

# Singers Self-Guide: Growing in Artistry

## KNOWING WHAT YOU WANT

### **A. TALENTED and LEVERAGING**

1. Determine how far you want to go with your talent ie: hobby, background vocal (BGV), or solo artist.
2. Use your gifts and put yourself out there: social media is a perfect tool.

### **B. AVENUES and RESOURCES**

1. utilize open mics to practice stage presence and get familiar with live singing to build your confidence.
2. Surround yourself with people in the area that sing and perform. Local choirs, stage plays, local bands, opera houses, etc.

### **C. BUILDING BLOCKS**

1. Look After Your Vocal Health.
2. The goal is never stardom, but impact. How can you make a difference with your ability to serve others?

# The Complete Recording Process

## MAKING A ALBUM

### **A. PRE-RECORDING and PLANNING STEPS**

1. Decide what you're making: one album or an album series?
2. Choose your songs
3. Record at home or at a professional studio?
4. Rehearse
5. Fine tune your gear and instruments

### **B. RECORDING STEPS**

1. Make mixes, listen, get feedback, and repeat
2. Make final mixes

### **C. MASTERING and POST-PRODUCTION STEPS**

1. Choose a mastering house
2. Have the right formats and ask what files they need
3. Decide the order of the songs on the album
4. Decide on the amount of “space” between songs

### **D. LEGAL STEPS**

1. Document who owns the songs and sound recordings
2. Get permission to record any cover songs, samples, or loops
3. Clear the legal status of all the artwork
4. Clear the legal status of all the text
5. Get permission for guest musicians (if needed)

### **E. REPLICATION and DIGITAL DISTRIBUTION STEPS**

1. Replicating and duplicating CDs
  - Determine how many CDs to make and the costs
  - Decide on type of packaging (jewel case, sleeve, etc.) and what type of booklet (1 panel, 2 panel, multi-panel)
  - Get artwork design templates from the CD Manufacturer or use their online design services
  - Determine formats required for album art and text, CD art and text, etc., and use this format
2. Print your own discs
3. Digital Download Cards

### **F. ARTWORK and DESIGN**

1. Choose a name for the album
2. Get a UPC barcode
3. Work on the artwork
4. Replicate the CD
  - a. Send/Mail the mastered album along with artwork
  - b. Proof artwork
  - c. Sign copyright release and grant approval

## **PREPARING FOR THE ALBUM RELEASE**

### **A. PICK A RELEASE DATE**

### **B. PREPARE for ONLINE SALES**

1. Pick your CD/Digital Distributor and sign up
2. Create your album’s profile and upload your album’s artwork

### **C. PREPARE AUDIO for PROMOTIONAL PURPOSES**

1. Make MP3s from mastered wavs
2. Tag and name MP3s correctly

#### **D. PLAN YOUR CD RELEASE SHOW, LISTENING PARTY, and/or TOUR DATES**

#### **E. GET YOUR ALBUM MERCHANDISE and PROMOTIONAL MATERIALS**

1. Album-related T-shirts and merchandise
2. Promotional materials: posters, postcards, stickers, flyers

#### **F. PLAN and PREPARE the PUBLICITY CAMPAIGN**

1. Plan PR campaign
2. Set up Google Alerts with your new album name and song titles
3. Update your "Music Resume" documents (Part I)
4. Prepare PR documents such as press releases
5. Compile your target PR list
  - a. Your Complete Do-It-Yourself Musician Resource
  - b. 1-800-468-9353 • [www.discmakers.com](http://www.discmakers.com)

#### **G. START YOUR PUBLICITY CAMPAIGN (Part I: your own network)**

1. Work with your street team and fans
2. Update your website (Part I)
3. Update your web presence (Part I)
4. Write your mailing list

#### **H. START YOUR PUBLICITY CAMPAIGN (Part II: Involving the outside world)**

1. Set up a tracking system
2. Send out your CDs, MP3s, and press releases
3. Put up posters and flyers
4. Follow up
5. Update your "Music Resume" documents (Part II)

## **THE ALBUM RELEASE and POST-RELEASE**

#### **A. SUBMIT CD for ONLINE SALES**

#### **B. ADD YOUR CD to GRACENOTE and FREEDB**

#### **C. LEGAL (Part II)**

#### **D. UPDATE YOUR WEBSITE and WEB PRESENCE (Part II)**