

# 21 revenue streams for musicians





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**[ascapexperience.com/bandzoogle](https://ascapexperience.com/bandzoogle)**

# What is Bandzoogle?

- All-in-one website platform for musicians
- Easily build a mobile-friendly website & EPK for your music, no coding needed
- Sell music, merch, tickets commission-free
- Built-in crowdfunding and fan subscriptions
- Send professional email newsletters
- Live support 7 days/week

# Musicians on Bandzoogle have sold:

\$81,401,943

in commission-free sales and counting

# BANDZOOGLER

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# 21 revenue streams for musicians



# 21 revenue streams for musicians

- Musicians have more control over their careers than ever before
- You can record, distribute, sell, stream, and promote your music using many affordable tools and platforms
- But one of the biggest challenges remains making money as a musician

# 21 revenue streams for musicians

- Whether it's through gigging, selling merch, or licensing your music, it's more important than ever to **diversify your revenue streams** to build a sustainable career

# 21 revenue streams for musicians

- Some of the revenue streams in this workshop might be obvious, while others might be totally new to you
- Hopefully these 21 revenue streams will spark some ideas for generating more income for your career

# 1. Sell CDs

- While the number is less than it used to be, millions of CDs are still sold each year
- With the return of live shows, selling CDs is a great way to make extra money at gigs
- If you sign them, you'll give your fans a nice souvenir from the show

## 2. Sell vinyl

- Vinyl sales continued to increase last year, surpassing revenues generated by CD sales for the first time in 34 years
- In a recent Spotify survey, vinyl was found to be the top merch choice across almost every genre

### 3. Sell cassettes

- Cassette sales doubled during the pandemic in 2020
- While cassettes are still a niche format, they can be a unique item to offer your fans at shows, and to sell online

## 4. Sell digital downloads

- Just like CDs, digital downloads remain a source of revenue for many independent artists that sell music online
- In 2020, Bandzoogle members sold over \$500,000 worth of digital albums direct-to-fan through their websites

# 4 reasons to have a website

## 1. You own the address

- Guaranteed to own that little slice of the Internet
- Your fans will always be able to find you

## 2. You own the experience

- No distractions (ads, links, etc.)
- No design limits

## 3. You own the data

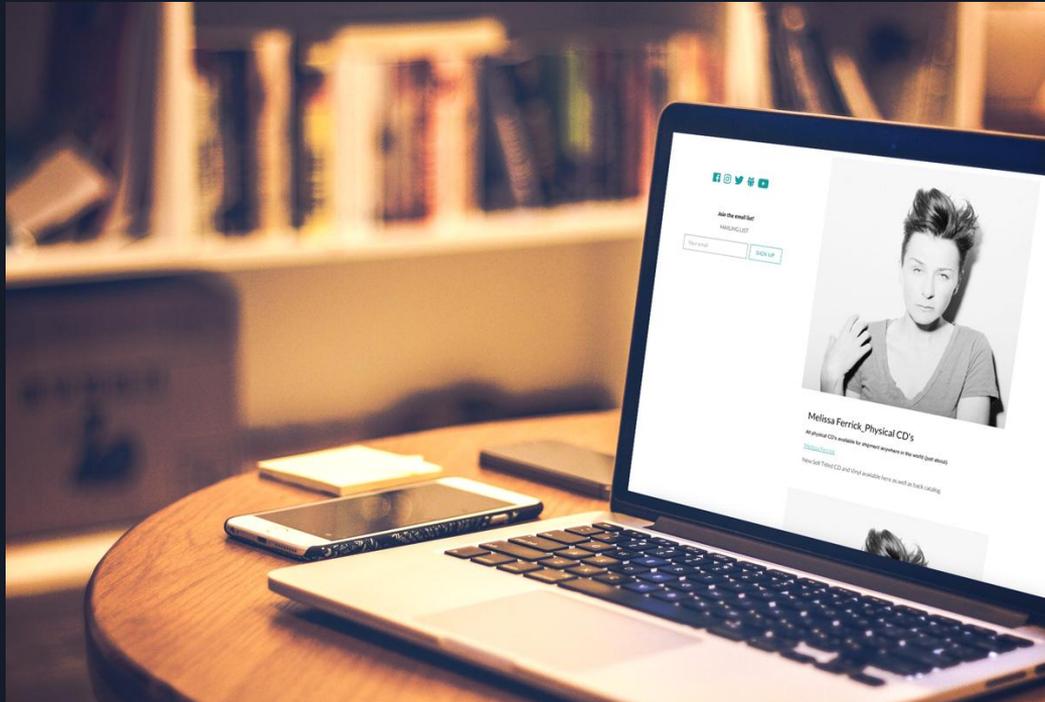
- Where are your fans from?
- What site brought them there?

