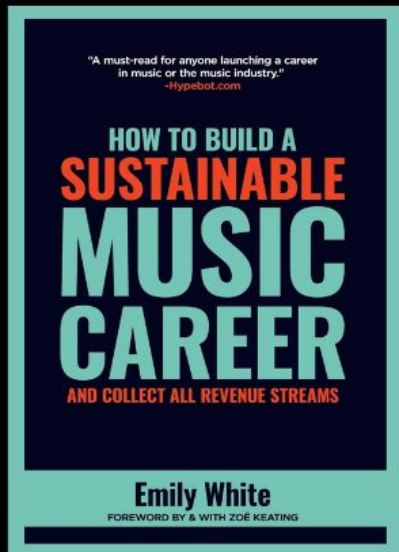


EMILY WHITE

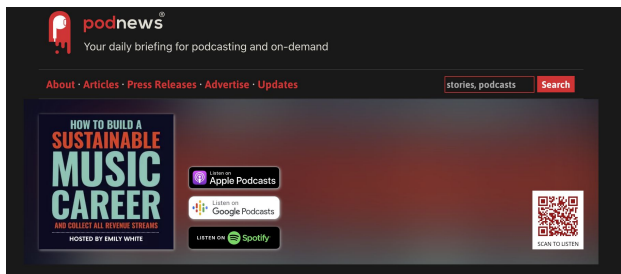
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Podnews



How to Build a Sustainable Music Career and Collect All Revenue Streams

A music podcast from Emily White

💰 Support

Website: <https://anchor.fm/sustainablemusiccareer>

How to Build a Sustainable Music Career and Collect All Revenue Streams is the podcast version of Emily White's #1 Amazon best-selling book.

White brings each chapter of the book to life with handpicked world-class guests including Bon Iver's Justin Vernon, Imogen Heap, Kam Franklin of The Suffers, Warped Tour Founder Kevin Lyman, legendary attorney Donald S. Passman, Patrick Sansone of Wilco, and more.

Host, Author, and Creator Emily White has been the forefront of the modern music industry throughout her career. She is a Partner at Collective Entertainment and Founder of #iVoted Festivals. Support this podcast: <https://anchor.fm/sustainablemusiccareer/support>



Platform & Stream

Volume.com Announces Season Two of #1 Global Music Business Podcast

How to Build a Sustainable Music Career & Collect All Revenue Streams is the #1 Music Business podcast globally, charting on six continents with listeners in 140+ countries.

Jan 11

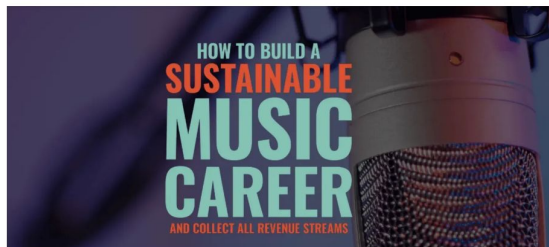


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Best-selling author, industry veteran and #iVoted Festival founder Emily White will cover the modern music industry in full and solve musicians' problems in real time via livestream on Volume.com in front of a live audience at Academy Award winner John Ridley's [No Studios](#). Season two debuts January 10, 2023

[Emily](#) will take musicians through their process from recording to release and beyond throughout this series. She presents this information in a clear and methodical manner that is applicable to artists' home markets and shares how musicians can grow their careers nationally and internationally from there. While also ensuring they are not missing a single revenue stream along the way.

Musicians and music industry professionals can tune in live and later restream via Volume.com where White takes attendees through the modern music industry step by step via 12 podcast episodes. Season two will kick off with guitar legend and frontman of the band Living Colour, Vernon Reid.



These live workshops are based on White's Amazon #1 best-selling book of the same name. This is on the heels of the hit podcast's Season One with guests including [Justin Vernon of Bon Iver](#), Imogen Heap, Run the Jewels' Manager Amaechi Uzoigwe, Donald S. Passman, Zoë Keating, Warped Tour Founder Kevin Lyman, Bandcamp Founder Ethan Diamond, Wilco's Pat Sansone, Kam Franklin of The Suffers, Brian Viglione of The Dresden Dolls [and more](#).

Says White, "I wrote this book after years of musicians asking to 'pick my brain,' and found myself having the same conversations repeatedly. I figured if I wrote this all down it would then be accessible to help even more musicians. Similarly, in my years of running management companies, every time we took on an artist we were finding money for them left and right. It occurred to me that if this is happening to national and international acts, then what about everyone else? Bringing the book to life with handpicked guests in podcast form was a no-brainer. I'm thrilled to return with Season Two via Volume and No Studios to cover this material in an updated and live format that allows me to answer musicians' questions in real-time so the audience can learn and grow together. Season two will be through the lens of artists' home markets by teaching them how to methodically grow via an interactive experience courtesy of Volume.com's livestream platform."

Season Two will be recorded live at Oscar winner [John Ridley's](#) No Studios in both Ridley and White's hometown of Milwaukee and will be available for musicians and those interested and involved in the music industry to participate live or on-demand via Volume.com.

Adds White, "The information in this podcast is out there. I've just never seen it put in order. Music conferences struggle to present the modern industry in a methodical order due to panelists' schedules. This format allows me to guide musicians through each step of their career so it grows in a sustainable manner forever."

How to Build a Sustainable Music Career & Collect All Revenue Streams—Season Two
----- Livestream Tickets: \$5 per Episode / \$50 for the course:

[LINK](#)

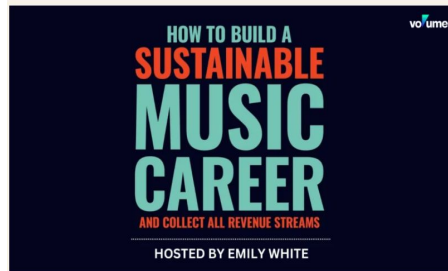
In-Person Tickets: \$10 advance / \$15 day of show per episode / \$100 for the Course + Book & Drink Ticket: [LINK](#)

- E1: Get Your Art Together with Vernon Reid—Tuesday, January 10 at 6:30 PM CT
- E2: Pre-Recording Marketing Foundation w/ Kennita Hickman—Saturday, January 14 at 12:30 PM CT
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- E5: Music Publishing Isn't Scary or Confusing w/ Songtrust + How to Land a Sync Placement w/ Julia Pernicone of Songtrust—Tuesday, January 24 at 6:30 PM CT
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- E8: Your Live Strategy & Efficient Touring w/ [Matt Beringer of The Pabst Theater Group](#)—Saturday, February 4 at 12:30 PM CT
- E9: Merch Re-Con w/ [Christopher Moon of Ambient Inks](#)—Monday, February 6 @ 6:30 PM CT
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- E12: When Do I Need an Attorney, a Business Manager, and/or a Manager? Defining an Artist's Traditional Team w/ Erinn Knight—Saturday, February 18 at 2:30 PM CT; In partnership with Music Managers Forum-US

Volume.com Announces Season Two Of #1 Global Music Business Podcast

Emily White's *How to Build a Sustainable Music Career & Collect All Revenue Streams* returns as an interactive workshop via live podcast broadcast.

By Team Jambase Jan 9, 2023 · 2:16 pm PST



How to Build a Sustainable Music Career & Collect All Revenue Streams is the #1 Music Business podcast globally, charting on six continents with listeners in 140+ countries. Best-selling author, industry veteran and #iVoted Festival founder **Emily White** will cover the modern music industry in full and solve musicians' problems in real time via livestream on [Volume.com](https://www.volume.com) in front of a live audience at Academy Award winner John Ridley's Nō Studios. Season two debuts on January 10, 2023.

Emily will take musicians through their process from recording to release and beyond throughout this series. She presents this information in a clear and methodical manner that is applicable to artists' home markets and shares how musicians can grow their careers nationally and internationally from there. While also ensuring they are not missing a single revenue stream along the way.

Says White, "I wrote this book after years of musicians asking to 'pick my brain,' and found myself having the same conversations repeatedly. I figured if I wrote this all down it would then be accessible to help even more musicians. Similarly, in my years of running management companies, every time we took on an artist we were finding money for them left and right. It occurred to me that if this is happening to national and international acts, then what about everyone else?"

Musicians and music industry professionals can tune in live and later restream via [Volume.com](https://www.volume.com) where White takes attendees through the modern music industry step by step via 12 podcast episodes.

These live workshops are based on White's Amazon #1 best-selling book of the same name. This is on the heels of the hit podcast's Season One with guests including **Justin Vernon of Bon Iver**, **Imogen Heap**, **Run the Jewels' Manager Amaechi Uzoigwe**, **Donald S. Passman**, **Zoë Keating**, **Warped Tour Founder Kevin Lyman**, **Bandcamp Founder Ethan Diamond**, **Wilco's Pat Sansone**, **Kam Franklin of The Suffers**, **Brian Viglione of The Dresden Dolls** and more.

"Bringing the book to life with handpicked guests in podcast form was a no-brainer. I'm thrilled to return with Season Two via Volume and Nō Studios to cover this material in an updated and live format that allows me to answer musicians' questions in real time so the audience can learn and grow together. Season two will be through the lens of artists' home markets by teaching them how to methodically grow via an interactive experience courtesy of [Volume.com's](https://www.volume.com) livestream platform."

Season Two will be recorded live at Oscar winner John Ridley's Nō Studios in both Ridley and White's hometown of Milwaukee and will be available for musicians and those interested and involved in the music industry to participate live or on-demand via [Volume.com](https://www.volume.com).

Adds White, "The information in this podcast is out there. I've just never seen it put in order. Music conferences struggle to present the modern industry in a methodical order due to panelists' schedules. This format allows me to guide musicians through each step of their career so it grows in a sustainable manner forever."

[*How to Build a Sustainable Music Career & Collect All Revenue Streams - Season Two*](#)

Livestream Tickets: \$5 per Episode / \$50 for the course: [LINK](#)

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Ariel Hyatt interviews Emily White on her #1 music business podcast 'How to Build a Sustainable Music Career & Collect All Revenue Streams'

Two independent music veterans, Emily White and Ariel Hyatt, discuss White's top-rated podcast, its move to livestreaming music platform Volume.com, and how it is helping musicians build sustainable careers.

by Ariel Hyatt of CyberPr

Emily White is well known, and I'm thrilled to call her a friend and even more excited to have been presented with the opportunity to bring her podcast to the new live-streaming music platform Volume.com.

Her Podcast **How to Build a Sustainable Music Career & Collect All Revenue Streams** is the #1 Music Business podcast globally, charting on six continents with listeners in 140+ countries. And, the best-selling author, industry veteran and #iVoted Festival founder kicked off her podcast via live stream this Tuesday with special guest Vernon Reid.

Emily will continue to cover the modern music industry in full and solve musicians' problems in real time via [livestream](#) on Volume.com in front of a live audience at Academy Award winner John Ridley's Nô Studios through February.

Episodes 2 & 6 are available to stream for free. Claim tickets here.



Ariel Hyatt: For those who don't know, tell us: Who are you?

Emily White: My name is Emily White. I'm a longtime entrepreneur in the music industry & the Founder of #iVoted Festival.

AH: What prompted you to make your book, *How to Build a Sustainable Music Career & Collect All Revenue Streams*, a podcast?

EW: I didn't set out to be an author. Musicians kept asking to get coffee or set up a Zoom to "pick my brain" and I found myself having the same conversations repeatedly. Similarly, we were finding money left and right for the last few artists I took on for management. Although that's no doubt part of a manager's job, I realized that if this was happening to national and international acts then what about everyone else? I felt that artists shouldn't have to know me personally to have access to this info and if I wrote it all down that the information could help even more musicians. I've spent decades navigating the modern music industry and trying every platform that arises to determine if it benefits artists. The book covers the industry in full from recording to release while ensuring artists aren't missing a single revenue stream along the way. It was self-released in March 2020 and instantly became an Amazon #1 best-seller. What's been most rewarding is seeing artists post about and push the book onto other artists.

