

# Music For World Peace Handbook

This handbook is a guide for getting the most of your participation in our groups and on our label. The most logical route to a release on our label is to join our public group, get invited to our private group, then become one of our label's team members. Unless you received a personal invitation to join our private group, our public group is a great place to start.

## **Public Group**

### **Posting**

Generally our public group is for posts by our artists only and is moderated to prevent spamming and keep our mission on point. If you are an artist with our label we will approve posts of music that you released elsewhere as well as anything you want to post as long as it is not offensive to others or contradicts our mission. This includes additional music released that is not on our label.

### **Exceptions**

We will accept these posts by others who are not on our label:

Comment for the group

A quote or picture that encourages peace.

Music posts by group members who are not yet artists on our label will not be approved. Any self-promotion is considered spamming. However, in some cases we may approve a post if it is related to a current holiday or major event.

Before attempting to post anything be sure to read the rules. If you haven't read the group rules before creating your post, you will see "Rules" in your posting window. Be sure to click on it and read them to be sure your post is in compliance with our rules. We are serious about our mission and will remove a first attempt at spam and message the spammer. On the second attempt, we message the spammer that a 3<sup>rd</sup> attempt will result in being removed from the group. On the third attempt we remove the spammer.

Our posts are moderated to prevent spamming. However, if someone replies to a post with a spam they can get around the moderation. We immediately remove people who do that because they know it's a way to get around the safeguards and deliberately disrespect our rules. Keeping our mission on topic is our priority.

If a member has been removed they may ask to rejoin or be invited by another member. If after rejoining us they continue to spam the group they will be blocked.

Those who haven't read the rules sometimes think posting their music is the way to submit music to our A&R department. Our moderators don't listen to music posts unless there is something related to our mission in the description of the song. Your description will determine whether or not it gets listened to.

## **Submitting music**

We have a submission portal to help you decide if you, your song and our label are a good fit for each other. The best way to submit a song for consideration is to do it through this portal. It will let you know what we need to help us accomplish our mission. If you have what we need, we want you to tell us how it can help us toward our mission of world peace. Submit your music through our submission portal:

<https://musicforworldpeacerecords.com/submit-your-music>.

Be sure to read everything, including the links. If we feel we can work with you we will invite you into our private group

## **Inviting members**

We encourage all group members to send out invitations to their friends, relatives and fans to join our public group. This group is both a shared fan base as well as a pool for future resources for our label.

If you are an artist on our label, bringing your fans into our collective and encouraging them to invite their friends and fans will help not only you as an artist, but will help other artists on our label and it will help the label achieve the success it needs to make you a successful artist. Our label's business model is based on helping each other to success.

If you plan to be one of our artists, either immediately or sometime in the future, it would be a you would benefit from reading our submission guidelines and our business model to be sure we are the right label for you. Our methods are unconventional and may be accepted by everyone. Click on this link to learn more about our business model:

<https://musicforworldpeacerecords.com/our-business-model>.

## **Share Fans meet upcoming artists**

Our public group is a world-wide combination of recording artists, producers, fans of individual talent and fans of the concept of world peace. Fans of the mission can become friends with the artists who can help them accomplish that mission. We help each other grow. One thing we all have in common is our mission of world peace. Starting and engaging in conversations about some of the problems and solutions to achieving world peace.

As our public group grows we can spread posts that influence peace and love around the world through our group and other social media. Music and social media are two of the largest influences on the planet. These influences are currently dominated by hate and violence. Help us dominate it with love and peace. Our artists and friends are from all over the world. This is our chance to take a giant leap toward world peace. We are one effort among many others working toward the goal of having world peace in our lifetime. The more of us who take action, the faster we can achieve it.

## **Share music**

Whether you are an artist on our label, a future artist on our label, or a fan, sharing the music of our artists is a fast way to spread a message to influence world peace. If you are not already aware of our mission, you can read it here: <https://musicforworldpeacerecords.com/home>. If this is also your mission, we have plenty of resources that could help you accomplish it.

## **Purchase merch**

Our merchandise store is our fund raiser. In this new music business it is next to impossible to earn a substantial amount of money. Platforms such as Spotify pay one penny for 100 plays. That money is divided among everyone who worked on a release project because we all work long hours without any up-front fees. We depend on multiple income streams to keep us going.