## 4. You earn more \$ by selling direct

# Resource: How to make a website for your music



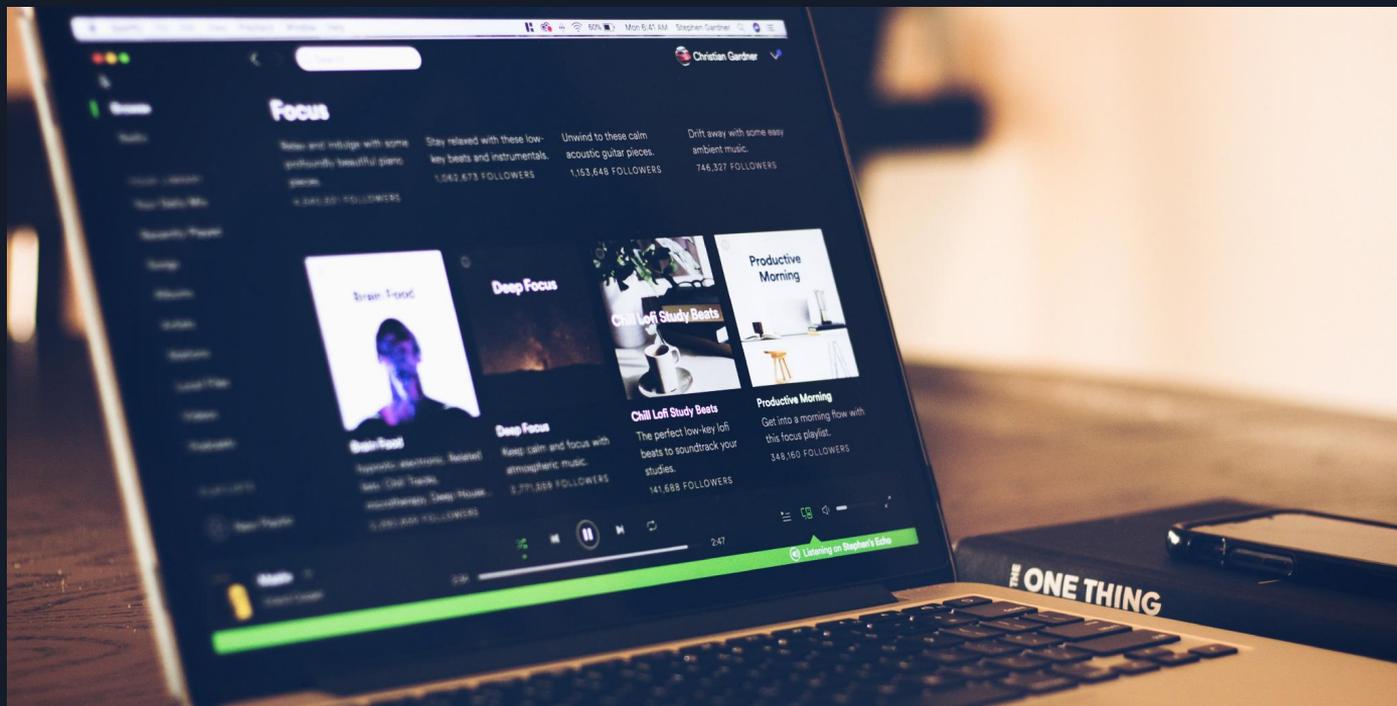
# Resource: The complete guide to selling your music online



## 5. Revenue from streaming music

- Give your fans every opportunity to support your career, including having your music available to stream
- Streaming music payouts might be small, but they can add up to become a significant revenue source over time

# Resource: How to Get Your Music Featured on Spotify Playlists



## 6. Play live shows

- Traditionally one of the best ways to make money as a musician
- Also one of the best ways to sell merch
- With restrictions from the COVID-19 pandemic lifting in many parts of the world, musicians are going back to playing live shows and touring

## 6. Play live shows

- There are many avenues available to play live shows
- Traditional music venues, bars, restaurants, clubs, coffeehouses, house concerts, colleges & universities, festivals, or private events like weddings, corporate events, and other private parties

# Resource: How to get booked at music festivals



# Resource: Booking your next tour: what to do in which order



## 7. Make money with live streams

- During the pandemic, musicians turned to live streaming to perform for their fans
- Live shows and touring are coming back, but online shows let you reach fans from around the world in areas that you might not be able to get to while touring

# 7. Make money with live streams

- Great way to generate extra income by selling tickets to live streams and through online tip jars
- Bandzoogle members generated nearly \$400,000 from live stream ticket sales and tips in the first 6 months of the pandemic