AH: The podcast ended up blowing up and is the #1 Music Business podcast globally. What's the secret? Why do you think it's so important for industry people today?

EW: Authenticity. Which is no different than what I preach to artists in Chapter and Episode 1 of "Get Your Art Together." Are you making music that you *think* will be huge or what is true to your heart, soul and spirit? I had a clear vision to bring each chapter to life through hand-picked guests. A student asked me if I just got the "biggest" people I know and I told him, "No, I got the 'right' people to breathe life into each topic along the steps of an artist's process and career. For example, I polled my NYU students on their dream guest speaker, with the criteria of someone they feel is doing something innovative in the industry. Bon Iver topped our poll and we were fortunate to visit Justin Vernon at The King's Theatre while he was on tour. I recorded the conversation via voice memo for my own critique. When listening back to the conversation, I realized he perfectly brought Chapter 1 "Get Your Art Together" to life. His management kindly let me release the conversation as a podcast episode that was also picked up by *Stereogum*. Therefore that episode didn't happen because I thought, "I'm going to get Justin Vernon and media outlets will write about it!" The entire process was genuine, authentic and I have no doubt that is why audiences have connected with the material. Additionally, the info in this book and podcast is out there. I've had the privilege of speaking at countless industry conferences over the years. But I've never seen the modern music industry put *In Order*—from creation to execution or recording to release. So I think presenting this material in a methodical and simple manner has really appealed to artists and industry folks that otherwise understandably feel overwhelmed grasping for nuggets of information all over the place.

AH: Season 2 of the podcast will be recorded in front of a live studio audience and live-streamed from the renowned Nô Studios. What's it like recording a podcast there and how does it feel? Do you have any expectations?

EW: When I realized there isn't an industry conference that presents the modern industry in order, I realized, why don't I run my own workshop that does just that? Then I thought, where do I want to do this? I live in Brooklyn and of course could do it there, Nashville, L.A., etc. But as I'm originally from Wisconsin I realized I wanted to do it in Milwaukee and help artists there in a manner that is applicable to musicians in all markets. Partnering with Academy Award winner John Ridley's Nô Studios in Milwaukee has been a dream and an honor. As both John and his sister Lisa Caesar are from Wisconsin and have had national / international success but built Nô Studios in Milwaukee with the intention of supporting the community and showing that you can build a world class career from anywhere. Which is exactly the point of this podcast. My intention for the IRL audience is to illuminate opportunities that I wasn't necessarily aware of growing up in Wisconsin. And in reality, these opportunities didn't exist yet, as I grew up in the early days of the internet. But again, looking at someone like Justin Vernon of Bon Iver building an empire from rural Northern Wisconsin only highlights that when you create great art, you can do it too – if you have the knowledge and right tools to do so.

AH: What are you most excited about for season 2?

EW: I'm really looking forward to solving musicians' problems and answering industry folks' questions in real time. Season one was very much recorded at home during the pandemic. Thanks to Volume's live-streaming platform, we've created an interactive workshop that anyone can access.

AH: What can listeners/viewers/industry professionals expect from season 2 that differs from season 1?

EW: Season Two is through a Milwaukee lens that is intended to be applicable in all markets. As how you pitch Radio Milwaukee or the music writer at *The Milwaukee Journal-Sentinel* is no different than how you do just that in Nashville, Albuquerque, Baltimore or anywhere. From there I'll be sharing how to grow and build a career regionally, nationally and internationally.

AH: What's the most obvious revenue stream artists overlook?

EW: Music publishing! This is the number one missing revenue stream I see from songwriters of all ages and it breaks my heart. But is also understandable. First, an artist needs to sign up for their country's performing rights organization. In the U.S. that's ASCAP or BMI, whom I highlight since they are open to all songwriters. Though I've been shocked to meet a lot of young people over the past few years who aren't even signed up for their P.R.O.! When I ask why, they tell me they "don't want to sign their publishing away," which of course isn't at all what a P.R.O. does. A P.R.O. will collect your public performance royalties for you and if you don't claim them within 2.5 years of a song being released – you will never get that money! However, many songwriters are signed up with ASCAP or BMI, which is great. But if you are just signed up for your P.R.O. and aren't collecting on your publishing any other way and your music is being covered, streamed, sold and beyond – you are missing money! And therefore not collecting on your music publishing in full. Thus, when I meet songwriters and ask how they're collecting on their publishing, more often than not they say, "Oh I'm with ASCAP" or BMI and think they're all set. Which is totally understandable because when a songwriter signs up with a P.R.O. they are encouraged to create a "publishing designee." So if I'm Emily White the songwriter, it's going to encourage me to create a publishing designee of say, "Emily White Music." Therefore I totally get why this is confusing. In the pre-digital era, songwriters needed to have a music publishing administrator collect their publishing royalties on their behalf. Songtrust cracked this wide open and now any songwriter can sign up with Songtrust to ensure they're not missing this revenue, while owning their rights with the option to leave if they so choose.

AH: What's the simplest advice you can give an artist who doesn't know where to start with revenue collection?

EW: It might not be simple, but if you're recording and have a clear vision for your project – launch a pre-order! And if you're recording and don't have a clear vision for your release, which is totally ok – launch a Patreon so fans can join your journey and support you along the way. Give your fans the opportunity to support you in a single, tens or hundreds of dollars instead of just waiting to push out your streaming link when the time comes, which generates fractions of pennies. Your fans and community want to support you in the way that's best for you, but don't know how if you don't tell or let them.

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How to Build a Sustainable Music Career & Collect All Revenue Streams – Season Two

Livestream Tickets: \$5 per Episode / \$35 for the course/ 3 Episodes are Free:

LINK

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About Volume

Volume.com is a 24/7 free live stream platform that allows engagement between artists and their fans to help artists build and monetize their craft, from ticket sales, subscriptions, merch purchases, or by using Volume's unique online tip system.

Volume differentiates itself by connecting all viewers and performers with first-class sound and visual quality. Their multi-layered audio effects, plugins, and soundcheck create a unique and seamless experience for both performers and audience members. They celebrate all artistic expression, be that in music, podcasts, comedy, or even sports and provide a fun, welcoming and vibrant community for all.



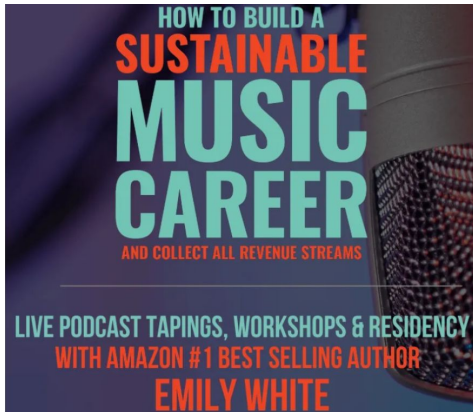
About Nô Studios

Nô Studios derives from the wordplay between a rejection artists often hear, *nô* 能, the Sino-Japanese root word for "skill" or "talent". Founded by Oscar winner and Milwaukee native, John Ridley, the desire behind the 40,000 square-foot headquarters is to create a collaborative workspace, hybrid experience platform, and social community that offers an environment for artists and activists to come together. The historic building features a state-of-the-art screening room, performance stage, café bar, gallery, offices, co-working space and rooftop lounge and deck.



Volume.com Announces Season Two of #1 Global Music Business Podcast

Emily White's How to Build a Sustainable Music Career & Collect All Revenue Streams Returns As Interactive Workshop Via Live Podcast Broadcast



How to Build a Sustainable Music Career & Collect All Revenue Streams is the #1 Music Business podcast globally, charting on six continents with listeners in 140+ countries. Best-selling author, industry veteran and #1Voted Festival founder **Emily White** will cover the modern music industry in full and solve musicians' problems in real time via livestream on Volume.com in front of a live audience at Academy Award winner **John Ridley's** n0 Studios. Season two debuts January 10, 2023

Indie Source

Emily will take musicians through their process from recording to release and beyond throughout this series. She presents this information in a clear and methodical manner that is applicable to artists' home markets and shares how musicians can grow their careers nationally and internationally from there. While also ensuring they are not missing a single revenue stream along the way.

Musicians and music industry professionals can tune in live and later restream via Volume.com where White takes attendees through the modern music industry step by step via 12 podcast episodes.

These live workshops are based on White's Amazon #1 best-selling book of the same name. This is on the heels of the hit podcast's Season One with guests including **Justin Vernon** of **Bon Iver**, **Imogen Heap**, **Run the Jewels'** Manager **Amaechi Uzoigwe**, **Donald S. Passman**, **Zoë Keating**, **Warped Tour** Founder **Kevin Lyman**, **Bandcamp** Founder **Ethan Diamond**, **Wilco's** **Pat Sansone**, **Kam Franklin** of **The Suffers**, **Brian Vigliano** of **The Dresden Dolls** and more.

Says White, "I wrote this book after years of musicians asking to 'pick my brain', and found myself having the same conversations repeatedly. I figured if I wrote this all down it would then be accessible to help even more musicians. Similarly, in my years of running management companies, every time we took on an artist we were finding money for them left and right. It occurred to me that if this is happening to national and international acts, then what about everyone else? Bringing the book to life with handpicked guests in podcast form was a no-brainer. I'm thrilled to return with Season Two via Volume and N0 Studios to cover this material in an updated and live format that allows me to answer musicians' questions in real-time so the audience can learn and grow together. Season two will be through the lens of artists' home markets by teaching them how to methodically grow via an interactive experience courtesy of Volume.com's livestream platform."

Season Two will be recorded live at Oscar winner John Ridley's N0 Studios in both Ridley and White's hometown of Milwaukee and will be available for musicians and those interested and involved in the music industry to participate live or on-demand via Volume.com.

Adds White, "The information in this podcast is out there. I've just never seen it put in order. Music conferences struggle to present the modern industry in a methodical order due to panelists' schedules. This format allows me to guide musicians through each step of their career so it grows in a sustainable manner forever."

How to Build a Sustainable Music Career & Collect All Revenue Streams - Season Two

Livestream Tickets: \$5 per Episode / \$50 for the course: [LINK](#)

In-Person Tickets: \$10 advance / \$15 day of show per episode / \$100 for the Course + Book & Drink Ticket: [LINK](#)

- E1: **Get Your Art Together** - Tuesday, January 10 at 6:30 PM CT
- E2: **Pre-Recording Marketing Foundation** w/ Kennita Hickman - Saturday, January 14 at 12:30 PM CT
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- E4: **How to Record with or without a Budget** w/ Ana Ochoa - Saturday, January 21 at 12:30 PM CT
- E5: **Music Publishing Isn't Scary or Confusing w/ Songtrust + How to Land a Sync Placement** w/ Julia Pernicone of Songtrust - Tuesday, January 24 at 6:30 PM CT
- E6: **Setting up Your Release & Distribution Plan** w/ Christine Barnum: Chief Revenue Officer @ CD Baby - Saturday January 28 at 12:30p PM CT; Presented by Bandzoogie
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- E11: **Repeat & Grow!** w/ John Ridley - Monday, February 13 at 6:30 PM CT
- E12: **When Do I Need an Attorney, a Business Manager, and/or a Manager? Defining an Artist's Traditional Team** w/ Erinn Knight - Saturday, February 18 at 2:30 PM CT; In partnership with Music Managers Forum-US

About Volume

Volume.com is a 24/7 free live stream platform that allows engagement between artists and their fans to help artists build and monetize their craft, from ticket sales, subscriptions, merch purchases, or by using Volume's unique online tip system.

