

PROFESSIONALLY RELEASING MUSIC IN THE GLOBAL MUSIC MARKET

ALEYNA BROWN

A black and white photograph of a musician with long hair and glasses, wearing a dark shirt and playing an electric guitar on a stage. The musician is positioned in the center, slightly to the right, with a microphone in front of them. The background is dark with several stage lights visible. The word "EXHALE" is overlaid in large, pink, sans-serif capital letters across the middle of the image.

EXHALE

ALEYNA

IN THIS LECTURE SERIES

PART 1: The Music

Writing/Composing/Rehearsing

Arranging, Organizing, & Scheduling

Recording Session Efficiency

Post-Production

IN THIS LECTURE SERIES

PART 2: The Business

P.R.O. Affiliation

Branding

Fundraising

Organization

Distributor (UPC & ISRC codes)

Registering works with P.R.O.

Ordering Physical Copies

Merch

Submitting to Pre-Release Playlists

Pre-Release Singles

Submitting to Reviewers, Labels, Curators

IN THIS LECTURE SERIES

PART 3: The Release & After

Release

Artist Profiles

Statistics & Accounting

PART 1

The Music

WRITING

Set yourself up for success for an album project with plenty of pre-production planning, including writing, arranging, and recording session scheduling. Consider the following:

Theme(s) & Cohesion

Lyric Content

Musical style - especially instrumentation/collaborators

EXHALE explores several recurring themes throughout:

Breath & Being

Mortality

Choice

Love & Loss

ARRANGING

Notating & Typesetting the music + lyrics

Composing accompaniment parts

EXHALE includes additional strings, guitars, mandolin, and vocal harmonies that required separate parts for recording

Plan for recording session efficiency

Leave as little to chance as possible

Your score should be clear, easy to read, with rehearsal marks and measure numbers with where you plan on recording section by section, layer by layer

RECORDING

Tuning

Clear Communication

Efficiency

Expertise on both sides of the glass

POST-PRODUCTION

Mixing

Mastering

Final Masters for digital distribution will be expected to be
44.1 kHz sample rate and 16 bit depth **.wav** file

Also keep version with original sample rate/bit depth (if higher) and a version of
44.1/16 **.mp3** file

Keep your mixes/masters organized, dated, and clearly named

PART 2

The Business

P.R.O. AFFILIATION

Performing Rights Organization

Performance royalties collection and distribution

Learn more about the PRO licensing and royalties collection [here](#)

Lobbying for beneficial legislation for artists

Music Modernization Act of 2018

ASCAP

Performance Rights Organization

ASCAP

American Society of Composers, Authors, and Publishers

In order to retain full (100%) of performance royalties earned
through your album, you need to register as
both a **composer** and **publisher**

Aleyna Brown

Red Pin Publishing

RED PIN PUBLISHING

My ASCAP-registered Independent Publishing Co.



BRANDING

Album Art

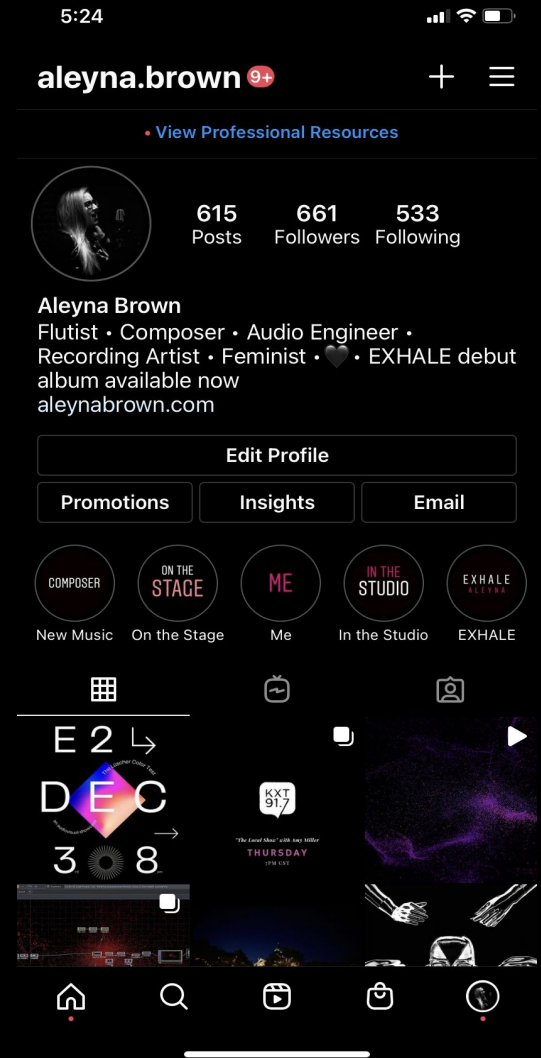
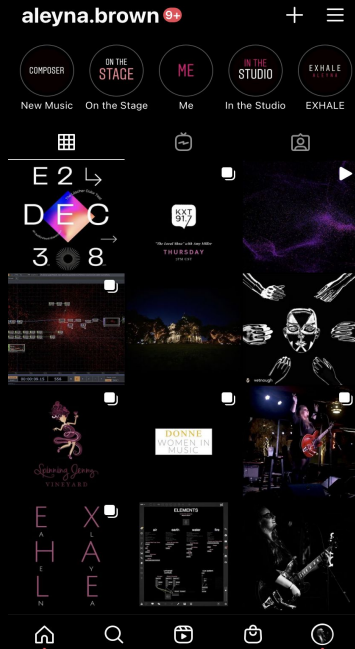
Promo Art

