

Face The Music

Presented by
Music Industry Connection

Basic information to help kickstart aspiring artists, songwriters, producers, composers, and musicians from bedroom creativity to sustainable professional careers.

MIC MUSIC INDUSTRY
CONNECTION

W THE WILLIAMSON

CTB
Media Arts Group

REVO MEDIA



Founder & Head Mentor

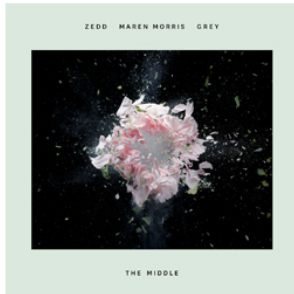
Chris Beaven

- 17-Year Music Executive from Los Angeles, CA
- Current Owner of The Williamson Studios in Los Angeles, CA
- Former Vice President of 1916 Management
- Former Label Manager of Executive Music Group
- Former Manager at The Artist Network

Worked with **Maroon 5, Sabrina Carpenter, Madison Beer, Maren Morris, Bebe Rexha, Nick Jonas, Dirty Heads, Alien Ant Farm, New Kids on the Block, Rita Ora and more.** Projects have generated multiple **Billboard #1s, Gold & Platinum certifications, and over one billion streams worldwide.** He has music placed with Disney, DreamWorks, Netflix, ESPN, Apple and major ad campaigns.

Notable Projects

Successful Songs & Albums



Maren Morris
The Middle

Billboard #1 / Multi-Platinum



Maroon 5
V

Billboard #1 / Multi-Platinum



Nick Jonas
Levels

Billboard #1



5 Seconds of Summer
Sounds Good Feels Good

Billboard #1 / RIAA Gold



Dirty Heads
Lay Me Down

Billboard #1 / RIAA Platinum



12 Stones
Worlds Collide

Billboard #1



Shinee
The Best from Now On

Billboard #1



New Kids on the Block
Thankful

Billboard #1



Sabrina Carpenter
Evolution

Billboard Top 40



Madison Beer
Something Sweet

Billboard Top 100

The Industry Today

Music Business in 2026

The music industry is more competitive than ever. **100K+** songs are uploaded daily, but only a tiny fraction break through. The good news? Talent alone isn't enough; it's about strategy, persistence, and standing out.

Key Realities

- Streaming royalties are low (**e.g., ~\$0.003-\$0.005 per stream**), so diversification (sync, live, merch) is essential.
- Labels and publishers are looking for ready-made traction (high social numbers, fanbase, viral moments, or proven cuts).
- Rejection is normal: You're going to get 100 "No's" for every "Yes." Most major artists were dropped by their original labels.

Action Item

Spend 30 minutes researching 3-5 artists/producers/composers in your genre who are succeeding right now (e.g., on Spotify, TikTok, or YouTube). Note what they're doing: content frequency, collaborations, social engagement, release strategy. Write down 2-3 things you can replicate immediately (e.g., "Post daily TikTok clips like "xyz artist" does").

Reality Check

Setting Realistic Expectations

There isn't one singular path to success in music, and your own path will never be the same as someone else.

Not everyone is going to become a superstar. The chances of that happening are extremely rare. However, it's still possible to have a great career and make money in music.

You can do everything right, work as hard as anyone, and you could still fail.

LUCK

Luck happens when preparation meets opportunity.

It's important to be prepared at all times so that when opportunities come, you are ready, prepared, and can capitalize on them.

The Burning Questions

Getting Signed with Labels, Managers, Publishers

There is no secret formula to getting a deal. Everyone's journey is unique. However there are things that are **must be done** if you want to succeed in any area of music.

Top Fundamentals of Success.

- Be undeniable.
- Be relatable. Fans need to feel a connection, and want more.
- Be unapologetically authentic, but also familiar. Understand the historical cycle of music through time.
- Want it more than anything else and be willing to make major sacrifices in all other areas of your life.
- Never stop learning. Learn to do everything, or build a team that can (marketing, production, creative direction, etc.)
- Only release high quality material (recordings, videos, artwork, etc.)
- Master social media. It's an art form in itself. You aren't going to get a viral video if it's not there. You aren't going to win the lottery if you don't play. Anything can go viral (ex. Dirty Heads Vacation)
- Build a loyal fan base. Set benchmarks of 100 loyal fans, 1,000 loyal fans, etc.
- Attention is currency. You have to attract attention by any means possible.
- Know the major players in the industry.
- Network on local, regional and national levels.

How to Set Yourself Apart

Find Your Unique Edge

Everyone has talent — what wins is uniqueness and relatability. Labels, publishers, and fans don't want 'another Taylor Swift'; they want the person who brings something fresh.

Self Assessment

- What is your "why"? What drives you to make music?
- What makes you unique?
- Why should someone care about you?

Action Item

Write a short paragraph answering: What is my passion? What makes me unique? Why should the world care about my music?" Save it as your artist bio draft or pitch opener. Take time to really dive deep and don't be afraid to be vulnerable when answering these questions. Music fans love authenticity.

Universal Actionable Steps

Start Building Momentum Today

- **Build a simple daily habit:** Post one piece of content (cover, clip, beat snippet) every day for 30 days to grow visibility and test what resonates.
- **Protect your work early:** Register your songs with the U.S. Copyright Office online (takes 10 minutes, costs ~\$45) and join a PRO (ASCAP/BMI/SESAC) and other collection agencies like SoundExchange and The MLC for free to start collecting royalties.
- **Create a press kit:** Use Canva or another design program to make a one-page PDF with your bio, photo, links to music/socials, your "why" statement, streaming numbers, social media followers, etc.
- **Analyze & Iterate:** Spend 15 minutes weekly reviewing your streams / social engagement and adjust (e.g., "more covers got traction? Do more of those").