Volume differentiates itself by connecting all viewers and performers with first-class sound and visual quality. Their multi-layered audio effects, plugins, and soundcheck create a unique and seamless experience for both performers and audience members. They celebrate all artistic expression, be that in music, podcasts, comedy, or even sports and provide a fun, welcoming and vibrant community for all.



About N0 Studios

N0 Studios derives from the wordplay between a rejection artists often hear, **n0** 龍, the Sino-Japanese root word for "skill" or "talent". Founded by Oscar winner and Milwaukee native, John Ridley, the desire behind the 40,000 square-foot headquarters is to create a collaborative workspace, hybrid experience platform, and social community that offers an environment for artists and activists to come together. The historic building features a state-of-the-art screening room, performance stage, café bar, gallery, offices, co-working space and rooftop lounge and deck.



More About Emily White

White recently wrapped up producing #Voted Festival 2022 with an all women C-Suite that created the largest festival in the world - all to increase voter turnout. She is an Amazon #1 best-selling author of *How to Build a Sustainable Music Career* and *Collect All Revenue Streams* as well as *Interfing 101*; both of which are coursebooks around the globe. White hosts the #1 Music Business podcast globally of the same name and her professional blog can be found here.

Emily is available for interviews. To schedule please contact Arlet Hyatt - Arlet@cyberpic.com



INTERVIEW: EMILY WHITE

Emily White is an entrepreneur, in-demand speaker and expert consultant in the music and sports industries.

She is in the middle of recording season 2 of her podcast, *How to Build a Sustainable Music Career & Collect All Revenue Streams*, which, has charted as #1 Music Business podcast on the planet. It has charted on six continents with listeners in 140+ countries.

The Podcast is being live streamed on [volume.com](https://www.volume.com) and recorded in front of a live studio audience via Nō Studios in Milwaukee.

We had the chance to speak with Emily about her podcast and what listeners and fans can expect this season.

Congrats on season 2 of your podcast, *How to Build a Sustainable Music Career & Collect All Revenue Streams*. Why did you decide to do it live this time around, both in front of a studio audience and live streamed via volume.com?

Thanks! I wanted to solve musicians and music industry folks' problems in real time. As well as make the information accessible globally by livestreaming the shows to support those who are unable to travel or be there in person.

What made you pick John Ridley's Nō Studios as the location to do your podcast live? John and his sister Lisa Caesar have built a collaborative work space and social community in our mutual hometown of Milwaukee that offers an environment for artists and art lovers to come together. Our missions are completely aligned in bringing creatives together and providing support with the tools and information they need to build, grow and thrive artistically for as long as they want. Which is ideally for the rest of their lives.

You have a lot of successful and knowledgeable guests featured in season 2. Is there anything new you've learned from them? If so, what?

Thank you and yes! One fact that stood out is that CD Baby's rates are negotiable based on the size of the artist. That's not something that's advertised nor would I expect it from a digital distribution aggregator. But it actually makes total sense and I'm glad that info is now out there for all. I also love when the partners I've brought in on the podcast mention each other unprompted. I only work with and share companies that I feel deeply help artists. So it's great to see the larger ecosystem tie together seamlessly in an authentic and genuine manner.

What prompted you to do this podcast initially?

My first book is called *Interning 101*. A podcast network asked me to create a show based on the book and I thought, "What a great idea!" As it's not necessarily something I would have thought to do on my own. That podcast is good and used at some universities, but it ultimately taught me how to do it. So when I wrote *How to Build a Sustainable Music Career & Collect All Revenue Streams*, I had a clear vision to bring each chapter and topic to life through handpicked guests. Which is why I think it's a hit and connected with people. It's like any creative project – we get better and grow with each project as you learn more.

Why did you decide to live stream the podcast – it's a cool and unusual idea and the streams on Volume.com look beautiful – we have loved watching them and participating in real-time.

I wanted to make sure the information was accessible to all. The podcast has charted on six continents with listeners in 140+ countries. For example, this week we're charting in Tanzania. Not everyone can fly to SXSW, Nashville, etc to educate themselves. Volume has given the show a platform to reach musicians around the globe. At the same time, I want to hear from the audience to ensure we're solving and covering everything that comes up for them. Which doesn't happen when I'm recording on my own. And thanks! Huge props to the Nō Studios' production team who have been working super hard on the episodes. I'm really grateful for their work.

Why did you get into the music business and what drives you in your career?

At a Thanksgiving dinner in high school, I remember going around the table and saying what we're thankful for. I said "Music. And my family." In which my uncle joked, "In that order." I've always been a massive music fan, and took lessons growing up, but wasn't necessarily a talented musician. But my passion for music grew from there by putting artists first, building businesses for and around their artistic visions and taking care of fans a very close second.

What has been the best part of season 2 thus far and why?

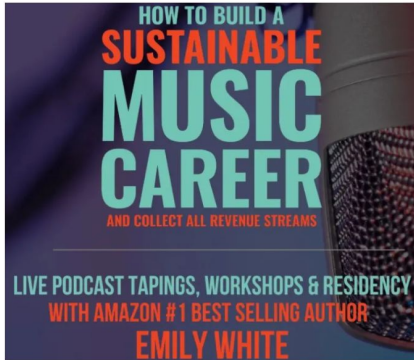
Watching the audience come together to create, build and grow a community. As that's what it's all about! Also, the questions the artists in the audience have been asking are powerful and emotional. It's an incredibly inspiring experience to be a part of.



Indie-Music

Volume.com Announces Season Two of #1 Global Music Business Podcast

Emily White's How to Build a Sustainable Music Career & Collect All Revenue Streams Returns As Interactive Workshop Via Live Podcast Broadcast



How to Build a Sustainable Music Career & Collect All Revenue Streams is the #1 Music Business podcast globally, charting on six continents with listeners in 140+ countries. Best-selling author, industry veteran and #Voted Festival founder Emily White will cover the modern music industry in full and solve musicians' problems in real time via livestream on Volume.com in front of a live audience at Academy Award winner John Ridley's *No Studios*. Season two debuts January 10, 2023.

Emily will take musicians through their process from recording to release and beyond throughout this series. She presents this information in a clear and methodical manner that is applicable to artists' home markets and shares how musicians can grow their careers nationally and internationally from there. While also ensuring they are not missing a single revenue stream along the way.

Musicians and music industry professionals can tune in live and later restream via Volume.com where White takes attendees through the modern music industry step by step via 12 podcast episodes.

Adds White, "The information in this podcast is out there. I've just never seen it put in order. Music conferences struggle to present the modern industry in a methodical order due to panelists' schedules. This format allows me to guide musicians through each step of their career so it grows in a sustainable manner forever."

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About No Studios

No Studios derives from the wordplay between a rejection artists often hear, *nō rei*, the Sino-Japanese root word for "skill" or "talent". Founded by Oscar winner and Milwaukee native, John Ridley, the desire behind the 40,000 square-foot headquarters is to create a collaborative workspace, hybrid experience platform, and social community that offers an environment for artists and activists to come together. The historic building features a state-of-the-art screening room, performance stage, café bar, gallery, offices, co-working space and rooftop lounge and deck.



More About Emily White

White recently wrapped up producing [#Voted Festival 2023](#) with an all women C-Suite that created the largest festival in the world - all to increase voter turnout. She is an Amazon #1 best-selling author of *How to Build a Sustainable Music Career and Collect All Revenue Streams* as well as *Interning 101*, both of which are coursebooks around the globe. White hosts the #1 Music Business podcast globally of the same name and [her professional bio can be found here](#).

Emily is available for interviews. To schedule please contact Ariel Hyatt - Ariel@eyberpr.com



9 Questions For Emily White

Here is my inaugural post – an interview with the unstoppable Emily White.

Em, for those who don't already know you can you give us your quick background about how you got started in the music industry?

I'm a kid from a village in Wisconsin that on one hand I used to feel didn't have a music industry. But on the other, my parents' good friends owned the local music shop in town and I completely took for granted that one of said friends has served on the board of NAMM. At the same time, this was in the early days of the internet, so now you can of course build a global career from anywhere. But I worked super hard to go to Northeastern University and join their Music Industry program completing a slew of internships at Powderfinger Promotions, WBCN (RIP), Q Division, Live Nation New England, VH1 Classic, MTV UK and really grew up professionally by working with The Dresden Dolls. When I graduated I worked at Madison House (before Bob Ezrin read a "name your own price" business plan I'd written and was at what's now Roc Nation (Live Nation Artists at the time) before launching my entertainment firm in 2008.

What motivates you to want to help and educate?

There was a constant stream of musicians asking to get coffee and "pick my brain." I was having the same conversations repeatedly. At the same time, I was finding money left and right for the last few artists I took on for management. And realized if that's the case for national/international acts, then what about everyone else? Which is when I decided to write *How to Build a Sustainable Music Career & Collect All Revenue Streams*. I figured folks shouldn't have to know me personally to have access to this information. But otherwise, season two of this podcast is really the first time I've ever put myself out there, as opposed to being asked to speak and share my experience. I'm working on the second edition of the book, which also feels like putting myself out there, as opposed to the first edition which was more of a response to demand and need for the information for musicians and the industry at large.

Why were you drawn to create your first book, *Interning 101*?

I didn't set out to be an author. I realized we were teaching a lot of basics to our interns over and over, so I wrote what I called "The Intern Manifesto" for our company. I had a few great interns and said, "If I turned this into a 100-page how-to book for you and your classmates, would that be helpful?" The answer was an enthusiastically resounding "YES!" and my first book was born.

OK Congratulations on building the #1 Global Music Industry Podcast in the world – What can you tell us about your podcast, *How to Build a Sustainable Music Career & Collect All Revenue Streams*?

Thank you! A podcast network asked me to create a show based on *Interning 101*, and I thought, "what a great idea!" That podcast is good and I'm glad universities are finding it useful, but ultimately it taught me how to do it. So for this book, I had a clear vision on how to bring each chapter to life with handpicked guests like Justin Vernon of Bon Iver, Imogen Heap, Run the Jewels' Co-Manager Amaechi Uzoligwe, Don Passman and more.

What has it been like to record season 2 in front of a live audience at John Ridley's NO Studios? AND a streamed audience on Volume.com?

AMAZING!!! I feel the information in my book is out there, I've just never seen it put in order – from recording to release or creation to execution. I've brought this up to music conferences and their answers are understandable, e.g. "Ariel couldn't come in until Sunday, you could only be here on a Thursday, etc." So I figured I'd solve this problem by presenting the modern music industry in order as a live event to solve musicians' problems in real-time. I then thought about where I should do season two and I realized I wanted to do it in my home city of Milwaukee. Partnering with Oscar winner John Ridley and his sister Lisa Caesar has been a no-brainer. As they are also from Wisconsin, have had enormous success and are cultivating the creative class in our home city and state.

The podcast has charted on 6 continents including countries like Tanzania this week alone, with listeners in 140+ countries. Obviously, not everyone can be there in person so by utilizing Volume's live streaming platform we've been able to engage with artists and audience members around the globe in real time. I've been deeply inspired by the power and emotion of the artists' questions and how they've been coming together as a community to collaborate and grow together.

What does it mean to you to be a woman in the music business today and do you feel an additional responsibility to other women to empower them within the industry?

I'm also the founder of #Voted Festival, which built the largest digital concert in history, and is led by a 100% C-Suite of women that's majority BIPOC. Our overall team is 92% women, non-binary, BIPOC or LGBTQ+. This has been the biggest lesson on the power of representation in my life. Our team sees themselves reflected in our leadership, which is why they apply in the first place. I'm currently teaching a Live Concert Planning & Production Class at the University of New Haven. The class is 100% women and non-binary. If you want more women to apply to anything you need to elevate and promote women to positions of leadership. It's pretty simple. This is no doubt the most important and moving part of my career. Women and non-binary folks need a truly safe space where they can grow without fear and thrive.

