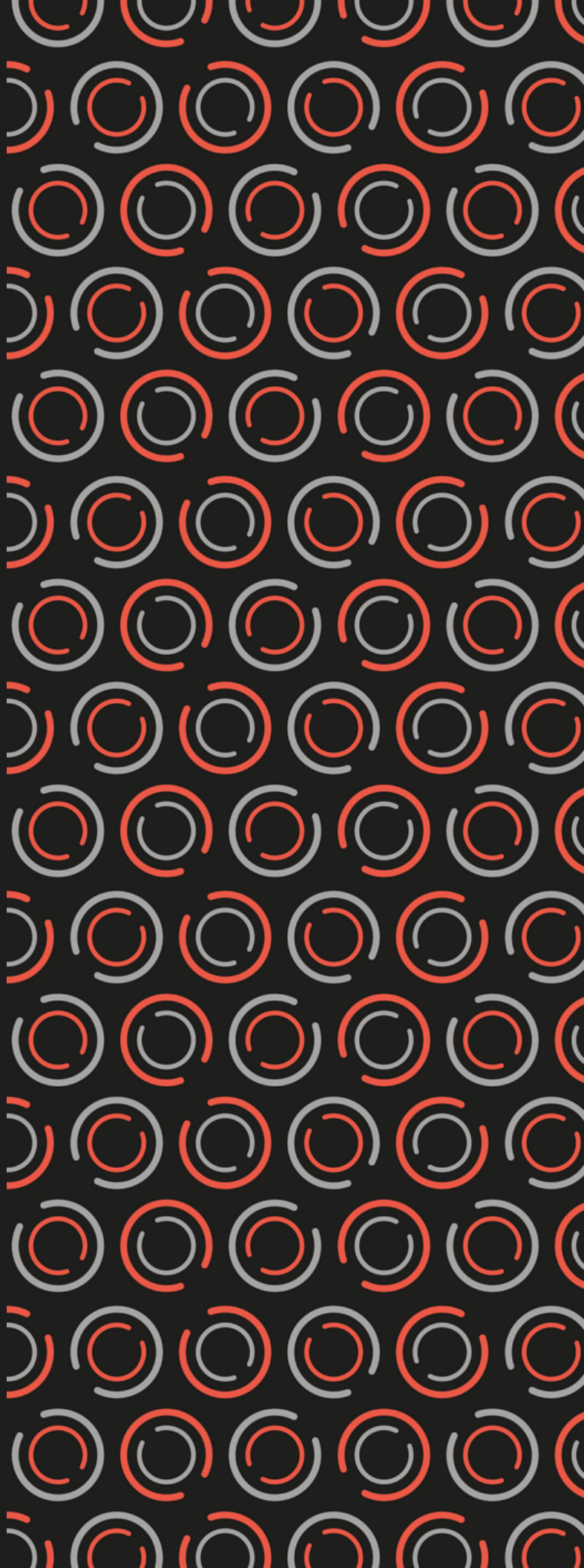


MUSIC MANAGER PACKET

The role of a music manager can be vital to the success of an artist.

Whether you're looking to add a music manager to your team or taking this role on yourself, understanding the responsibilities, deal information, and questions to ask music managers is just as important as the decision itself.



WHAT IS A MUSIC MANAGER?

A music manager is someone who has the role of bringing together and coordinating the people and projects necessary to meet the goals of an artist or band. They must have an excellent understanding of the music industry, be great with people, and be very organized. It is up to the music manager to ensure that deadlines are met and projects run smoothly. Communication with publicity agents, event promoters, and talent agencies can also sometimes be included in their responsibilities.

Manager Responsibilities

- Tracking and handling financials directly connected to client's career
- Making and maintaining important connections for new opportunities
- Securing signings and placements, and setting up writing sessions
- Acting as touring agents, connecting with venues and handling merchandise
- Advising on all music business matters

Common Management Deal Information

Sunset Agreements: This is common in management deals. It outlines that a manager will receive income from the artist for deals that were made during the time the manager and artist worked together.

Standard Cuts: A typical deal can be between 15-20% of income going to the manager. This encompasses any income generated by the artist through their music, including brand sponsorships related to music, publishing income, and touring revenue.

Duration: Make sure to pay attention to how long the duration of your agreement is, as well as the details for contract renewal.

Pro-bono Work: Sometimes agreements between artists and managers will have something like a 'trial phase' where a manager works for an artist without income for a short period of time. This will basically allow each party to see what it's like to work with each other, without any strings attached. These pro-bono arrangements usually last about three months.

INFORMATION FOR CURRENT MANAGERS

Top Tasks for Managers

- **Distribution** - When your clients have finished their songs, make sure they've had any relevant split discussions and chosen a distributor to release their songs.
- **Society Affiliation** - Make sure your clients are affiliated with their local collection society and that you've recorded all their information in a secure place.
- **Music Publishing** - Make sure that you and your client have discussed the publishing options available to them and that they're properly registering their songs for composition royalty collection. This is key for long-term income.
- **Additional Revenue** - Make sure that your client is set up for royalty collection with all the appropriate organizations, such as SoundExchange for digital performance royalties. If they have lyrics, make sure their lyrics are released on platforms such as LyricFind.

Frequently Asked Questions

What are the main things that managers need to know to better support their artists through music publishing?

There are several things you can do to ensure your client's are well supported for their publishing including making sure they've affiliated with a collection society, that they've looked into a publishing administrator, and are having solid split discussions with co-writers.

When should a manager consider a publishing deal for their artists?

First, assess where your client and their catalog is in their career, as well as the needs and goals they have for the future. They may not be ready for a traditional deal, but perfect for an administrative deal -- it's your job to decide what best suits their goals.

Is it important that all my artists or songwriters are with the same collection society?

Short answer: no. However, if your clients use different societies, it's important that you keep solid records of their society and IPI numbers to avoid any confusion, and to double-check that all registrations are accurately submitted.