# Resource: The complete guide to live streaming for musicians



## 8. Sell merch

- Selling merch can generate significant revenue for musicians, both online and at live shows
- Merch is the top revenue generator for Bandzoogle members, with \$9.4M worth of merch sold through their websites in 2020

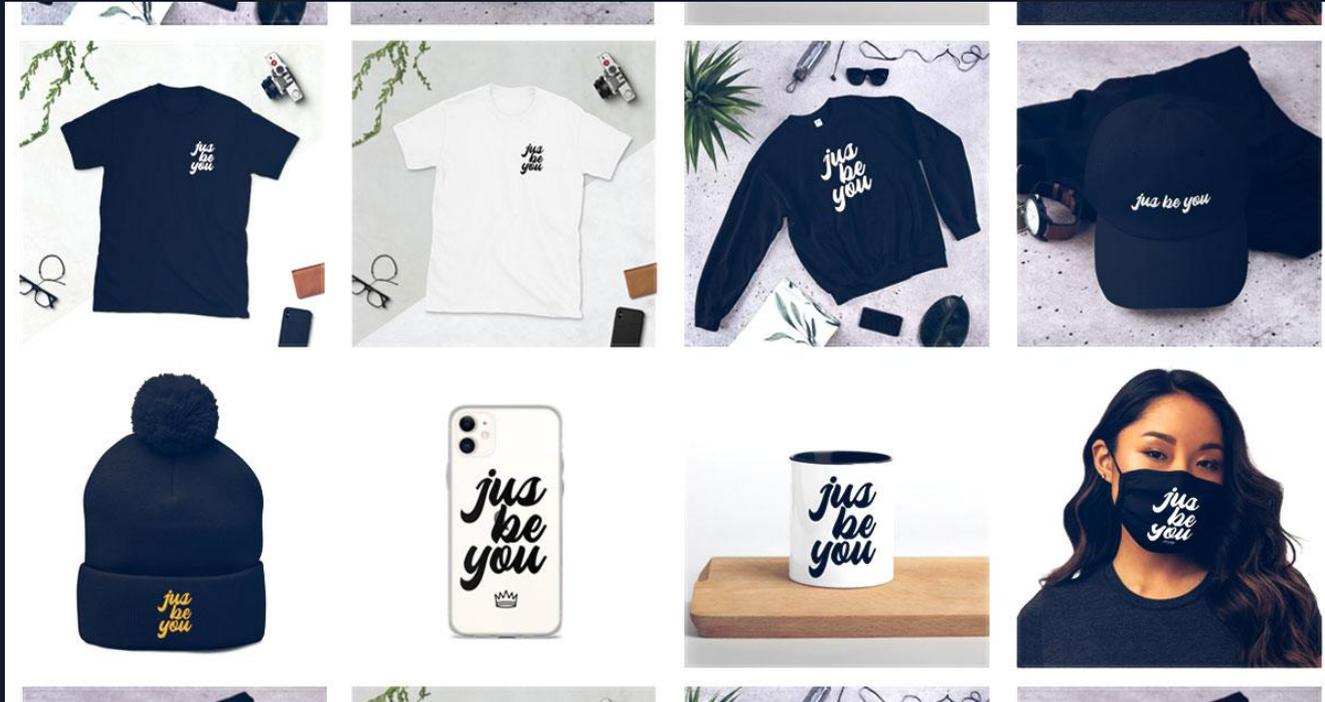
## 8. Sell merch

- T-shirts, CDs, and smaller items like mugs, buttons, and stickers are usually good sellers
- Can also sell digital merch items like sheet music and video lessons

## 8. Sell merch

- If you're not sure what to sell, or would rather not have inventory to store, you can sell merch through your website using a print on demand service like **Printful**

# Resource: The ultimate guide to selling band merch online



## 9. Run a crowdfunding campaign

- Crowdfunding can be a great way to generate the revenue you need to cover costs of producing & marketing your album
- But crowdfunding shouldn't be treated simply as a way to make money

## 9. Run a crowdfunding campaign

- Crowdfunding is all about making a connection with your biggest fans
- Bring them along the creative journey with you, from songwriting, recording, to the release of your album
- Communication and creativity are key, and with proper planning, the money will follow

**Resource:**

**How to engage your community around  
a crowdfunding campaign**



## 10. Offer fan subscriptions

- With subscriptions, fans subscribe directly to your website or through a specific platform and pay a monthly fee for access to rewards and content
- This can be your entire discography, plus any new releases

# 10. Offer fan subscriptions

- You can also offer early access to new music or videos, merch discounts, and exclusive subscriber-only live stream shows
- Subscriptions can be incredibly rewarding for you and your fans, and can help you create a recurring income stream