Which female artists and businesswomen have inspired and influenced you?

YOU!!!! Working with you on this has been INCREDIBLE!!! I've obviously always known what a force you are but to see you in action is truly mind-blowing. You don't leave a single pebble unturned and, to no one's surprise, that is one of many reasons you're super successful. Additionally, our wonderful attorney Joyce Dolliger is everyone's emotional support human. As well as my business partner, Melissa Garcia, and our C-Suite leadership at #Voted – Lesly Montes and Lilia Iza. Loretta Muñoz at ASCAP and Sharon Tapper who is the ED of the Music Managers Forum – US are also incredibly inspiring.

What was the most challenging thing you have had to face as a female in the business?

Despite my clear and direct voice – being heard. As well as getting paid. It's amazing how much I still have to follow up on the latter left alone from what is known publicly as prestigious and established institutions. And finally, my physical and emotional safety after putting myself out there publicly for the first time. I am privileged and have an incredible support system. But if you want to understand the importance of organizations like Women in Music, Amplify Her, She Said So, Girls Behind the Rock Show and so much more, I have two words for you: harassment and stalking. We have a long way to go with promotions, equity, and fair pay. But ultimately we fundamentally need to be safe and secure professionally and personally first and foremost to even get there.

Here's something that I find fascinating...You are the daughter of TWO swim coaches. What did growing up in the swimming pool teach and prepare you for a life in the music business?

And granddaughter of a legendary swim coach! Even with everything I just said above, I've always been relatively fearless and told I have confidence with ease in otherwise intimidating professional situations. I realized as an adult that a major reason is swimming is a sport where all genders train together. The mutual respect and kinship with my male teammates is the world I grew up in. While simultaneously learning the skills of work ethic, teamwork, time management, and more.

At the same time, when you're the coach's kid, you're also the first one at meets and practices and the last to leave. The logistics of, say, running a state championship swim meet with thousands of attendees is no different than putting on an event in the entertainment industry really. And I was also the one doing homework in the coaches' room while the "big kids" finished their distance races, where you pick up on industry lingo, terms, and get to know who's who and how it all works. It's kind of like how Kevin Lyman always says that if you want to learn the music business, go be a wedding planner first. In many ways, it's all the same!

Where can we find you online?

<https://www.instagram.com/emwizle/>

<https://t.me/emwizle>

<https://www.facebook.com/emwizle/>

<https://www.nostudios.com/emily-white>

<https://www.collectiveintc.com/emily-white>

One thing that I am deeply honored to be doing these days is representing one of the most brilliant voices in our music industry. I first met Emily many years ago in Boston and I deeply admired her from the moment that happened. She is a get shit done kinda human and she has a commitment to not only serve artists as a manager, advocate and cheerleader, she has traversed the globe (multiple times) sharing her best advice with the music industry at conferences and universities because she cares equally about future generations who want to get into the business AND the artist.

So imagine the perfect storm for me – I have been consulting with streaming platform Volume.com who are committed to helping artists earn more money for live streaming than any other platform out there and are building a podcast network to showcase musicians and to educate and empower artists.

When we decided to start onboarding podcasts my first phone call was to Emily and I am thrilled that she chose to partner with Volume.com to present her second season of the #1 music business podcast in the world. *How to Build a Sustainable Music Career & Collect All Revenue Streams* based on her book as an interactive live broadcast.

I have had an incredible time helping to publicize her podcast and it's been so fun connecting her to media and podcasters as well as music industry professors who are bringing the streams into their classrooms.

Here are some highlights

Milwaukee Journal Sentinel

Bobby Owsinski's Podcast

Podnews

This interview has inspired me to make a commitment to showcase more brilliant women in our industry who are helping musicians navigate this ever changing landscape.



Video Interview

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THE SMARTEST PEOPLE IN THE ROOM
TURN KEYZRS

FEATURING


EMILY WHITE


ARIEL HYATT

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Emily White

Emily White is an Amazon #1 best-selling author of *How to Build a Sustainable Music Career and Collect All Revenue Streams* and hosts the #1 Music Business podcast globally of the same name. She's the Founder of #iVoted Festival, the largest digital concert in history, and a Founding Partner at Collective Entertainment in NYC.

www.collectiveentinc.com

LOCAL MEDIA COVERAGE

MILWAUKEE, EMILY'S HOMETOWN



WISN TV



Video: Emily White Is in Milwaukee to Share How to Build a Sustainable Music Career

The author, podcaster and all-around music lover strives to make information more available for musicians trying to make a name for themselves.



Emily White lives in Brooklyn, New York, but her roots are in Wisconsin. She's the author of Amazon bestseller *How to Build a Sustainable Music Career & Collect All Revenue Streams*, host of a top music podcast by the same name and founder of the #iVoted Festival, among other significant accomplishments.

"I got into the music industry because I was a huge fan," White says. "I've navigated pretty much every sector of the music industry throughout my career of managing artists. I've tried really every new platform and technology that's available."

Now the Hartland native is back in Wisconsin, recording season two of her hit podcast at Nō Studios. She'll be hosting live tapings and doing workshops from Jan. 10-Feb. 18.

"People shouldn't have to know me personally to have access to this information," White says. "I've really tried to take an industry that was set up in the 1950s to confuse artists and got even more jumbled as it shifted to digital, and simplify it."

For tickets and more information, go to nostudios.com.

milwaukee journal sentinel

Emily White, iVoted Festival founder, returns home to Milwaukee for music business podcast

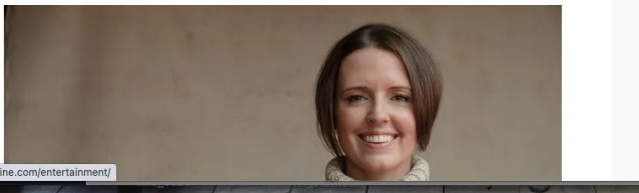


Piet Levy
Milwaukee Journal Sentinel

Published 6:01 a.m. CT Jan. 18, 2023 | Updated 11:43 a.m. CT Jan. 18, 2023

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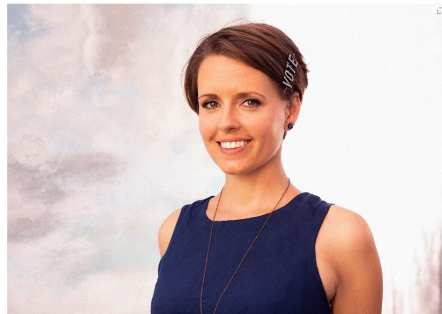


www.jsonline.com/entertainment/



Navigating the Music Business With Emily White

BY BLAINE SCHULTZ FEB. 15, 2023 9:25 A.M.



It's simple. Write a song, record it on your laptop, put it on the internet and success comes knocking. What could be easier, right?

While the music industry has faced seismic shifts in the last few decades one thing still remains: the more that artists take ownership of all facets of their career the better chance they have at success.

Emily White grew up in Hartland and attended all-ages shows in Milwaukee before attending college in Boston. Today she works behind the scenes in the music biz and has conveniently collected her experience and knowledge in the book *How to Build a Sustainable Music Career & Collect All Revenue Streams* and accompanying podcasts.

Get your art together, how to land a synch placement, when do I need an attorney or a manager... White found herself having the same conversations with artists asking to pick her brain. She also was finding money for national artists she worked with and if it happened to them, it was likely happening to artists at all levels.

"I didn't set out to be an author," she says about compiling her advice, "it was just solving a problem and saving me some time." Her experience in management includes working with the band The Dresden Dolls and with Mike Luba at Madison House Presents in New York City.

White dis-assembles the way publishing, royalties and merchandising works. She stresses there is no reason why artists shouldn't make informed decisions and ultimately get paid for their work. Her book covers tips for artists at all points in their career—from rookies to veterans. Her material takes "the entire modern music industry from recording to release to distribution. It is presented in a way, where if you are 12-years-old, and getting going, you are going to record, distribute and market your music with or without a budget." She says the tips also apply to established artists looking to clean up their catalog.

Knowledge is power

White, who also co-founded the successful online #iVoted Festival to raise voter turnout that saw over 450 artists participate in the largest digital concert in history, says something as simple as artists collecting emails from fans and nurturing that relationship is an important tool and key to success.

"Artists need to think of themselves as tech companies and instead of being beholden to social media algorithms." As an example, she said when Dresden Dolls singer Amanda Palmer released her first solo album Palmer was still signed to a major label subsidiary. It sold roughly 10,000 copies in the first week. One thousand were sold through the label and 9,000 were sold through the email list.

The first 12-episode season of the *How To Build A Sustainable Music Career Podcast* is available at [volume.com](https://www.volume.com). Guests included Justin Vernon of Bon Iver, Warped Tour founder Kevin Lyman and Bandcamp founder Ethan Diamond. Season two has begun with episodes being livestreamed from N6 Studios; guests have included Matt Beringer of The Pabst Theater Group and Scott Ziel of Summerfest.

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Emily White's 'How to Build a Sustainable Music Career & Collect All Revenue Streams' Workshop

Jan 10 at 6:30PM - Feb 18 at 2:30PM

NØ STUDIOS
1027 West McKinley Avenue
Milwaukee
53205

\$15.00



GET TICKETS

Emily White's 'How to Build a Sustainable Music Career & Collect All Revenue Streams' Returns As Interactive Workshop Via Live Podcast Broadcast The Kickoff Episode Will Feature Vernon Reid.

How to Build a Sustainable Music Career & Collect All Revenue Streams is the #1 Music Business podcast globally, charting on six continents with listeners in 140+ countries. Best-selling author, industry veteran and #iVoted Festival Founder Emily White will cover the modern music industry in full and solve musicians' problems in real time via livestream on Volume.com in front of a live audience at Academy Award winner John Ridley's NØ Studios. Emily will take musicians through their process from recording to release and beyond throughout this series. She presents this information in a clear and methodical manner that is applicable to artists' home markets and shares how musicians can grow their careers nationally and internationally from there. While also ensuring they are not missing a single revenue stream along the way.

Musicians and music industry professionals can tune in live and later restream via Volume.com where White takes attendees through the modern music industry step by step via 12 podcast episodes. Season two will kick off with guitar legend and frontman of the band Living Colour, Vernon Reid.

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*For virtual tickets, visit <https://volume.com/t/b4KfmH/>





Wisconsin Music Ventures

Interactive Workshop Via Live Podcast Broadcast with Emily White

Posted on January 5, 2023 by Allison Emm

Friends of WMV.

I'm pleased to share with you that Volume.com is bringing Season Two of the #1 Global Music Business Podcast Emily White's How to Build a Sustainable Music Career & Collect All Revenue Streams live to Milwaukee!

Please join me in attending the live sessions at Nō Studios! If you can't attend live, don't worry – in that same link at the beginning of this sentence there is information on how to attend virtually.

This is such an exciting series that I hope WMV musicians, patrons, venue partners and others will get behind, for several reasons:

- Emily White has been a guest on our podcast, led a workshop for our musicians and – alongside fellow #Ivoted Festival teammates she has appeared as a panelist for our Community Talks event, this summer. Emily has been a longtime friend of WMV.
- Nō Studios has been a longtime venue partner, locally, with us – where we hold our Friday musician meetups, each week, in fact. We love this space, their mission and their vibe – it's definitely always worth making a stop there!
- The content of this series could not be more perfect for what we at WMV like to encourage musicians to learn, in order to grow in their independent business work as artists.
- The featured guest lineup is phenomenal... People YOU need to know!
- You get your own copy of the book, when you sign-up. If you know me, you know I'm all about great resources... this is absolutely essential reading.

More information below. I look forward to seeing you there!