We only make a small, but much needed, profit from our merchandise. The price of the item combined with shipping costs may seem a little over-priced. Please keep in mind that all fund raiser merchandise, including Girl Scout cookies, is overpriced, but it's all for a good cause. The more funds we can raise the better we can help our artists. The more we can help our artists the better position they will be in to spread the message.

If you can afford to purchase our merchandise, it will be greatly appreciated and will help us with operating funds that include an advertising budget for our artists. We operate on a shoestring budget and depend on the support of others to keep moving forward.

## **Donation based downloads**

Because of the nearly insignificant amount paid by streaming services, our donation based downloads are the main source of income from music sales for our artists and their teams. We all work mainly as volunteers and your donations help everyone to continue to devote their time to the mission of world peace. Donations for each song are divided among those who worked on that song. Each job contributed toward the release receives an equal split of any revenue generated. In most cases there is a team of 10 people who worked on one project.

If you can afford to donate you will receive a CD quality download, any amount that you can afford to donate will be appreciated and will help that artist and their team toward earning a living and allow them to devote more of their time toward promoting world peace.

If you cannot afford to donate, we ask that you click on the “Share” button next to the song and share it with your friends, family and fans.

## **Promoting label and artists**

Remember, our mission is to dominate social media with music that encourages world peace. We post new releases each time we have one. Sharing our releases is one way to help us dominate social media with music for peace. Do this on a regular basis and you will be remembered by the artist, everyone who worked on their project, the label and the fans of everyone who worked on the project. Make your name known by staying engaged. If you are an artist already on our label, share the music of other artists on your label. Work as a team. Use every opportunity possible to help your team members to success. They will do the same for you.

If you are not yet an artist on our label, but plan to become one in the future, what better way to make your name known to the label and other artists and their teams than to actively promote their works often. When you are in need of a team, those who saw you promoting others will be more likely to want to work with you.

Comment on the posts of others as often as possible. Make your name known to other group members who are artists, songwriters, producers, visual artists, fans, publicists, and label execs.

Promote the label whenever you can. A successful label means successful artists. Send friend requests to our artists. Join them in their efforts. If you have ever wanted to be friends with someone famous you can make that happen by becoming friends with someone you help become famous. Social media is a great tool for making that happen.

## ***Private Group***

This group is not moderated but is private. Your posts will be seen only by a small number of group members and will not be able to be shared from this group.

## **Making The Most Of Your Post**

Think of this group as your resource pool. It is loaded with people who have the resources you need to succeed and who are willing to help you for nothing more than an equal share of any money earned from your project as long as the project is something related to world peace. (If it is for any other purpose you may have to pay up-front fees for services).

To connect with others in this group you need to communicate your capabilities, what you wish to contribute toward world peace, and what you need to assist you in your contribution.

Post one example of your best work. In your description tell us what your participation was in the project you are showing us. Tell the group what assistance you need for applying your talents toward a release on our label.

### **Some examples:**

You are an artist who doesn't write songs. You will need to connect with songwriters and producers.

Post an audio or video of you singing. Tell us you are the singer in the project. Tell us you need songwriters and producers to work with. If one of our songwriters has songs that they feel would fit you or a producer has a project that needs an artist of your style, they will connect with you.

You are a producer but need projects to practice on to improve your skills.

Post one of your projects. Tell us your participation in the project (arranged, mixed mastered, etc.). Tell us you need artists to help you improve your DAW or musical skills.

You are a songwriter and need to find artists in your genre who will record your songs.

Post an audio or video of your best song and tell us that you wrote or co-wrote it. If you co-wrote it, was your participation in the lyrics, music or both. If an artist likes that song they can reach out to you. If you have a skill in writing in their particular style and you find you work well together, you can start building your long term team. Once you have an artist to work with on a regular basis you can make another post to find a long term producer as another member of your team. We are all members of multiple teams.

If you only write music and need a lyricist, or vice versa, state so. It will help you connect with the right people.

Watch for opportunities by reading other posts. One good place to find projects that need your skills is to check our topic "Project needs". If you feel you have something that can fill the needs of that project you can message the poster privately.

If you have a particular project you need help with from our team you can post a request in the "Project Needs" topic. If you don't know how to get it into that topic or your device won't allow you to do that, just make a general post and one of the admins will move it to the appropriate post topic.

