

# How to Open Operate a Financially Successful Independent Record Label

*Martha Maeda*

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**Martha Maeda : How to Open Operate a Financially Successful Independent Record Label** before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Open Operate a Financially Successful Independent Record Label:

0 of 1 people found the following review helpful. OkBy A.A little dated and lacking specifics for today's world. Like to see an updated version with new information, like all else a lot of info on the internet, too much info some good some not so much. This book along with others will help point you in the right direction.

The overall retail value of the U.S. record industry was \$11.5 billion in recent years. With the help of this new book you can get a piece of that business by starting your own independent record label. You will learn all the aspects of starting your record label business, finding your artists, pricing your products, marketing your business, and conducting your day-to-day business operations. This comprehensive new book will show you step-by-step how to set up, operate, and manage a financially successful independent record label, including startup costs for a record label, the equipment you will need, how to get your recordings made into CDs and distributed, marketing and promoting your music, and distribution methods. The book covers the entire process of starting a small record label from startup to ongoing management in an easy-to-understand way by pointing out methods to increase your chances of success and showing you how to avoid the common mistakes that can doom a startup. The new companion CD-ROM contains all the forms used in the book in PDF format for easy use, as well as a detailed business plan, which will help you precisely define your business, identify your goals, and serve as your firm's road map. The basic components include a current and pro forma balance sheet, an income statement, and a cash flow analysis. While providing detailed instructions and examples, the author leads you through finding a location that will bring success, managing and training employees, accounting and bookkeeping procedures, auditing, successful budgeting, and profit planning development, as well as thousands of great tips and useful guidelines. You also will learn how to draw up a winning business plan, how to set up computer systems to save time and money, how to hire and keep a qualified, professional staff, how to keep bringing customers back, and how to generate high profile public relations. In addition, you will become knowledgeable about basic cost control systems, equipment layout and planning, low and no cost ways to satisfy customers and build sales, and low cost marketing ideas. You will also learn how to get your music on sites where customers pay to download your music such as Rhapsody, iTunes, and others. With the help of this book you can turn your love of music into a highly successful business. The companion CD-ROM is not available for download with this electronic version of the book but it may be purchased separately by contacting Atlantic Publishing Group at [sales@atlantic-pub.com](mailto:sales@atlantic-pub.com). Atlantic Publishing is a small, independent publishing company based in Ocala, Florida. Founded over twenty years ago in the company president's garage, Atlantic Publishing has grown to become a renowned resource for non-fiction books. Today, over 450 titles are in print covering subjects such as small business, healthy living, management, finance, careers, and real estate. Atlantic Publishing prides itself on producing award winning, high-quality manuals that give readers up-to-date, pertinent information, real-world examples, and case studies with expert advice. Every book has resources, contact information, and web sites of the products or companies discussed. This Atlantic Publishing eBook was professionally written, edited, fact checked, proofed and designed. The print version of this book is 288 pages and you receive exactly the same content. Over the years our books have won dozens of book awards for content, cover design and interior design including the prestigious Benjamin Franklin award for excellence in publishing. We are proud of the high quality of our books and hope you will enjoy this eBook version.

Maeda, the author of several other how-to books, explains how to start and run an independent record label. She describes the four major labels, how they differ from independent labels, and provides case studies of successful independent record labels. Coverage includes how independent labels turn a profit and guidance on legal structuring, writing a business plan, financing, and finding and working with artists. She also discusses contracts and agreements, music publishing, copyrights and trademarks, websites, recording, production, distribution, and promotion and marketing. The CD contains all forms from the book, as well as a business plan. --Book New Inc