How to Build a Sustainable Music Career & Collect All Revenue Streams is the #1 Music Business podcast globally, charting on six continents with listeners in 140+ countries. Best-selling author, industry veteran and #Ivoted Festival founder Emily White will cover the modern music industry in full and solve musicians' problems in real time via livestream on Volume.com in front of a live audience at Academy Award winner John Ridley's Nō Studios. Season two debuts January 10, 2023.

Emily will take musicians through their process from recording to release and beyond throughout this series. She presents this information in a clear and methodical manner that is applicable to artists' home markets and shares how musicians can grow their careers nationally and internationally from there. While also ensuring they are not missing a single revenue stream along the way.

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Says White, "I wrote this book after years of musicians asking to 'pick my brain,' and found myself having the same conversations repeatedly. I figured if I wrote this all down it would then be accessible to help even more musicians. Similarly, in my years of running management companies, every time we took on an artist we were finding money for them left and right. It occurred to me that if this is happening to national and international acts, then what about everyone else? Bringing the book to life with handpicked guests in podcast form was a no-brainer. I'm thrilled to return with Season Two via Volume and Nō Studios to cover this material in an updated and live format that allows me to answer musicians' questions in real-time so the audience can learn and grow together. Season two will be through the lens of artists' home markets by teaching them how to methodically grow via an interactive experience courtesy of Volume.com's livestream platform."

Season Two will be recorded live at Oscar winner John Ridley's Nō Studios in both Ridley and White's hometown of Milwaukee and will be available for musicians and those interested and involved in the music industry to participate live or on-demand via Volume.com.

Adds White, "The information in this podcast is out there. I've just never seen it put in order. Music conferences struggle to present the modern industry in a methodical order due to panelists' schedules. This format allows me to guide musicians through each step of their career so it grows in a sustainable manner forever."

How to Build a Sustainable Music Career & Collect All Revenue Streams – Season Two

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About Volume

Volume.com is a 24/7 free live stream platform that allows engagement between artists and their fans to help artists build and monetize their craft, from ticket sales, subscriptions, merch purchases, or by using Volume's unique online tip system. Volume differentiates itself by connecting all viewers and performers with first-class sound and visual quality. Their multi-layered audio effects, plugins, and soundcheck create a unique and seamless experience for both performers and audience members. They celebrate all artistic expression, be that in music, podcasts, comedy, or even sports and provide a fun, welcoming and vibrant community for all.

About Nō Studios

Nō Studios derives from the wordplay between a rejection artists often hear, nō 不, the Sino-Japanese root word for "skill" or "talent". Founded by Oscar winner and Milwaukee native, John Ridley, the desire behind the 40,000 square-foot headquarters is to create a collaborative workspace, hybrid experience platform, and social community that offers an environment for artists and activists to come together. The historic building features a state-of-the-art screening room, performance stage, café bar, gallery, offices, co-working space and rooftop lounge and deck.

More About Emily White

White recently wrapped up producing #Ivoted Festival 2022 with an all women C-Suite that created the largest festival in the world – all to increase voter turnout. She is an Amazon #1 best-selling author of *How to Build a Sustainable Music Career and Collect All Revenue Streams* as well as *Interring 101*; both of which are coursebooks around the globe. White hosts the #1 Music Business podcast globally of the same name and her professional bio can be found [here](#).



Volume.com Announces Season Two of #1 Global Music Business Podcast

Emily White's How to Build a Sustainable Music Career Features Vernon Reid

Jennifer Perez, Community Contributor

Posted Tue, Jan 10, 2023 at 4:31 pm ET

Reply



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How to Build a Sustainable Music Career & Collect All Revenue Streams - Season Two
Livestream Tickets: \$5 per Episode / \$50 for the course: [LINK](#)

In-Person Tickets: \$10 advance / \$15 day of show per episode / \$100 for the Course + Book & Drink Ticket: [LINK](#)

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PODCAST INTERVIEWS

EMILY WAS FEATURED ON MULTIPLE PODCASTS AS AN EXPERT GUEST

A WISCONSIN MUSIC VENTURES PRODUCTION

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**- THE -
MUSICIAN'S
VENTURE**

Emily White: How to Build a Sustainable Music Career and Collec...

Episode 31 • 14th January 2023 • The Musician's Venture • Wisconsin Music Ventures

00:00:00 00:57:38

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NOTES FOLLOW ...



SATELLITE RADIO



TOPICS: How to effectively collaborate with other artists; our hosts break down (and fight about) Rolling Stone's list of the 200 greatest singers of all time; we interview music podcaster, Emily White. Season 2 of Emily's podcast "How to Build a Sustainable Music Career and Collect All Revenue Streams" will debut on [Volume.com](https://www.volume.com) on January 10th and you can find out more about our guest's work by visiting www.collectiveentinc.com.



EPISODE #255
How To Build
A Sustainable
Career

NEW PODCAST EPISODE

#255 - How To Build A Sustainable Career

Business Side of Music

www.businessideofmusic.com

Episode Description

Whether you're a newbie in the business, or a seasoned professional seeking some guidance and direction, Emily White's book "How To Build A Sustainable Music Career and Collect All Revenue Streams" is a must read for any music professional wanting to know the steps needed for success (and in the correct order).

Her name graced the cover of Billboard magazine while in her 20's, with Emily White's work additionally covered by Forbes, Fast Company, Bloomberg, Rolling Stone, CNN, Fox Business, Vox, The Huffington Post, Pitchfork, Relix, The Fader, Pollstar, Stereogum, Alternative Press, ESPN and more. Emily is a regular speaker around the globe at events such as SXSW, Mi- dem, BIGSOUND Australia, Canadian Music Week, PollstarLive!, NAMM, Music Biz, NARM, SanFran MusicTech, Between The Waves, and innumerable universities. White has served on the boards of Future of Music, Well-Dunn, CASH Music, SXSW, The David Lynch Foundation Live!, The Grammys' Education Committee, and Pandora's Artist Advisory Council. Her first book, Interning 101, was released in 2017 (9GiantStepsBooks) and is a coursebook at schools around the world. White is an Adjunct Professor at New York University's Clive Davis Institute of Recorded Music in Tisch School of The Arts.

HOW TO BUILD A SUSTAINABLE MUSIC CAREER

34:56

✓ You're the CEO of Your Own Music Career – with Emily White

A video thumbnail featuring a woman with short brown hair, smiling, wearing a blue sleeveless top. The background is blue with a purple banner at the top that says 'HOW TO BUILD A SUSTAINABLE MUSIC CAREER'. A red progress bar is visible at the bottom left. A black box in the bottom right corner contains the text '34:56'. Below the video frame, there is a green checkmark icon followed by the text 'You're the CEO of Your Own Music Career – with Emily White'.

Episode 458 – Legal Music Piracy, Google AI Music Creation, And Music Business Author Emily White



Podcast: [Play in new window](#) | [Download](#) (Duration: 39:22 — 45.1MB)

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My guest this week is Emily White, who's a partner in the talent management company Collective Entertainment and the Founder of #iVoted Festival. She's also the author of the Amazon #1 best-selling [How to Build a Sustainable Music Career and Collect All Revenue Streams](#) and hosts the book's [accompanying podcast](#) of the same name, which is the #1 Music Business podcast globally.

Having early experiences at WBCN in Boston, MTV, and concert promoter Don Law, Emily became a core member of the Dresden Dolls' media team before getting into management.

During the interview we spoke about being a tour manager, making yourself indispensable to your clients, how talent management has changed, getting caught up in the latest trends, and much more.

I spoke with Emily via Zoom from her office.

On the intro I'll take a look at the country that has made music piracy legal, and the new Google music-creation AI called MusicLM.

Episode 123: Collecting All Revenue Streams: A Long-Term Strategy for a Sustainable Music Career with Emily White



Emily White is an accomplished entrepreneur, author, and co-founder at Collective Entertainment. She is also the founder of the #iVoted Festival and the author of the Amazon #1 best-selling book, "How to Build a Sustainable Music Career and Collect All Revenue Streams."

In this episode, Emily will be sharing her invaluable insights on building and sustaining a successful music career, including strategies for collecting all revenue streams and achieving long-term success.

Here's what you'll learn about:

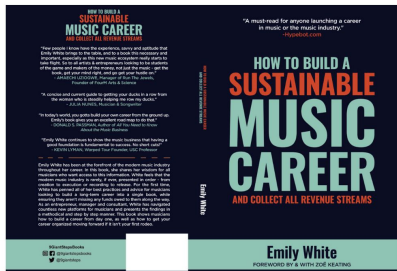
- **Learn why publishing doesn't have to be complicated and how you can optimize revenue streams from every release**
- **Insider tips and practical strategies for building a sustainable music career in the modern era**
- **How to break free from industry norms and create a unique brand that sets you apart from the competition**

BOOK EXCERPTS

SOME TOP MUSIC INDUSTRY PUBLICATIONS RAN BOOK EXCERPTS

MUSIC CONNECTION

Music Connection Book Excerpt (1 of 2)



EXPERT ADVICE: MUSIC PUBLISHING ISN'T SCARY OR CONFUSING

LATEST, MORE INDUSTRY NEWS, MUSIC INDUSTRY TIPS / JANUARY 19, 2023 / BY MUSIC CONNECTION

I understand why publishing gets an intimidating wrap. Years ago, music publishing companies would sign away an artist's songwriting rights for life. Similar to how the modern music industry cracked recording and distribution wide open for all to access, the same mechanisms and access now exists for all songwriters in music publishing.

What Is Music Publishing?

But first, what is music publishing? It's quite simple. Do you know what a record company does? Artists often grow up dreaming of being on specific labels. They know that a record company's job is to promote, and in the legal sense of the term, exploit their recordings for maximum financial gain.

A publisher is the exact same concept for your songwriting! A music publisher's job, at its core, is to go out and collect money for every use of your song. It is also their job to find as much work for that song as possible, often in the form of "sync," or synchronization placements. As discussed, a sync placement is the use of music in a film, TV/web show or commercial/advert. They may additionally set up co-writing sessions or songwriting for other artists.

That's it! There is no need to be terrified and run to the hills with confusion regarding the concept of music publishing. Now let's get you set up and organized so you know how to collect revenue on your songwriting via music publishing forever.

ASCAP / BMI a.k.a. Performing Rights Organizations or PRO's

Pick one performing rights society to sign up with. Your PRO will collect public performance royalties for your songwriting not limited to music played on the radio, for broadcast and for its use in any physical public setting such as a venue, shop, airport or restaurant. The vast majority of songwriters in the U.S. are with ASCAP or BMI. It technically does not make a difference which PRO you go with; they are all supposed to be the same.

When you initially sign up, you'll have the option to create your own publishing name or designee, which is separate from you as an individual songwriter. Because, just to make things more confusing, your songwriting is split 50/50 between a "writer's share" and a "publisher's share." If you do not have a publishing company collecting songwriting revenue on your behalf, which we'll talk about next, you therefore own your share of royalties as a songwriter, as well as your publishing name's share. So, you'll see on a PRO statement for a song you 100% wrote that 50% is collected by the PRO for you as a songwriter, and the other 50% is collected on for the publishing designee you created. You also don't have to create a publishing designee at all! So, feel free to just register and sign up with your name, as that can help to keep things streamlined when reviewing your statements. Now it's time to get each song registered with your PRO account. Moving forward, do this every time you finish a song and agree to the songwriting splits with any co-writers.

Collecting on Your Publishing/Publishing Deals

If you are signed up and have registered all of your songs with your PRO, you're still not set up to collect all funds owed to you for your songwriting.

Back in the day, a songwriter would have to sign with a music publisher to collect on their publishing, which encompasses a variety of songwriting revenue streams within music publishing. Now there are a variety of deal structures and options that allow artists to collect their publishing royalties that don't force them to sign their songwriting rights away.