# Resource:

## How to sell fan subscriptions on your music website



# Resource: 71 ways to reward your music fan subscribers



# 11. Public performance royalties

- If you're a songwriter, it's essential that you sign up with a Performing Rights Organization (PRO), like [ASCAP](#)
- A PRO collects royalties on behalf of songwriters and publishers to ensure that they get paid for the use of their music
- PROs are responsible for collecting and distributing public performance royalties

# 11. Public performance royalties

- When a song is played on the radio, on TV, in music venues, restaurants, sports arenas, shopping malls, or any other public place, they must pay for the use of it
- The PRO collects those payments and distributes the money to the proper rights holders

# 11. Public performance royalties

- Visit [ASCAP.com](https://www.ascap.com) to find out more about how they can help your career



**ascap**

WE CREATE MUSIC

# 12. Join SoundExchange to get digital royalties

- When your music gets played on non-interactive streaming music services, they have to pay royalties
- This includes SiriusXM Satellite Radio, Pandora, webcasters, and cable TV music channels

## 12. Join SoundExchange to get digital royalties

- Make sure you're collecting your non-interactive digital royalties by signing up with [SoundExchange](#)

# 13. Collect live performance royalties

- You can also earn royalties from your live performances
- When performing original music at licensed venues, PROs will pay royalties to the songwriters for those performances

# 13. Collect live performance royalties

- This includes at bars, clubs, theatres, and any other licensed venues that host live shows
- Visit [www.ascap.com/onstage](http://www.ascap.com/onstage) for more info about reporting live performances

# 14. Collect all of your mechanical royalties

- Mechanical royalties get paid to songwriters or rights holders for purchased music
- This includes CDs, vinyl, downloads, and music streams
- In the US, retailers include these royalties with payments to digital distributors

# 14. Collect all of your mechanical royalties

- However, outside of the US, these payments get sent to royalty collection societies, who then distribute the royalties to music publishers
- To collect these royalties outside of the US, you would need to register with each royalty collection society

# 14. Collect all of your mechanical royalties

- Or, you can sign up with a publishing administrator which will collect those mechanical royalties on your behalf

# Resource: What is a mechanical royalty?

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# MUSIC PUBLISHING

# UNLOCKED



# 15. License your music

- If you get a song placed in a film, TV show, or a commercial, those productions need to pay a licensing fee
- In fact, they need to pay two licensing fees
- One is a “Master Use” licensing fee for the use of the recording

# 15. License your music

- The other is a “Synchronization” or “Sync” licensing fee for the songwriter(s) & publisher(s)
- Fees can vary greatly depending on the budget for the project, and how much they want your song

# 15. License your music

- But composing music for film and television, or licensing songs you've already recorded, can be a significant source of revenue for musicians

# Resource: How to be wildly successful at licensing your songs



# Resource: 5 reasons indie artists are primed for sync success



# Resource: 6 different Ways To Licence Your Music



# 16. Social video monetization

- You can earn money when your music is used in videos on Facebook, Instagram, TikTok, and Triller
- Fees vary depending on the platform
- Be sure that you've opted into social video monetization with your digital distributor to start earning that revenue

# 17. Make money from your YouTube channel

- If music is used in a YouTube video that is running ads, YouTube pays part of that ad money to the rights holder of the song
- Includes videos on your own channel, as well as other videos using your music
- Digital distributors can collect that money from YouTube for you

# Resource: YouTube Monetization for Musicians



# 18. Sponsorships

- If you've built up a fanbase, music companies, and even major brands might be willing to sponsor you to reach them
- You can offer visibility on social media, your YouTube channel, email list, and more

# Resource:

## How to Contact Brands for Sponsorships and Collaborations



## 19. Apply for music grants

- If they're available to you, grants are an excellent form of financial assistance for musicians
- Grants available to musicians are usually given out to help with writing new music, recording, or going on tour

# 19. Apply for music grants

- Grants in the [USA](#)
- Grants in [Canada](#)
- Grants in the [UK](#)
- Grants in [Australia](#)

## 20. Do session work for other musicians

- Another way to make some extra money as a singer or instrumentalist is by doing session work for other musical projects
- If you have a flexible schedule, you can also look to get hired to go on tour with other bands

# Resource: 11 Ways To Get Hired as a Freelance Musician



# 21. Teach music

- Another great way to generate revenue is by teaching your instrument to others
- You can supplement your income and hone your craft at the same time
- Get started by creating a mini-course, then offer one-on-one music lessons in person, or online

**Resource:**

**How to get started teaching online**  
**by creating a mini course**





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