Website Design

Social Media

Aesthetics, Voice, Colors, Fonts

SOCIAL MEDIA



FUNDING

Budgeting

Fundraising

What resources do you have?

FUNDING

Successful Kickstarter campaign

Aided by a very clear, organized budget

FUNDING

Grants

Donations

Community

ORGANIZATION

Google Drive Folder

Production Details, Timeline, Codes, etc.

DISTRIBUTOR

The middleman for releasing your music digitally (and physically)
around the world

More info about choosing a distro [here](#)

CDBaby Pro Publishing

The “Pro” upgrade with CDBaby elects them to be your **publishing administrator**
CDBaby Pro will register you with a P.R.O. or administer your existing publishing affiliation

This grants you access to mechanical royalties earned by online streams
and international sales

DISTRIBUTOR

Upload music, art, credits, & technical info

Set a release date

Set distribution permissions & monetizations

Learn more about all the digital distribution partners
you can choose through CDBaby [here](#)

CDBaby sets up your official artist ID / profile on
iTunes and Spotify if you are releasing music for the
first time

Get your codes...

UPC'S AND ISRC'S

UPC is your release (single or album) unique barcode
Use it for your physical copies

ISRC codes are like the DNA of each of your tracks
Assigned by the distro

Anytime your track is streamed anywhere traceable...
radio, youtube, facebook, subscription streaming
services

Used for tracking streams & calculating royalties

REGISTERING WORKS WITH P.R.O.

With your ISRC you can register each track with your P.R.O.

Plays of these registered tracks by businesses paying their ASCAP/BMI Music User license (legal obligation of all businesses that play copyrighted material to patrons) are tracked by ASCAP (and CDBaby Pro as the administrator for international streams) and you are paid the **performance royalties**

PHYSICAL COPIES

CDs
Vinyl
Cassette
USB

Upfront purchase through wholesaler

OR

A made-to-order online store that gives you %

Include your UPC barcode on your cover design

PHYSICAL COPIES

Kunaki - CDs with jewel case - wholesale rates

Include your UPC barcode on your cover design

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EXHALE

ALEYNA



1. INHALE
2. LET IT OUT
3. COLD ...
4. STRANGER
5. BLUE EYES
6. SHE
7. DARK FRIEND
8. ... BLOOD
9. I STILL DO
10. EXHALE



EXHALE

ALEYNA

ALEYNA BROWN GUITAR · VOCALS

WRITER · RECORDING, MIXING, & MASTERING ENGINEER

JOSE KROPP VIOLIN · ASSISTANT RECORDING ENGINEER

CHRISTIAN MARTIN DRUMS · CAJÓN

ISAAC BARZSO GUITAR

BRIANNA RHODES VIOLIN

KATIE CAPP CELLO

MICKY ABRAHAM MANDOLIN

DASHA GILMORE VIOLIN · ASSISTANT RECORDING ENGINEER

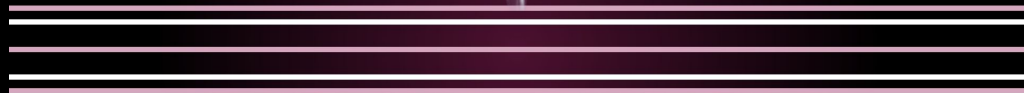
CHASE VAUGHN ASSISTANT RECORDING ENGINEER