Songtrust

If you are a brand-new songwriter and just getting going, sign up for Songtrust immediately. Songtrust was founded by the principals at Downtown Music Publishing and democratized music publishing collection for all. Songtrust uses Downtown's world-class music publishing collection system to collect on behalf of any songwriter who wants to work with them. There is a \$100 fee to get going, but I recommend them over others as I know what a great job the Downtown / Songtrust team does in finding every penny for songwriters. They receive 15%, which is standard for an "admin" or "administrative" publishing deal, which we'll discuss next. Therefore, you retain 85% of your royalties, own your copyrights, and can leave any time after a year.

"Admin" or Administrative Deals

If you do have the opportunity to work with a publishing company, great. There are a variety of deal structures available, but we're going to talk about the two most common that are out there. First up is an admin deal. You will control and retain all copyrights and are licensing songwriting rights to a company to collect on your behalf. These deals are generally 85/15%, 80/20%, or 75/25% in the songwriter's favor. I don't recommend going below 75%. All of these deals are negotiable. Advance payments do happen in admin deals. But they will be lower than what you will receive in a co-publishing deal, which we'll discuss next. Advances don't always happen in admin deals, so don't be offended if you're a new artist and aren't able to get one.

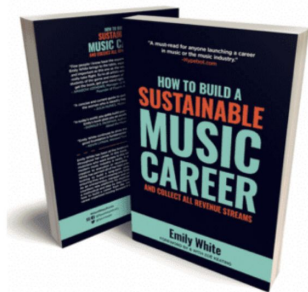
"Co-pub" or Co-publishing Deals

The other main type of publishing deal is a co-publishing, or "co-pub," deal. In this instance, the publisher will retain a portion, or all of your songwriting copyright, for a set amount of time or even forever--as known as perpetuity. When looking at all of an artist's revenue streams/rights, I have seen some artists give up a portion of their publishing rights for large advances. This can help a new and developing artist fund promotion, touring and expenses to continue to grow their careers. So, it's up to you. Getting a solid amount of cash up front can absolutely benefit an artist personally and professionally, especially in a world where record company advances are inconsistent at best--if you want or have access to working with a label. **-by Emily White** • An excerpt from *How to Build a Sustainable Music Career & Collect All Revenue Streams*

EMILY WHITE hosts the #1 Music Business podcast globally, *How to Build a Sustainable Music Career & Collect All Revenue Streams*, based on her #1 best-selling book. She's the Founder of #Voted Festival, the largest digital concert in history.

MUSIC CONNECTION

Book Excerpt



TIP JAR: MAXIMIZE YOUR MERCH SALES

MAGAZINE, MUSIC INDUSTRY TIPS / JANUARY 29, 2024 / BY [EMILY WHITE](#)

Excerpted from the 2nd Edition of Emily White's hit book, *How to Build a Sustainable Music Career & Collect All Revenue Streams*, out with Hal Leonard later this year. Pre-order your copy here:

collectiveintenc.com/store/how-to-build-a-sustainable-music-career-and-collect-all-revenue. All pre-orders include a free 3 month Artist Plan from DISCO, the industry-preferred platform for file storage, management, sharing and receiving within music and media.

We touch on merchandise throughout [this book](#), in particular when building your pre-order to generate income before your music release. Now let's discuss best practices to maximize your sales.

Creation

In an ideal world, give yourself a few months lead time to design and create your merch, as supply chain issues can arise at any time. However, the most cost effective merch, and often the most creative items, are the goods you create yourself. Let's break down your options so you're fully informed on which path, or hybrid route, make sense for you.

DIY and Self Printing

If you don't have much of a budget, this may be to your advantage. You can create handwritten lyrics, write a letter to fans, bake them cookies, write a song (charge a lot for this), do a dedicated video shout-out, and/or create a custom voicemail. The sky's the limit here. These are items you can charge upwards of \$50 USD for and doing so doesn't take much more than your time. Most artists also know how to find a local print shop, if you want to go that route as well. I encourage you to start simple, as you'll have to pay for goods up front. I also heard from a band that sources their merch shirts from Goodwill, which is better for the environment, cheaper for the band and their fans love it. Many print shops will help you create stickers and buttons/badges or you can buy a button/badge maker. Posters are a really cost-effective item that you can charge more for if the poster is autographed and even more if it's personally autographed.

There are also countless online and local T-shirt options. Many artists opt to print in the U.S. or countries that pay a fair wage. If you do so, note this publicly. Because if this is important to you, it's likely important to your fans. Also ask the print shop you're working with if you can provide the raw goods, as they will mark up any goods they provide otherwise. Also be mindful of how expensive it can be to print with a multitude of colors. Remember that you can have sleek merch with a more simplified design. Similarly, when ordering any merch, including vinyl, ask where the price breaks are so you can make smart decisions and keep some stock for your live shows and webstore.

On-Demand Merch With Fourthwall

On-demand merch is a newer option where you'll have a lower profit margin, but your fans can place orders piecemeal so you're not stuck with unsold stock if you're not sure what quantities to begin with. This is a great concept for new artists in theory. I say in theory because with any merch company, but especially on-demand companies, please ask for samples before working with them. I've seen terrible on-demand merch over the years that is misprinted or falls apart. However, a new player in the game, Fourthwall has been changing that. Fourthwall prides itself on retail-quality on-demand merch for creators. So much so that when I interviewed their COO Eli J. Valentin on this book's podcast, an artist said, "Fourthwall has entirely changed my merch offerings for the better! Not having to manage stock allows me to be more creative in what I can offer." Although you'll make more money with a DIY or traditional merch store, Fourthwall is a great partner to get rolling with as you grow your career.



What do music attorneys, managers, and agents do?

February 17, 2023 • Emily White → Music Business & Music Management



Adapted from Emily White's new book, *How To Build A Sustainable Music Career And Collect All Revenue Streams*, this post dives into building your artist team and digs into the role of music attorneys, managers, and agents.

Music Attorneys

I'm starting here, not necessarily because attorneys are *the* most important people on your team, but because very often, when I meet new artists, an attorney seems to be the one team member they have on board.

You should work with an attorney any time someone offers you a significant agreement — e.g., contracts regarding a producer, label, publisher, or manager. Most everything else in the modern music industry (covered in the book) is rather standard as far as terms go (CD Baby and Tunecore's prices, for example).

Many attorneys from the pre-digital era aren't wrong to let you know that they'll "shop" your music to labels, but that was more useful when you needed a label to record and distribute. Now this is not your only option for the world to hear your music.

Attorneys generally charge anywhere from \$300 to \$750 per hour with a retainer up front of, say, \$1,500 to \$2,500. Some also work on a five percent commission of your earnings, similar to a manager, but at a lower rate than a manager's commission.

The book cover features the title "HOW TO BUILD A SUSTAINABLE MUSIC CAREER AND COLLECT ALL REVENUE STREAMS" in large, bold, teal and orange letters. Below the title, it says "PODCAST HOSTED BY EMILY WHITE". On the right side, there is a portrait of Emily White, a woman with short brown hair, smiling. Below the portrait, a red banner contains the text: "CLICK THIS BANNER TO GET FREE ACCESS TO ALL 12 EPISODES ON VOLUME.COM! A \$35 VALUE!".

HOW TO BUILD A
SUSTAINABLE
MUSIC
CAREER
AND COLLECT ALL REVENUE STREAMS

PODCAST HOSTED BY EMILY WHITE

CLICK THIS BANNER TO GET
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Book Excerpt w Podcast Preview



How to market music with little or no budget [Emily White]

In this excerpt from her book "How to Build a Sustainable Music Career & Collect All Revenue Streams," music industry thought leader, artists advocate, and podcaster Emily White lays out the basics of modern low-cost/no-cost music marketing, starting with an attitude check.

by *Emily White*

Emily White hosts the #1 Music Business podcast globally, *How to Build a Sustainable Music Career & Collect All Revenue Streams*, based on her #1 best-selling book. Season Two is livestreaming in January & February as interactive workshops at Volume.com. She's the Founder of #iVoted Festival, the largest digital concert in history.

A Note on Attitude

"The grass is always greener on the other side" is a famous phrase for a reason. It's completely understandable to look around and wonder "Why do they have that, and I do not?" I truly believe that if you focus on yourself and your own growth, you'll get there. But if such thoughts continue to arise, reach out to the artists you are looking up to and connect. See if they're willing to have a conversation on how they got to where they are. On one hand, these feelings are potentially more prevalent than ever in the age of social media. On the other, it's that much easier to connect with your peers so you can learn and help each other grow as a community.

Podcasting

Another way to grow your audience is to launch a podcast. An artist we manage did just that, as they wanted to make a deeper connection with their audience than the engagement they already do on social media. I think this is brilliant, and if it appeals to you, I encourage you to do the same. You already know how to record, and there are a variety of distributors out there, with new ones arising every day, to get your podcast out on all major platforms.

Season Two of Emily's podcast is livestreaming in January & February as interactive workshops at Volume.com

Bruce Houghton on 01/30/2023 in D.I.Y. | [Permalink](#) | [Comments \(0\)](#)

Tags: [DIY musicians](#), [music](#), [music business](#), [music industry](#), [musician](#), [musicians](#)

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SPECIAL OPPS

TO EXPAND INDUSTRY REACH
& BRING MORE VIEWERS TO THE BROADCASTS



Marketing & Release Advice From Emily White For You

WIM Member Emily White is the host of the #1 Music Business podcast globally, charting on six continents with listeners in 140+ countries. How to Build a Sustainable Music Career & Collect All Revenue Streams is now in its second season and we are offering WIM members access to 3 free episodes. If you want to get a jump in your planning, marketing and promotion please follow the link and join Emily!

[MORE INFO](#)



Dear Musicians,

Are You Ready to Start Your Year Off Powerfully?

The Indie Bible has partnered with Volume.com to give you a 12-part crash course on how to monetize your music, improve your marketing and get your questions answered personally by some of the most powerful people in the music industry.

How to Build a Sustainable Music Career & Collect All Revenue Streams is an interactive workshop / live podcast broadcast and you can join us (a \$35 value)



The first session featured legendary guitarist Vernon Reid and many other industry luminaries are scheduled.

For free access email - tickets@volume.com with the Subject Line: Music and you will be emailed a link to access all of the sessions.

Email Newsletter - Inclusion

How to Build a Sustainable Music Career & Collect All Revenue Streams is the #1 Music Business podcast globally, charting on six continents with listeners in 140+ countries. It is hosted by best-selling author, manager, and industry veteran Emily White and covers the modern music industry in full solving musicians' problems in *real time* via live stream on Volume.com.

As an Indie Bible subscriber, you are cordially invited to sign up for all 12 episodes for free and join us to participate.

Emily presents this information in a clear and methodical manner sharing how musicians can grow their careers nationally and internationally while ensuring you are not missing a single revenue stream along the way.