Success is Not Easy

Setting Goals and Hard Truths

- You have to be a little crazy to want to be in entertainment. Don't let anyone ruin your spirit.
- Its important to define what your version of success looks like.
- This can be broken down into "tiers." For example, your ultimate goal, followed by other things that would make you happy and financially successful.
- Understand that there are dozens of ways to be successful and make money in music, and you shuold be open to avenues that you may not even know or have even thought about yet.
- It's perfectly okay for music to be a hobby, and never let anyone tell you that you shouldn't keep making your art and putting it out - it might not be what pays the bills - but it can still be fulfilling.
- Ultimately the consumer is who decides what's going to be big.
- Major labels invest in talent that flops all the time. I personally know more artists that have been dropped than have seen massive success.
- If you want this to be your life - treat it like a job.
- There are around 100,000 songs uploaded **EVERY DAY** to music streaming platforms.
- The vast majority of these songs have very few plays, with nearly **80% having fewer than 5,000 plays**, while a tiny fraction of hits garner billions; many independent tracks **struggle to reach 1,000 plays**, but a song with 100-200 daily streams is considered a good start for emerging artists. But you won't make a living off those numbers.

From Passion to Paycheck

Make Money in Music

Streaming Royalties: Platforms like Spotify & Apple Music

Pros: Passive Income

Cons: Low Per-Stream Rates (~\$0.003-0.005)

Tip: Focus on Playlist Placements

Sync Licensing: Music in Ads, TV, Films

Pros: High One-Time Fees

Cons: Competitive

Example: A TV Sync Can Pay \$5K-\$50K

Live Performances/Touring: Gigs, Festivals

Pros: Direct Fan Connection

Cons: Logistical Costs

Tip: Start Local, Build to International

Merchandise: Apparel, Vinyls, etc.

Pros: High Margins

Cons: Overhead Costs

Tip: Set Up an On-Demand Store with Printful.

Publishing Royalties: PROs (ASCAP / BMI / SESAC).

Pros: Long-Term Earnings

Cons: Complex Tracking and Slow Payments

Tip: Register With ASCAP / BMI / SESAC

Fan Funding: Patreon, Bandcamp Subscriptions

Pros: Sell to Superfans

Cons: Requires Consistent Content

Tip: Sell Subscriptions to Exclusive Content and Personal Items Like Handwritten Lyrics or Autographed Merch

Sponsorships and Endorsements: Brand Deals

Pros: Lucrative

Cons: Need Large Social Media Numbers

Tip: Start w/ Micro Campaigns for Upcoming Brands

Other: Session Work/Vocal Work

Pros: Good Daily Pay

Cons: Must Be Proficient in Instrument or Vocals

Tip: Network with Local Studios and Producers

Social Media Royalties: TikTok Sounds, YouTube Covers

Pros: Viral Potential

Cons: ContentID is Complicated

Tip: Upload Music for use by Others on TikTok / Youtube

Stay Independent or Get Signed?

Most people see a deal as the ultimate goal.

Deals obviously help on the financial side, but you end up giving up a lot of creativity, and you basically become an employee of the company you sign with.

We live in a world where it's extremely possible to create a sustainable career without some type of major deal.

- **Watch The Manager's Playbook feat. Nic D on Youtube.**

Getting signed is really a catch 22. Labels aren't signing people based on talent alone. They want to see followers, a real fan base, quantifiable numbers, etc. Once labels start calling, you already made it. That's why labels spend money on big social artists.

If you want a deal - because you feel better having a machine behind you and you're willing to make the sacrifices, then you simply need to build a massive following online, have some completely undeniable hit songs, and put in the work to get your music in front of the right music executives.

MIC = Your Industry Connection

How We Can Help!

Free Workshops & Seminars

Evaluation & Strategy Sessions

Monthly Mentorship Program

- **Artists:** We'll help guide you to build your brand and identity, hone vocals/stage presence, help you get high quality music. Compile a complete package that is polished and ready to present for all opportunities.
- **Songwriter/Producer:** Deep dive into songwriting and production techniques used by Grammy winning writers and producers. Learn about equipment, and technology. Explore the art of collaboration. Learn publishing and the tricks that landed my clients deals with Prescription Songs, Sony BMG and billions of streams.
- **Music Executive:** Learn how to find and work with talent. Master deal-making and negotiation. Learn the skills I used to close seven-figure contracts with publishers, labels, film &TV, and more.
- **Other (Composer, Studio or Session Musician, Singers, etc.):** For niche roles like composing or session work. Diversify income through sync and gigs, drawing from my experience working with Disney, Dreamworks, ESPN, etc.

Continued...

How We Can Help

BASED ON EVALUATION, WE ALSO OFFER THE FOLLOWING A LA CARTE SERVICES AND PROGRAMS.

- Music Production (Local and in Los Angeles / Nashville)
- Contact Databases for Film & TV, Music Publishers, Record Labels
- Opportunities to visit LA and work at The Williamson Studios
- Learn about AI and how to use it properly
- Mastering Social Media to Go Viral
- Gear Lists for Home and Professional Studios
- Sync Placement Opportunities
- Building Connections in the Music Industry: A Veteran's Guide
- Songwriting Tips: Analyzing, Improving and Crafting Hits
- Comprehensive Guided Self Evaluation
- Guest Speaker Events



Tools & Resources

Books

All You Need to Know About the Music Business by Donald Passman

Podcasts

And the Writer Is...

The Bob Lefsetz Podcast

Managers Playbook

Behind The Wall

Trades

Billboard Pro

Hits Daily Double

Music Business Worldwide