EXHALE

ALEyna

RECORDED, MIXED, MASTERED AT
FLORIDA STATE UNIVERSITY
COLLEGE OF MUSIC
AND
INDIANHEAD FACTORY

SPECIAL THANKS TO:
BRIAN GABER, INDIANHEAD FACTORY, CHAN LEONARD,
MOM & DAD, ALL MY COLLABORATORS AND FRIENDS



EXHALE

ALEYNA



MERCH

Stickers

Online shop [Threadless](#)

CDs & Posters

(great for signing for fans at live shows)

SUBMITTING TO SPOTIFY CURATED PLAYLISTS

Spotify Curated Playlists only accept submissions of
unreleased tracks received from your distributor

You must already have an active Spotify Artist ID (this
disqualifies your first release)

Only one track submission per release

Needs to be factored in to your release timeline

PRE-RELEASE SINGLES

Feb. 22, 2019

LET IT OUT

ALEYNA



April 5, 2019

SHE

ALEYNA



April 26, 2019

STRANGER

ALEYNA



SUBMITTING TO REVIEWERS, LABELS, PLAYLIST CURATORS

[Fluence](#)

[SubmitHub](#)

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Small acceptance rates

PART 3

The Release & After

RELEASE



May 18, 2019

Release show @
The Wilbury
Tallahassee, FL







Stats

Latest Release



ALBUM

Exhale

1,000 streams

ALL-TIME • LIVE

May 19, 2019

STATS & ACCOUNTING

CD Baby has all your **stats** in one place (iTunes, Spotify, etc.)

Plus your **accounting** (royalties & sales earnings)

[DASHBOARD](#)[ALBUMS & SINGLES](#)[SALES & REPORTS](#)[TOOLS & PROMOTION](#)

ACCOUNT DASHBOARD

Aleyna Brown
aleynambrownmusic@gmail.com

DISTRIBUTE

[+ Add New Title](#)[Upgrade / Add Publishing](#)

MANAGE

[Pro Publishing Admin](#)

[Sync, YouTube, Facebook & Instagram Licensing](#)

[Payment Info](#)

[Contact Info](#)

[Spotify Artist Separations](#)

FEATURED TOOLS

[Free Marketing Tools](#)
with Show.co

[Release Your One-Page Website](#)
with HearNow

[Master a Track](#)
with CloudBounce

[Build Your Artist Website](#)
with Bandzoogie

[Claim an Official Artist Channel](#)
with Youtube

[Request Access Now](#)
with Apple Music for Artists

[View All Tools](#)



Protect your music
with affordable
copyright services.

[Learn More](#)

ALBUMS & SINGLES

[Add New Title](#)

PAID ITEMS

Aleyna

TITLE	TYPE	DIGITAL DISTRO	INVENTORY	UPC / EAN	
Exhale: MP3	Pro Album	YES	Warehouse 0	193428956773	VIEW / EDIT
Let It Out: MP3	Standard Single	YES	Warehouse 0	193428724013	VIEW / EDIT
She: MP3	Standard Single	YES	Warehouse 0	193428926196	VIEW / EDIT
Stranger: MP3	Standard Single	YES	Warehouse 0	194171047541	VIEW / EDIT

ACCOUNTING

ACCOUNTING OVERVIEW

[ACCOUNT TRANSACTIONS](#)
[PAYMENT HISTORY](#)

SALES HISTORY

[CD BABY SALES \(ALL\)](#)
[CD BABY SALES \(CDS\)](#)
[CD BABY SALES \(DIGITAL\)](#)
[DD SALES \(BY ARTIST\)](#)
[DD SALES \(BY PARTNER\)](#)
[LICENSING ROYALTIES \(BY ARTIST\)](#)
[← BACK TO DASHBOARD](#)
[FILTER YOUR SALES](#)

ACCOUNTING OVERVIEW

Total Sales Overview

ACCOUNT BALANCE

[view transactions](#)