You can tune in live or watch restreams

Claim Your Ticket by emailing tickets@volume.com Subject Line: Music

[How to Build a Sustainable Music Career & Collect All Revenue Streams - Schedule](#)

EPISODES INCLUDE:

- E1: **Get Your Art Together** with Vernon Reid - Available instantly for replay
- E2: **Pre-Recording Marketing Foundation** w/ Kennita Hickman - Available instantly for replay
- E3: **Get Your Business Affairs Together & Fair Compensation** w/ Karl Fowlkes, Esq. - Tuesday January 17 at 6:30 PM CT
- E4: **How to Record with or without a Budget** w/ Ana Ochoa - Saturday, January 21 at 12:30 PM CT
- E5: **Music Publishing isn't Scary or Confusing w/ Songtrust + How to Land a Sync Placement** w/ Julia Perricone of Songtrust - Tuesday, January 24 at 6:30 PM CT
- E6: **Setting up Your Release & Distribution Plan** w/ Christine Barnum: Chief Revenue Officer @ CD Baby - Saturday January 28 at 12:30p PM CT; Presented by Bandzoogle
- E7: **How to Market with or without a Budget** w/ Evan Rytlewski of Pitchfork & NPR - Tuesday, January 31 at 6:30 PM CT; Presented by Bandzoogle
- E8: **Your Live Strategy & Efficient Touring** w/ Matt Beringer of The Pabst Theater Group - Saturday, February 4 at 12:30 PM CT
- E9: **Merch Re-Con** w/ Christopher Moon of Ambient Inks - Monday, February 6 @ 6:30 PM CT
- E10: **Revenue Stream Checklist** w/ Lachi - Saturday, February 11 at 12:30 PM CT; Presented by Bandzoogle
- E11: **Repeat & Grow** w/ John Ridley - Monday, February 13 at 6:30 PM CT
- E12: **When Do I Need an Attorney, a Business Manager, and/or a Manager? Defining an Artist's Traditional Team** w/ Erin Knight - Saturday, February 18 at 2:30 PM CT; In partnership with Music Managers Forum-US



More About Emily White

White recently wrapped up producing #Voted Festival 2022 with an all-women C-Suite that created the largest festival in the world - all to increase voter turnout. She is an Amazon #1 best-selling author of *How to Build a Sustainable Music Career and Collect All Revenue Streams* as well as *Interning 101*; both of which are coursebooks around the globe. White hosts the #1 Music Business podcast globally of the same name and [her professional bio can be found here](#).

For Free Access email - tickets@volume.com Subject Line: Music



Email Newsletter - Inclusion

Hello

Happy New Year

Here we are - 2023 snuck up on me fast and I will soon send the requisite set your goals start your year off with a bang emails soon (in case you haven't gotten enough of those yet 😊)

I am excited to kick off this year representing one of my favorite women in the music industry. Emily White is an exceptional human who I'm honored to call a friend. She and I have traveled the world, speaking and teaching together throughout the years (and there was even a music tech snowboarding conference in the Canadian Rockies in the mix - btw we both suck at snowboarding btw, but I digress)

Today I would like to cordially invite you to see her brilliance in action.

Here's how:



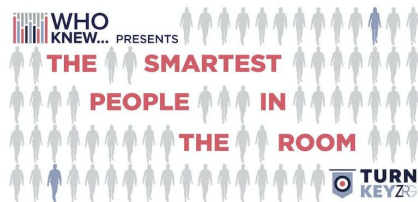
Grab free tickets to watch 2 episodes of her podcast taping [here](#). They will teach you all about how to plan your release and how to effectively set your marketing foundation in 2023

Details:

[Pre-Recording Marketing Foundation w/ Kennita Hickman](#) - Sat January 14 at 1:30 PM

[Setting up Your Release & Distribution Plan w/ CD Baby](#) - Sat January 28th at 1:30 PM

How to Build a Sustainable Music Career & Collect All Revenue Streams is the #1 Music Business podcast globally, charting on six continents with listeners in 140+ countries. Best-selling author, [industry veteran](#) and [#iVoted Festival](#) founder Emily will cover the modern music industry in full and solve musicians' problems in real time via livestream on Volume.com



FEATURING



EMILY WHITE



ARIEL HYATT

THURSDAY, JANUARY 12 | 2:00 PM ET/11:00 AM PT

FREE REGISTRATION: bit.ly/smartest-people-emily-ariel

And - Sign Up to watch Yours Truly Interview Emily (Zoom) on The Smartest Person In The Room Live from Nashville Thursday [here](#)

See you this week on Zoom or LIVE on the podcast - I'll be in the chat room to cheer you along.

Love, Ariel

🙌 Come celebrate the new year by [learning and empowering yourself](#) - Replays will be available too!

get on
vo  **ume**

Jan 10 - Feb 19
Emily White's
How to Build A Sustainable
Music Career Series

volume.com
#getonvolume

COLLEGE MUSIC INDUSTRY PROGRAMS

EDUCATORS AT MUSIC INDUSTRY PROGRAMS PARTICIPATED
IN HOSTING EMILY AND WATCHING HER PODCAST IN CLASS

UNIVERSITY OF THE
PACIFIC

HOME / CONSERVATORY OF MUSIC

**Music Industry
Studies - BS**

Music Industry Studies Class Giveaway

ACADEMIC

Josh Smotherman the Music Industry
Lecturer at Univ of The Pacific
Requested 40 codes for his class
To participate.

Intro also made to Emily



**COLORADO STATE
UNIVERSITY**

Music Industry Studies Class ReWatch Event

ACADEMIC

Eric M. Griffin, JD

Assistant Director

Music Business

Colorado State University

2/7/23 - Interested in doing a Re-stream for his students in the coming weeks / months - Will follow up.

FERRIS STATE UNIVERSITY

MUSIC AND ENTERTAINMENT
BUSINESS

Music Industry Studies
Class ReWatch Event

Paul R Kwant
Program Director, Assistant Professor

ReWatch Event

ACADEMIC



Mass Comm Class ReWatch Event

ACADEMIC

From Teacher Ryan Kairalla:

“I teach a couple sections of an Introduction to Mass Communication. My students are required to attend two guest lectures (from experts in mass media) throughout the semester and write reflection papers on them. Watching Emily’s show live would be a great stand-in for the traditional guest lectures.”

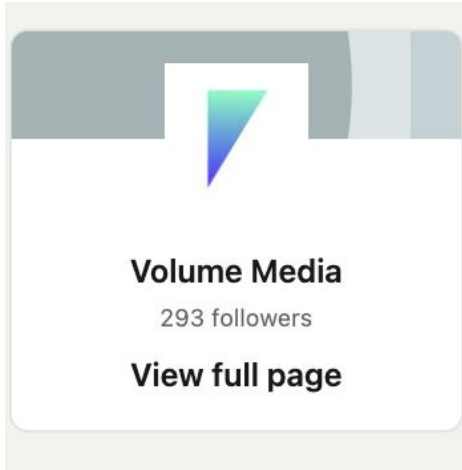
We sent him links for all of his students.

2/17/23 - We have sent of the questions and will let you know when it goes live.

SOCIAL MEDIA MOMENTS

[Linkedin](#) - Posted Release

POST



Volume Media

293 followers

6h · 🌐



[Volume.com](#) Announces Season Two of #1 Global Music Business Podcast
Emily White's How to Build a Sustainable Music Career & Collect All Revenue
Streams Returns As Interactive Workshop Via Live Podcast Broadcast
[#EmilyWhite](#) [#LivestreamPodcast](#) [#livestream](#) [#musicbusiness](#)



**Volume.com Announces Season 2 of #1 Global Music Business Podcast
Emily White's How to Build a Sustainable Music Career & Collect All Reven...**

Volume Media on LinkedIn · 5 min read

December 1, 2022 – Milwaukee, WI - How to Build a Sustainable Music Career & Collect A...

 Greg Nacron and 2 others

1 repost

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Creators - Sign up to stream at any time, make money with tickets and earn tips.

Fans - Watch or stream from anywhere 24/7.

volume.com 📅 Joined July 2020

2,506 Following 904 Followers

👤 Followed by George Collins Band, chaz 🌐, and 43 others you follow

Twitter - Volume



Volume.com @GetOnVolume · Nov 29 ...
We are excited to announce the acclaimed "How to Build a Sustainable Music Career" podcast hosted by Emily White (@emwizzle) will be streaming on Volume.com for Season 2 starting Jan. 10th!

Tickets are on sale now! volume.com/t/b4KfmH/



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OUT NOW!



amazon **#1 New Release** in Music Business



Ariel Hyatt, Ultimate Guide to Music PR
@cyberpr

Friend, Cheerleader, Baker, Music Lover, Toddler Mom, Laundress, Tabby Cat Owner, Writer, Speaker, Native New Yorker now in The Berkshires, Optimist, Vaccinated

📍 THE BERKSHIRES, MA bit.ly/UltimatePR 📅 Joined June 2007

40.7K Following 81.1K Followers


[Edit profile](#)

Twitter - Cyber PR




 **Ariel Hyatt, Ultimate Guide to Music PR** @cyberpr · Nov 29 ...

THIS - Congrats to my friend @emwizzle who will be #livestreaming all of Season 2 of her podcast on @GetOnVolume starting in January - Come grab some tickets 🎟️👉

 **Volume.com** @GetOnVolume · Nov 29

We are excited to announce the acclaimed "How to Build a Sustainable Music Career" podcast hosted by Emily White (@emwizzle) will be streaming on Volume.com for Season 2 starting Jan. 10th!

Tickets are on sale now! volume.com/t/b4KfmH/



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OUT NOW!



amazon **#1 New Release** in Music Business



Cyber PR Music, ULTIMATE GUIDE TO MUSIC PR BOOK
@CyberPRMusic

Music Publicity Firm - New Book: The Ultimate Guide to Music Publicity, Proven Strategies For Getting Featured In Blogs, Playlists, & Traditional Media 📖


📍 Brooklyn, NY linktr.ee/cyberpr 📅 Joined April 2010

8,730 Following 16.3K Followers

[Edit profile](#)

Twitter - Cyber PR Music



 **Cyber PR Music, ULTIMATE GUIDE TO MUSI...** @CyberP... · Nov 29 · ···
Our dear friend @emwizzle has some BIG news today! Grab some tickets and tune in - the best gift to give YOURSELF on Giving Tuesday is the gift of Education!

 **Volume.com** @GetOnVolume · Nov 29
We are excited to announce the acclaimed "How to Build a Sustainable Music Career" podcast hosted by Emily White (@emwizzle) will be streaming on Volume.com for Season 2 starting Jan. 10th!

Tickets are on sale now! volume.com/t/b4KfmH/



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Twitter - [EIN Presswire](#)



EIN Presswire: Press Releases

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Volume.com Kicks Off Season Two of #1 Global Music Business Podcast Emily White's How to Build a Sustainable Music Career & Collect All Revenue Streams Returns As Interactive Workshop Via Live Podcast Broadcast



einpresswire.com

Volume.com to Host The #1 Global Music Business Podca...
Emily White's How to Build a Sustainable Music Career &
Collect All Revenue Streams is on Volume.com as a series ...

2:15 PM · Jan 26, 2023 · **717** Views



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A daily journal of music new music industry and music tech news and commentary.

Media & News Company ⓘ Roanoke, VA hypebot.com
Joined July 2008

965 Following 56.9K Followers

Twitter - Hypebot



hypebot ✓ @hypebot · Jan 12

Ariel Hyatt interviews Emily White on her #1 music biz podcast 'How to Build a Sustainable Music Career & Collect All Revenue Streams' ow.ly/Zt7e50Mp2Kn #musicbiz #musicbusiness #musician #DIYMusician #musicians @emwizzle @arielhyatt @cyberpr @GetOnVolume

 hypebot.com
Ariel Hyatt interviews Emily White on her #1 musi...
Two independent music veterans, Emily White and Ariel Hyatt, discuss White's top-rated podcast, it...

🗨️ 3 ❤️ 7 📊 563 ↗️



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The overly-passionate music person's definitive source for insider info on the music business. Kickin' around since '77.

