

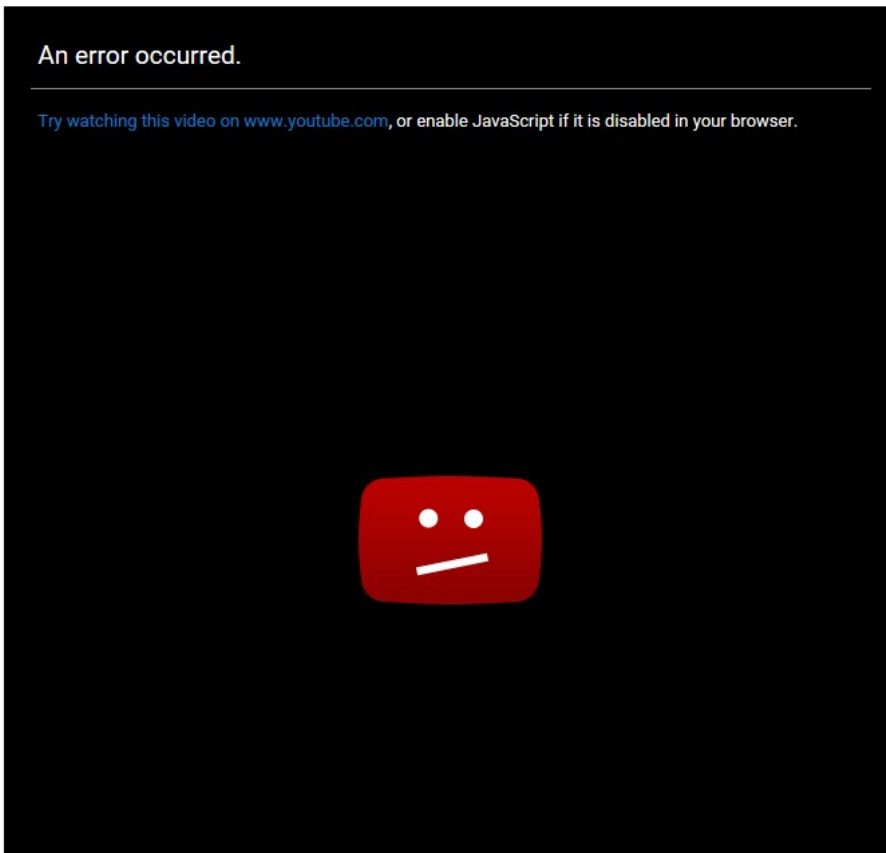
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Ep. 277 How to Monetize Your Lyrics with LyricFind, It's Found Money

by Michael Brandvold | Apr 7, 2017 | Audio, Music Biz Weekly Podcast, Music Marketing, Videos | 0 comments



How To License Your Lyrics and Create a New Revenue Stream.

We are joined Darryl Ballantyne CEO of [LyricFind](#). Darryl shares with us how your lyrics are a revenue stream, how to make sure your lyrics are licensed.

LyricFind created a new revenue stream for songwriters and rights holders by paying them royalties each time their lyrics are displayed.

LyricFind delivered 5 billion lyrics in 2016 alone.

LyricFind provides lyrics to about 100 platforms including Google Search, YouTube, Pandora, Apple Music, Amazon, and Deezer.

music, Shazam, and Deezer.

Visit Hypebot for music business news and insights. www.Hypebot.com

If you are interested in speaking with Michael about what he can do to assist with marketing needs [message him with the contact form](#).

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Follow Jay on Twitter: <http://www.twitter.com/labellogic1>

Michael Brandvold is a freelance music industry consultant based in Northern California. Having launched Michael Brandvold Marketing to leverage his years of experience to provide direction to large and small clients in the areas of online & social marketing as well as e-commerce and customer acquisition and retention.

Gene Simmons of KISS first tapped Michael's skills as a pioneering online marketing strategist to launch and manage all aspects of Kissonline.com's multi-million dollar enterprise, including their ground-breaking VIP ticket program.

Michael has also managed the online efforts for KISS, ACCEPT, SOiL, Tantric, Killer Dwarfs, Dream Theater, Little Caesar, Narada Michael Walden, Motley Crüe, Rod Stewart, Madonna, Ozzy Osbourne, Madonna and Britney Spears to name only a few.

If you are interested in speaking with Michael about what he can do to assist with your marketing needs contact him online at www.MichaelBrandvold.com

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As a teenager in the Pacific Northwest, Jay smuggled his Canon F-1 into rock concerts to get the perfect shot of the likes of Van Halen, Queen and Cheap Trick. After college, he toured as a musician gaining invaluable experience in what it takes to create and promote an album. He later translated that knowledge as an executive with Universal, Sony and Warner Music Groups.

He moved to San Francisco and finally to Los Angeles for Universal Music where he worked for 18 years, most recently as VP New Media and Online Marketing for Universal Music Enterprises.

Jay has been on the cutting edge of Digital Sales & Marketing with Universal, Starbucks Entertainment, Fox and Warner Music. It is this unique perspective as a musician, music executive, and fan that makes Jay's approach to Digital Strategy and Online Marketing so artist-friendly."

Jay co-founded Label Service company LABEL LOGIC and also works with clients as an independent consultant. He publishes a weekly industry news email called Your Morning Coffee. Subscribe here: <http://bit.ly/2cuQbb2>

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Website: <http://www.jaygilbertconsulting.com>

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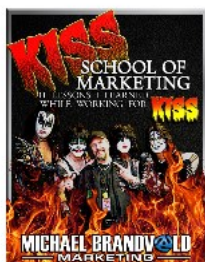
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