TOTAL REVENUE

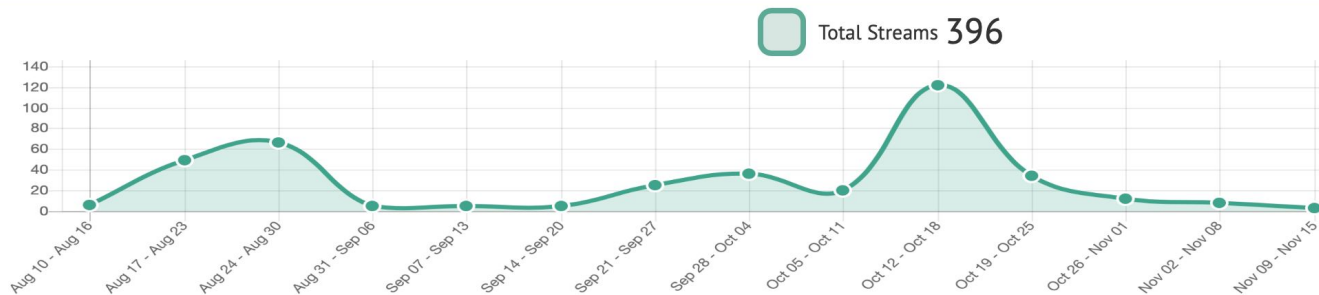
CD BABY Sales Overview

Digital Distribution Sales Overview

TOTAL DIGITAL DISTRIBUTION SALES

Aleyna

Let It Out		view sales
She		view sales
Stranger		view sales



TOP TRACKS ▼

#	Track Title	Artist Name	Streams
1	Blue Eyes	Aleyna	50
2	Let It Out (Album: Exhale)	Aleyna	42
3	Stranger (Album: Exhale)	Aleyna	41
4	Stranger (Album: Stranger)	Aleyna	41
5	Inhale	Aleyna	35
6	Exhale	Aleyna	33
7	I Still Do	Aleyna	32
8	Let It Out (Album: Let It Out)	Aleyna	25
9	Cold ...	Aleyna	24

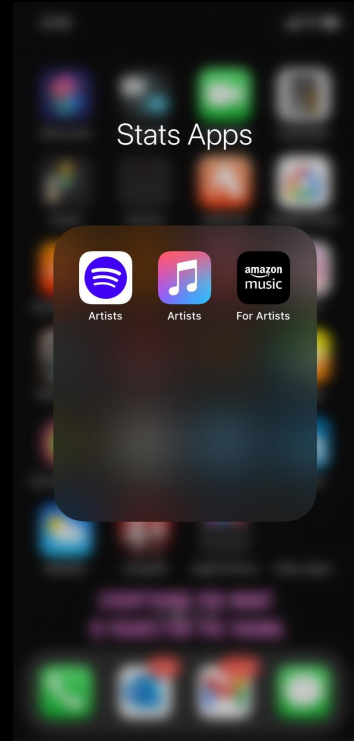
ARTIST PORTALS

Artist-only portals for seeing your stats and editing your profile (photos, bio, upcoming shows, tours, etc.) on the respective streaming services