Media & News Company ⓘ Los Angeles, California
musicconnection.com 📄 Joined December 2008

6,482 Following 14.6K Followers

Twitter - Music Connection

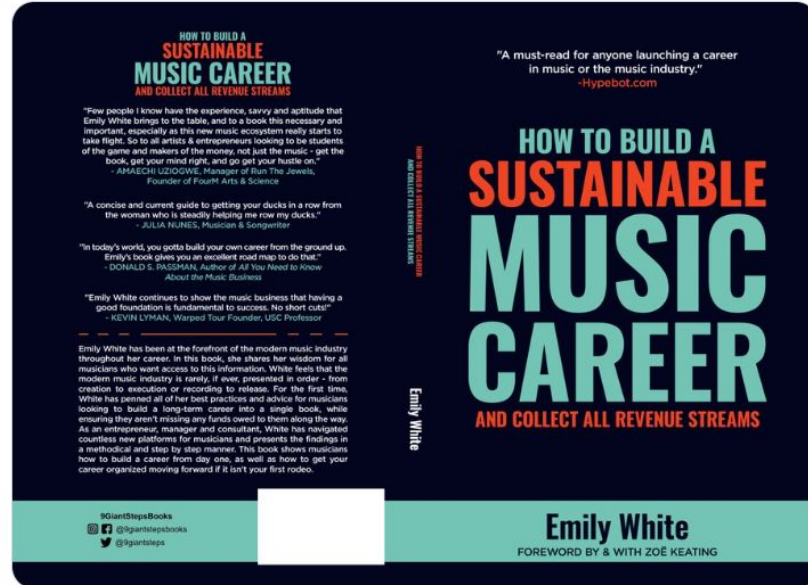


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🌐 Worldwide [🔗 songtr.st/3BuFO2R](#) 📅 Joined April 2010

6,612 Following 171K Followers

Twitter - Songtrust



Songtrust ✓

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Amazon #1 best-selling author [@emwizzle](#) is recording Season Two of her hit podcast, How to Build a Sustainable Music Career & Collect All Revenue Streams! Included is "Music Publishing Isn't Scary or Confusing" with Songtrust's Julia Pernicone. Learn more: [songtr.st/40LckaS](#)





Break the Business

@TheBTBpodcast Follows you

A weekly radio show, Twitch livestream, and podcast dedicated to empowering independent creators. Hosted by entertainment lawyer @RyanKair.

twitch.tv/breakthebusine... Joined June 2018

3,119 Following 1,437 Followers

Twitter - Break the Business



Break the Business @TheBTBpodcast · Jan 10

Our first episode of 2023 was a great one! Thank you @emwizzle for coming on our show last week and sharing such great insight with @ryankair, @ElisaRockDoc, @evanlambguitar, and @JCizle about how artists can maximize revenue streams.

Full episode: twitch.tv/breakthebusine...



OUT NOW!



amazon #1 New Release in Music Business



Ariel Hyatt, Ultimate Guide to Music PR
@cyberpr

Friend, Cheerleader, Baker, Music Lover, Toddler Mom, Laundress, Tabby Cat Owner, Writer, Speaker, Native New Yorker now in The Berkshires, Optimist, Vaccinated


📍 THE BERKSHIRES, MA bit.ly/UltimatePR 📅 Joined June 2007

40.7K Following 81.1K Followers


Edit profile

Twitter - Ariel Hyatt




 **Ariel Hyatt, Ultimate Guide to Music PR** @cyberpr · Feb 18

Thanks, @discmakers for including @emwizzle @getonvolume on your most fabulous blog! blog.discmakers.com/2023/02/music-...
#MusicPodcast @CyberPRMusic



What do music attorneys, managers, and agents do?

📅 February 17, 2023 👤 Emily White → Music Business & Music Management



Adapted from Emily White's new book, *How To Build A Sustainable Music Career And Collect All Revenue Streams*, this post dives into building your artist team and digs into the role of music attorneys, managers, and agents



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Milwaukee's most respected alternative monthly. Be a reader not a follower.

📄 Media & News Company ⓘ 📍 Milwaukee, WI 🔗 ShepherdExpress.com
📅 Joined May 2008

2,665 Following 19.9K Followers

Twitter - Shepherd Express



Shepherd Express @shepherdexpress · Feb 14

⋮

A book and podcast from Emily White offers useful advice for artists at all levels.



shepherdexpress.com

Navigating the Music Business With Emily White

Book and podcast offer useful advice for artists at all levels.



355





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One of the most listened to music business podcasts in the world featuring experience industry experts, hosted by Bob Bender

📍 Nashville, Tennessee 📅 Joined November 2022

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Business Side of Music Podcast Series

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Check out our latest podcast episode with Emily White, who is the author of the book "How to Build a Sustainable Music Career and Collect All Revenue Streams".

businesssideofmusic.com

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Intro

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Facebook - Volume



GetOnVolume
November 29 at 12:00 PM · 🌐

We are extremely excited to announce that the acclaimed "How to Build a Sustainable Music Career" podcast hosted by Emily White (@emwizzle) will be streaming on [Volume.com](https://www.volume.com) for Season 2 starting January 10th!

Emily is the author of the Amazon #1 best-selling "How to Build a Sustainable Music Career and Collect All Revenue Streams," and hosts the book's accompanying podcast of the same name. ... [See more](#)

HOW TO BUILD A SUSTAINABLE MUSIC CAREER
HOSTED BY EMILY WHITE

PODCAST EVENT
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vo/ume

JAN 10
2023

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Milwaukee Magazine

January 6 · 🌐



[No Studios](#) sits down with the bestselling author and podcaster who hopes to make information more available for musicians trying to make a name for themselves.



MILWAUKEEMAG.COM

Video: Emily White Is in Milwaukee to Share How to Build a Sustainable Music Career - Milwaukee Magazine



Emily White and 7 others

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The Business Side of Music Podcast

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...

Check out our latest podcast episode with Emily White, who is a partner with Collective Entertainment, and the author of the book "How to Build a Sustainable Music Career and Collect All Revenue Streams". She shares a wealth of knowledge and insight into how an artist should build their music career from the ground up, and in the correct order of things. Whether you're a newbie in the entertainment business, or a seasoned veteran in the music industry, her book is a must read... [See more](#)



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574 posts 8,109 followers 3,614 following

Cyber PR Music

Product/service

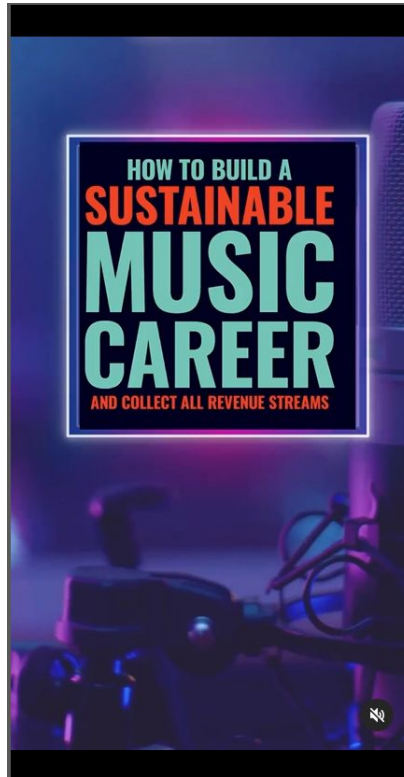
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linktr.ee/cyberpr



Instagram - Cyber PR Music



cyberprmusic

Beats by Talent • Good Vibes (Instrumentals)



cyberprmusic The press has spoken! Emily White (@emwizzle) has been garner accolades with her insightful music business podcast.

Watch Emily White's amazing podcast, "How to Build a Sustainable Music Career & Collect All Revenue Streams," LIVE on Volume.com (@getonvolume) from No Studios (@nostudiosmke)

"How to Build a Sustainable Music Career & Collect All Revenue Streams" is the #1 Music Business podcast globally, charting on six continents with listeners in 140+ countries. Best-selling author, industry veteran, and #iVoted Festival founder Emily will cover the modern music industry in full and solve musicians' problems in real time via livestream on Volume.com

See what has the press buzzing!

Boost post



Liked by tapasyaloding and 17 others

FEBRUARY 3



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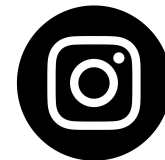
Break the Business

Arts & entertainment

A weekly SiriusXM show and podcast to help indie creators move their careers forward. Twitch livestream 9pm EST every Weds.

www.twitch.tv/breakthebusiness

Instagram - Break the Business



“

BREAK THE BUSINESS
EP. 357

It's all about data collection from your fans - email address', phone numbers...it's also the same for industry folks...create a Google spreadsheet and pop everyone you come into contact with in there.

Emily White **”**

breakthebusiness

breakthebusiness A tip from @emwizzle to help indie creators move their careers forward.

#Breakthebusiness #twitchstream #twitchstreaming #twitchstreamers #twitchstreams #twitchlive #liveontwitch #musicindustry #musicindustrytips #musicbusiness #musicbusinesstips #musicbusiness101 #musicbiz #musicbizdaily #indiecreator #indieartist #indieartists #advicequotes

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8 likes

JANUARY 11

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Break the Business

Arts & entertainment

A weekly SiriusXM show and podcast to help indie creators move their careers forward. Twitch livestream 9pm EST every Weds.

www.twitch.tv/breakthebusiness

Instagram - Break the Business



Tip for indie artists on how they can maximize revenue streams

Our first episode of 2023 was a great one! Thank you @emwizzle for coming on our show and sharing such great insight with Ryan, @elisarockdoc, @evanlambguitar, and @jcizeig about how artists can maximize revenue streams.

Full episode at the link in our bio

#Breakthebusiness #twitchstream #twitchstreaming #twitchstreamers #twitchstreams #twitchlive #liveontwitch #musicindustry #musicindustrytips #musicbusiness #musicbusinesstips #musicbusiness101 #musicbiz #musicbizdaily #indieart #indieartists #indiecreator #revenue #revenuestreams #supportindie #independentartist #independentartists

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Liked by producedbyghost.writer and 7 others

JANUARY 10

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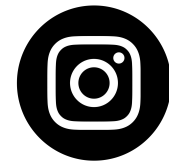
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Arts & entertainment

A weekly SiriusXM show and podcast to help indie creators move their careers forward. Twitch livestream 9pm EST every Weds.
www.twitch.tv/breakthebusiness

Instagram - Milwaukee Magazine



milwaukeeemag and **nostudiosmke**

Original audio



milwaukeeemag @emwizzle is back in Wisconsin to record the second season of her podcast *How to Build a Sustainable Music Career* & Collect All Revenue Streams at @nostudiosmke. Get more details at the link in our bio.

.
.

#milwaukeeemag #nostudios #milwaukee #mke #liveevents #podcast

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Liked by **emwizzle** and **44 others**

JANUARY 6



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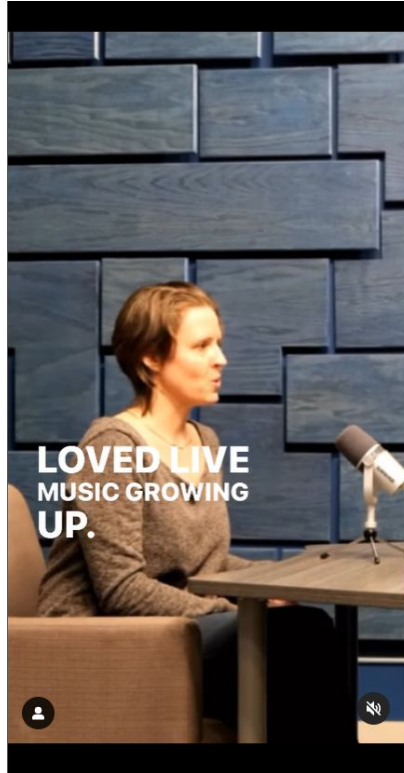
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Education

The Center for Creative Entrepreneurship empowers creatives at all levels with the knowledge, skills, and relationships necessary for business success

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Original audio

...



cce.global Talking with Emily White @emwizzle was captivating. Her experience is broad, her story is inspiring. We can learn from her expertise in music industry from her Amazon # 1 best-selling "How to Build a Sustainable Music Career" and "Collect All Revenue Streams".
🔗 Listen to the entire episode via link in stories and bio.

Edited · 2d



cce.global #emilywhite #musicindustry #musicbusiness #globalindustryspotlight #creativeentrepreneurship



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2 DAYS AGO



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