If there is no one in the group to connect with we can search outside of the group. If we find someone who meets that criteria and wants to share our resource pool they are welcome to join our group.

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### **Reach out to other members for help**

If you are already familiar with the work of another member and need their skills to help you with your project, send that person a private message asking for help.

If you get stuck with something and need help or advice from another member you believe can help you, send them a private message.

This is a community of people helping each other. The more we can bring others together to help each other the closer we come to achieving world peace. This works in all aspects of life...not only in music.

If you have other questions that may be technical, about business, about music, production, the group, the label, or any related topic and don't know who to ask specifically you can post a question in the group and wait for group members to reply.

### **Ask for feedback**

When you are working on a project in collaboration with others and want feedback on your ideas, the first place you should ask for feedback is from the people working on the project. If you have exhausted all possibilities or are working alone, you can make a post asking for feedback from other group members. If you haven't gotten any feedback from our private group you can post your song in the public group, but may have to wait for a moderator to approve it.

### **Support other members**

Remember, we are all here to help each other. Send friend requests to other members. This way their posts will show up in your notifications. If you see a post outside of this group by one

of our members, be sure to share it. Help promote them as though you were managing them. If they ask for votes for something, vote for them. If you share their post to our public group, if they are under contract with our label our moderators will approve it.

The more recognition we can help each other obtain the better it is for not only that artist but for the label. When it helps the label get recognition that is better for you each time you work on a release for the label. The more we grow the more we can do for you. Also, when you show others some love by helping them to success they will show you the same love when you need their help.

### **Discretionary invites**

Our private group is only for people who agree with our business model and group policies. People who ask to join will be asked a series of qualifying questions to be sure they can work with others in our group and to be sure that we as a label want to work with them.

If you decide to invite someone to the private group, be sure that you feel they will be an asset to the label, can help others in the group and you have told them what we are about. It is also helpful to direct them first to our website and let them read our business model and explore the site to see what we are doing. This will ensure you are bringing in qualified members.

### **Purging**

Each time our private group hits 100 members we do a purge to eliminate uninterested members. The purge is a multi-step process:

- First I make a list of all members who have been silent since they joined. People who have releases with us, are engaged in projects, have engaged in projects or have commented regularly in the group are excluded from this list, even if they have been silent for a long time before or after.
- Next I make an announcement that the list of people tagged in the post have been silent and if they want to participate in projects in the future we will keep them in the group, but we need to know in the comments below if they want to remain in the group.
- One week later I make another post tagging the silent members who have not responded to let them know if we don't hear from them within the next 3 days they will be removed from the group. We also let them know that the door will remain open and if they ever decide that they have something useful to contribute to the group they will be welcome back in. All they need to do is reapply and answer the questions.
- 3 days later I remove all members who have not responded to my last post.

A common mistake by group members, including myself, is inviting people to this group that you intended to invite to the public group. Always look for the membership number before inviting. The public group has more than 1,000 members. Our private group usually has less than 100.

## ***Label***

### **Signing**

Getting signed to a any label is more than just having a good song. It is also having a good work ethic and being a team player. Most labels won't tell you this, but it is an inside secret that

I will share with you from a label's A&R perspective.

When you are pitching your songs to a label you are telling that label that you are a professional. They are expecting you to act like a professional. The greatest song in the world presented to a label by a jerk will not get the jerk or the song signed to the label. A professional presenting a mediocre song with potential is more likely to get signed. If you are not sure how to act like a pro, my friend Brent Baxter, who is a multi-hit songwriter, has a free eBook titled "Think Like A Pro Songwriter." It was written mainly for songwriters, but contains valuable information for anyone in the music business who wants to get ahead. Here is a link to Brent's free eBook: <https://SongwritingPro.com/Gift>

### **Split sheet**

Splits are generally divided equally among everyone who worked on a project. In some instances those divisions may vary, but in most instances, each job performed gets an equal share.

For instance, the job of providing tracks for a project is considered one equal share. If more than one person is providing tracks that one share may be divided among those who provided the tracks based on the number of tracks each person provided.

Another instance might be where someone sends us a release-ready master with cover art that meets CD Baby's specifications. This may involve a 50-50 split between the label and owner of the master. If cover art is missing, one of our artists can do the job and the split will become a 3-way equal split.