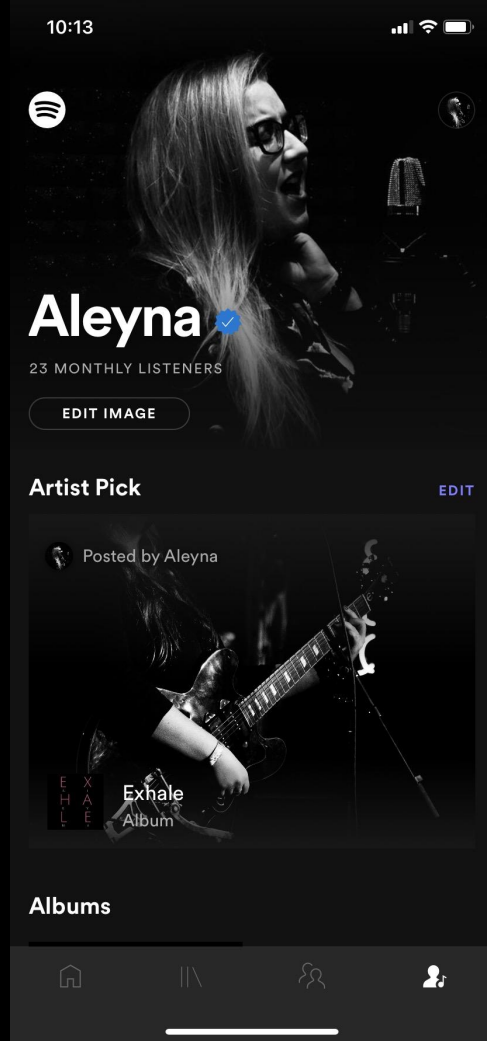
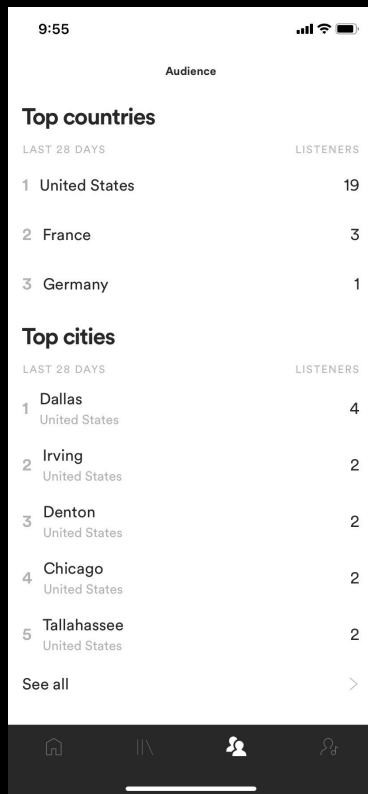
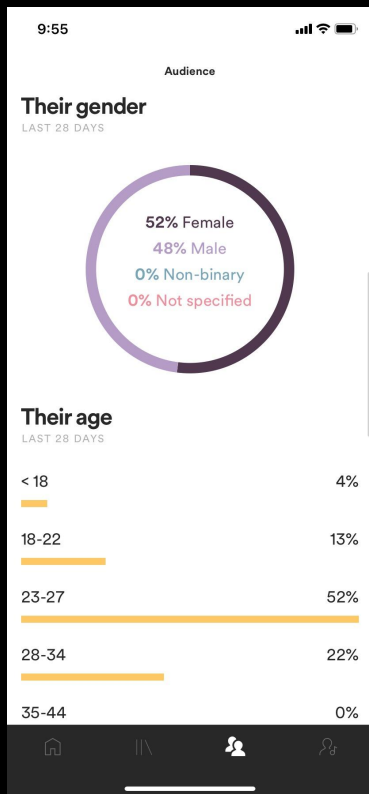
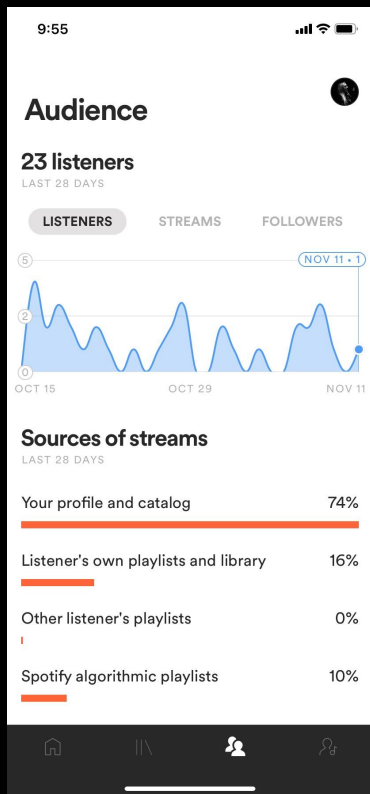
Spotify for Artists

Apple Music for Artists

Amazon Music for Artists



ARTIST PORTAL APPS



A black and white photograph of a musician with long hair and glasses, wearing a dark shirt and playing an electric guitar on a stage. The musician is positioned in the center, slightly to the right, with a microphone in front of them. The background is dark with several stage lights visible. The word "EXHALE" is overlaid in large, pink, sans-serif capital letters across the middle of the image.

EXHALE

ALEYNA

THANK YOU

AleynaBrown.com



@aleyna.brown



@AleynaMBrownMusic



Aleyna Brown