IN LICENSING

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# OVERVIEW

If you're an artist, songwriter, or musician, you've likely considered licensing your music to TV & film. If you have, you're in the right place!

From Cannes Film Festival Grand Prize placements to countless network TV show soundtracks, I've helped indie songwriters like you get their big break.

Here are the top benefits of getting your music synced:

## RECOGNITION

You become recognized as a top songwriter or artist by the industry and your peers. It makes getting more songs into shows, movies, and ads even easier.

## EXPOSURE

If you are an artist, there is no faster way to get massive exposure than being heard by millions of viewers. One placement can get you into Billboard Magazine like it has for others I've helped.

## MAKE MONEY

You get paid often in the thousands of dollars for one placement and get regular backend royalties on top of that.

I am sure you can imagine hearing your song on a network TV show, ad, or on the silver screen. There is no feeling like it!

The secret to getting your song into TV & film is not just how good your song is or how it sounds. It is by sending the right music to the right people at the right time.

The first step is connecting to the right people in the TV & film industry. Seems impossible? I am about to tell you how I do that every day!

Nothing helped me get in touch with the right people in the music licensing world more than figuring out the 5 easy steps. Today I use this process to help indie songwriters like yourself place song after song in shows, movies, and ads.

One thing I do know is that I am not any more special than you are. I just figured out how to do that and my mission is to support indie songwriters like yourself. There is so much great music out there that never sees the light of day, and I want to help you get heard... in a huge way!

# TARGETING

The first thing you need to do is leap frog over the ocean of artists who are trying to license their music. You are a needle in a haystack up against millions of tracks out there.

You do this by “targeting” your songs. Doing this puts you in the top 5% of songwriters who are competing for placements. Most people just upload their songs to music libraries which have hundreds of thousands of other tracks and then they hope they will be discovered. This is basically like buying a lottery ticket. With those odds, getting discovered almost never happens. Here is what you really want to do:

## SOUNDS LIKE

Figure out which artists you sound similar to. Ask your friends & family if you aren't sure.

## ARTIST RESEARCH

Go to Music-map.com or Last.fm and type these suggestions in and you'll get a list of even more artists you remind people of.

## MUSIC RESEARCH

Go to Tunefind.com and type in all the artists on your list and see if and where they've had their music synced before.

## MUSIC SUPERVISOR RESEARCH

Once you find some shows or movies your style of music has been chosen for, go to IMDB.com and find the music supervisors who worked on those productions.

Boom! Now you all of a sudden have a list of shows, movies, and music supervisors your music is the perfect match for.

Don't send anything yet until you go through the next 4 steps!

# WRITING

Whether you write for your fans or write specifically for TV & film, the rules are the same. These rules are not so much about how to write a song for sync because there are so many different kinds of music getting licensed. These are guidelines to follow so your songs don't get rejected straight out of the gate.

## **SIMILAR SOUND**

Write or pick a song you've already recorded that is in a similar vein as the other artists' songs that have been placed. Not a sound alike (you have to be an authentic artist), but a track that could work in the same playlist.

## **UNIVERSAL LYRICS**

Use universal lyrics that anyone can relate to. If you have a song about "Sally" or you're singing about "New Orleans", you'll have a hard time finding a spot for it. This doesn't mean dumbing down your lyrics, just make them relatable to more listeners.

## **KEEP IT SIMPLE**

Keep your songwriting as simple as possible while still getting everything across. Simplicity is key in great songwriting, and licensing to TV & film.

## **SONG STRUCTURE**

Make sure your song has some ebb and flow to support the drama in the scene. Really define the different sections of your song so they really pop. For example you want the chorus to really hit when the listener gets there.

# PRODUCING

The biggest mistake indie artists and songwriters make in music licensing is submitting recordings that don't sound as good as everything else getting into TV & film. If your song sounds subpar, they won't even give it a chance no matter how good it is. Thankfully there is an easy way around this. Make sure your tracks have the following:

## **FAMILIAR WITH A TWIST**

Don't go too far out on a limb with your production. Be yourself, but not too out there. Stick with what works in the productions you're targeting.

## **FREQUENCIES**

Make sure your mixes aren't dominated by mid-frequency instruments which could interfere with the actors' dialog.

## **DYNAMICS**

You want exciting mixes and have dynamics and build.

## **MIXING & MASTERING**

Don't mix or master your music yourself unless you are experienced at it. Save it for the pros, so you sound pro.

# VETTING

As songwriters, we often have a hard time separating the songs we love artistically from the ones that will work in licensing. They can be one and the same, but it is invaluable to get outside opinions. Just make sure these opinions are impartial and honest. Your mom might not be the best choice because she probably loves everything you do. :)

## LISTENING GROUP

Form a listening group from friends, social media, forums, or professionals.

## THE RIGHT QUESTIONS

Ask them questions like, who you remind them of, and what the weakest parts of your song and production are.

## FEEDBACK

Pay attention to the most common opinions in the feedback and ignore the outliers.

## START TO FINISH

Do this for both the writing and production and mixing stages of your song.

# PITCHING

This is where you turn all your hard work into action! Now that you've targeted your songs, the biggest tip to get the gatekeepers to listen to your music is to sound like a pro when you send them.

Use the same lingo the industry does and showcase any syncs, successes, or other licensing relationships you've had before.

## PERFORMANCE RIGHTS ORGANIZATION

Register your songs with a PRO such as ASCAP, BMI,...etc. as they collect royalties for you whenever your song is aired.

## METADATA

Make sure your songs are tagged with the correct metadata. If you want to get this perfect, download our free metadata guide here: [syncsongwriter.com/metadata](https://syncsongwriter.com/metadata)

## ATTACHMENTS

Music supervisors hate attachments. Only send a link in your email to stream and download your songs in Dropbox, Box or DISCO. And only send them MP3s - they will ask for wav files if they need them.

## COPYRIGHT

Indicate you own the rights to your music and that it is pre-cleared. You can do this by putting "One-Stop" or "I own 200%" (this means you own 100% of the master plus 100% of the publishing).

## FOLLOW UP

Follow up in 2 or 3 weeks. Say something like "just checking you received my email..." - don't ask "did you listen to my music yet?".

# NEXT STEP

## HOW TO CEMENT THOSE FIRST RELATIONSHIPS

I've shown you the very best way to connect with the right people in TV & film and give them what they are looking for. But how do you really cement those first relationships at the top of the licensing industry?

Ultimately to start getting full-time syncs, it's all about who you know. You need to start growing a network of top music supervisors.

To find out exactly how to do that, keep an eye on your inbox for an email from me inviting you to my FREE music licensing Master Class "The Art of The Song Pitch Workshop". I can't work with everyone, but if this is a good fit, I can connect you directly with the top music supervisors in the licensing industry. The invite is coming your way shortly!

Chris

[www.SyncSongwriter.com](http://www.SyncSongwriter.com)