



Self-Publishing: American Composers Orchestra Webinar – January 11th, 2023
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I. Why Self-Publishing?

A. Benefits of signing to an Established Publisher

1. No Time to invest
2. In need of Distribution
3. In need of Promotion
4. Validation of one's ability to succeed

B. Benefits of Self-Publishing

1. Retaining 100% ownership of their copywritten works and all revenue
2. Having Agency over their works
3. Building Generation Wealth

II. You decide to Self-Publish. Now What?

- A.** Research potential legal structure types for your business
- B.** Consult with a Music Attorney and Tax Accountant before registering your business
- C.** Identify roles you want to fill, and others you may want to outsource, including:
 1. Copying and Engraving Services
 2. Printing
 3. Sales
 4. Licensing and Rental agent
 5. General Administrator (music registration, website, general correspondence)
- D.** Identify Revenue Streams and attach yourself AND the business to the organizations that will pay you

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III. Revenue Streams

A. Licensing

1. Types (most common)
 - a) Synchronization (Video)
 - b) Grand (Staged/Theatrical)
 - c) Radio Transcription
 - d) Print
 - e) Mechanical (Physical and Digital sales and downloads/streams)
 - i. If you elect not to administer your own mechanical licenses, services such as [Harry Fox Agency](#) can do so on your behalf
 - ii. Sign up to the [Mechanical License Collective](#) to collect digital streaming royalties
2. Process
 - a) Create a rate chart (duration of work and usage, type of production, length of term, expected audience are key fee drivers)- [see link here for example](#).
 - b) Consult with an attorney for a license agreement that fits your needs
 - c) Create a communication process for licensing requests
 - d) Setup an invoicing platform (Square, Stripe, Paypal, etc..)

B. Rentals – Prepare a rental catalogue of your orchestral and select band works

1. Create a rate chart (most common fee drivers: size and duration of work, # of performances, type of production)
2. Setup your website for easy access to score previews, recordings, and clarity for the customer of how to obtain a quote and start the rental process
3. Setup a communication process that works for you (i.e. an [online form](#), etc.)
4. Prepare for printing of sets, either internally or with a music printing service
5. Create an account with major mail carriers
6. Setup an invoicing platform (Square, Stripe, Paypal, etc..)

C. Sheet Music

1. Decide Distribution Method
 - a) Digital
 - b) Printed (Printers: HP (used by VCM) and Xerox are great for music production; booklet maker, shipping supplies, create acct. with major mail carriers)
2. Setup E-Commerce platform
3. Contact Retailers to setup a customer relationship

D. Performance Rights

Sign with a Performance Rights Organization (ASCAP/BMI/SESAC). Create a Composer's account **AND** a Publisher's account for your business to collect 100% of your royalties.



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IV. Promotional Opportunities

- A.** Attending Conferences (registration and fees may apply):
 - 1. ACO ([American Composers Orchestra](#))
 - 2. CMA (Chamber Music America)
 - 3. CBDNA ([College Band Directors and National Association](#))
 - 4. [League of American Orchestras](#)
 - 5. [The Midwest Clinic](#)
 - 6. Instrumental conferences: ([National Flute Association](#), [International Clarinet Association](#), [International Double Reed Society](#), [International Horn Society](#), [International Trumpet Guild](#), [PASIC](#))
- B.** Create social media content of your works and about you
- C.** Align yourself with a musical organization (youth orchestra, musical ensembles, composer collectives, etc.) to have your works read and to offer workshops

V. Additional Resources

- A.** [Donald Passman \(“All You Need to Know About the Music Business”\)](#)
- B.** [MOLA \(Major Orchestra Librarians' Association\)](#)
- C.** [AIMP \(American Independent Music Publishers\)](#)
- D.** [NMPA \(National Music Publishers' Association\)](#)
- E.** Printing, Parts Preparation, other valuable musical services: [NYC Music Services](#) (Philip Rothman)
- F.** Legal Services: [Romano Law](#)

End.