

Mazmu Islam

Independent Study & Mentorship

Mr. Speice

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Research Assessment #8

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Subject: Record Deals

MLA citation:

Voogt, Budi. "The Unconventional Guide to Getting Signed by a Record Label." Heroic Academy,

19 Apr. 2017, heroic.academy/unconventional-guide-getting-signed-record-label/.

Assessment:

When starting up as an artist in the hub of pop culture and music, Los Angeles, there is only so much one can do on their own to market their music and reach a certain level of an audience. In an industry filled with competition, visibility to the public and the rest of the world is very finite without the proper marketing and funds needed to take opportunities and reach a wider audience. This is where a recording label is needed. Recording labels are companies that manage artists all the way from producing the music, to branding, and to marketing. When you see large artists perform on television shows or start a world tour, those events take much planning and can only be done through the workings of a recording label. However, getting signed to a record label is very difficult. The search new talent is always continuing, but many of these recording companies receive over 100 demos daily. Standing out from such a crowd is no

easy task, and the process is very long and complex. With the necessary research, I will be looking into how independent artists are able to sign record deals.

I was able to make many connections from this article with my journey in ISM this far. Much of catching the interest of record labels deal with one's own professional profile and how they present themselves in real life and online as well. This is similar to brand building students are taught in ISM with many similar components. To begin, when pitching yourself to a record label, you must have the right tools that adequately show one's knowledge and cabalística. Much like the or final work and final product, which are accumulations of our research and creative thinking, in the music industry, one should have demos of their music with them. Polishing these demos is a must as mixing and audio engineering of your songs can create a grand difference in quality. Although this can be done by hiring outside resources, I hope that mixing and audio engineering is something that I could learn from my mentor in the future, so I could be more self-sufficient.

As the music is the most important tools to market yourself to a record label, there are other aspects as well that improve your chances of catching the record label's attention. An online presence are part of your brand that interest a record label very much, according to the article. Some of the most popular social media that independent artists use to connect and build a fan base are SoundCloud, Twitter, and instagram. Perhaps, these are websites that I could use to self-promote my music in the future. By creating a brand, one is creating that familiarity with the audience. For myself, I have considered many brand names for the production side of my music. So far, MazMusic has been the most interesting to me as it is a clever twist on my name and what I plan to market.

Another aspect of obtaining a record deal the article mentioned was creating a relationship with the label and the presentation. I believe this could be built on many ways similarly to how I present myself in ISM professionally. Communicated effectively and having a bit of an artistic skill to create plan concept images for the branding myself are certain components I hope to finalize as a part of the final product. All-in-all, this article showed that there are many of the same mannerisms in the professional world. Whether that be marketing yourself as a musical artist or a potential employee at a company, there are certain aspects one must be skilled at such as communication, polished work, and branding. These are the ideas that I plan to put to play later on in the year to build potential demos that are polished and could be sent to large recording labels.