We use a split calculator for each project. It is an Excel type spreadsheet that calculates the agreed upon splits when profit revenue is entered into it. It comes with a set of instructions on how to read it.

### **Contracts**

Each project is different. That requires a different set of splits and a different contract. However, there are some things that are the same in every contract that we use from a template. We start from a template and add or remove items based on the needs of the project.

### **Self Promotion**

We devote as much effort into promoting an artist as we see the artist putting into self-promotion. The label has two Facebook group pages and a Twitter page. You can find links to them on our website. [Http://musicforworldpeacerecords.com](http://musicforworldpeacerecords.com).

We use all of them to promote our artists in some way. However, some of our artists make more of an effort toward self-promotion than others. If we see one of our artists making an extra effort to promote themselves or other artists or our label, we make an extra effort to promote them. An artist's success is based on the amount of effort the artist wants to put into it. If we see you making an effort we will give you that extra boost. Remember, a team is only as good as its weakest link.

### **Promotion of merch**

Our label operates on a shoestring budget. With only the bare minimum and help of everyone involved we are limited only by time in what we can accomplish. If we can raise funds for advertising and hiring more staff we could move forward faster. We will do all we can with what we have until we can raise enough money to do more. If you want us to be able to do more for you, help us raise that money by promoting our merchandise. Look for opportunities to bring it up in the conversations in social media and when you meet with your friends offline. Each item sold acts as it's own promotion for the label and our mission. It will not only help us raise funds, but will bring more people to our cause.

If you would like us to create merchandise with your name or your song's name on it, along with our label's logo, and place it in our merch store, send us an email at [admin@MusicForWorldPeaceRecords.com](mailto:admin@MusicForWorldPeaceRecords.com) and let us know and I will get together with you to discuss the design and splits for any items sold. This can help you raise funds for yourself as well as for the label. If an artist is doing well we may reach out to the artist to discuss merchandise for that artist.

### **Multiple projects**

One thing I discovered over the past 50 years is that working with multiple projects keeps you moving forward. Different people have different situations, capabilities and work ethics. Some result in their projects moving forward continuously. Some move at faster paces than others. Some might result in delays because someone has other obligations. Some may come to a stand-still.

Working with multiple projects enables us to keep moving forward constantly completing new projects while waiting for stalled projects to restart. The number of people you can work with at one time will determine the speed of your success.

Streaming services may not pay very much in terms of payout per song, but they do pay out over the long term. On my other label we have artists that are still receiving payouts after 15 years. Each new release adds an increase to your revenue stream. For instance, if you release one song, it may generate \$10 in a year's time, every year. But let's say you release 10 songs a year every year. In the first year your earnings might be around \$100. Each year that you continue to release 10 songs it would add an additional \$100 to your already \$100/year income. After 10 years you would have a steady flow of \$1,000 a year. With some self-promotion and the help of your team and our label your income could grow fast.

Collaboration projects finish faster than projects you work on your own. Two people working on a project could bring it to release in half the time as one person. A team of 10 people could bring your project to completion in 1/10 the time that one person could do. A team of 10 people could promote a song 10 times as much and 10 times as fast as one person. The ability to organize your time is key to working on multiple projects. The more projects you can keep in the working cue the faster you will be able to release and increase your income stream. If you need tips on time management you could post a request in one of our groups or email me at [admin@MusicForWorldPeaceRecords.com](mailto:admin@MusicForWorldPeaceRecords.com).

### **Complimentary resources**

Once you have signed a contract for release of your song, we will give you free access to two of Rick Barker's Video courses: "Social Media For Music" and "Music Industry Blueprint". Some

of the information in the Social Media course is outdated, but most of it still applies. The tools and approach may have changed, but the basic principles are the same. Music Industry Blueprint is a much older course, but everything in it can be used in today's music industry.

These courses were very expensive and require a password to access. We give free access to all of our artists who want to do further study to get ahead in the new music business.

Rick Barker was Taylor Swift's manager from the time she joined Big Machine Records until she became so successful that Rick had to choose between her and his family. These video courses are for complete artist development and self-promotion. We use most of the principles from these courses in our label business as well.

After signing a contract with us for a release any team member may request access to these courses by sending a request by email [admin@MusicForWorldPeaceRecords.com](mailto:admin@MusicForWorldPeaceRecords.com).