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**Ed Hartman's  
Adventures in Music Licensing**

November 2017 Vol. 5, No. 11

*Announcements:*

\* We had snow in the Pacific NW, in early November! - A rare event. Don't worry though, back to rain for six months.  
\* **Welcome new readers!** Please email any questions about licensing. I am always happy to respond (and it will go into the next newsletter)

\* **I am teaching my next Music Licensing Class on Saturday, February 24, 2017, 9am to noon. (<https://continuinged.northseattle.edu/courses/make-money-licensing-your-music>).** Please share this with any musicians, bands, songwriters or composers you know in the Pacific Northwest. If you live outside of the Pacific NW, I am going to take my class on the road. Please email me, if you have any connections with music schools in your area. I can offer a combination morning Licensing Workshop, and afternoon Percussion Clinic!

\* I did start a **Patreon** page. This is very new to me, and I have a lot to learn about it. My page is (<https://www.patreon.com/edhartman>) Feel free to support the effort! Call it a voluntary subscription to this newsletter.

\* **NW Composers:** Look on FB for Seattle Composer Alliance Monthly Meetups! They will move around, so keep your eyes open. [seattlecomposers.org](http://seattlecomposers.org)

\* **I am doing one-on-one consultations** (in person, skype or phone). If you are not in the Pacific NW, and would like to get info, please email me ([edrums@aol.com](mailto:edrums@aol.com)) Let me know what you are interested in talking about (licensing, contracts, exclusive vs. non, writing, tech, etc.) and we can schedule a time to talk. My fees are below. If you just have a short question, you can always email it for a general answer in the next newsletter. Please let me know if I can be of help!

\* If you have any articles, links, ideas, etc. related to music licensing, please let me know!

\* For anyone who has taken my licensing class, I would very much appreciate any testimonials you have about the class. This feedback helps with promoting future classes. Please email me (see below).

*Recent adventures in licensing:*

I am spending a lot of time putting videos of my my existing music on **Youtube** (and posting on **FB** and **Linkedin**).. My goal is to make the music better more likely to attract directors, music supervisors, etc. I am getting views, and learning more about video production. I use iMovie (Mac), and it is really simple to drop a track in, and create a quick video. I am either using my own footage (from my LG Android phone, a Nikon still camera that does video, or a Zoom). With stabilization, you really don't need to worry about shaky footage as much. I use a tripod when I have one. Simple pics of trees, animals, landscapes, and just about anything can be used. Effects are very easy (see this video: <https://youtu.be/MduYQDAXHkM?list=PLuihzQ3nbkeQisTXrSz0jyfmbnBQ7s0qz>)

An interesting experiment: I created this baroque style track, by improvising on Midi-piano (a bit slower), edited and sped it up. The piece came out quite well. I put it to this video: (shot at a nearby bird city park/bird sactuary) <https://www.youtube.com/watch?v=DVmlYHzkR90&list=PLuihzQ3nbkeQisTXrSz0jyfmbnBQ7s0qz&index=9>

For visual assets I am using **Pixabay.com**. They have free usable video and pics (CC -Creative Commons). You can use it for anything (including commercial use), and you don't have to put attributes (I am putting their website on the credits and comments). Here's a recent video with pics and video from Pixabay: <https://youtu.be/ldXvotEvu6U?list=PLuihzQ3nbkeQisTXrSz0jyfmbnBQ7s0qz> I should have more info and results of this type of promotion in then next few months.

**Due to all that has been going on, I wasn't able to attend the Taxi Rally in LA, this year.** I was very disappointed, and had a lot of friends there. Ironically, I did teach my licensing class in Seattle, the same weekend. Of interest, a local representative of a music library took the class. It was very close to a "Rally" type of event, where you have potential buyers and sellers in the same room! Hopefully, I will continue to work with this library in the near future. For anyone interested in submitting their music: <http://myhiptunes.com> This is a non-exclusive RF (Royalty Free) type library, where they sell tracks for multiple use. (Client can use the same track for more than one project). They do have a custom division for a select number of composers that can create very high quality music very quickly. If you want to get some inside info, go to the blog: <https://stockmusic.net/blog/>

*Tales from the Tech-Side:*

Super Inexpensive, recycled percussion for your tracks: [https://youtu.be/96PbNxS\\_G4?list=PLuihzQ3nbkeSQgY1w0Rio8bMtCFzfwuNV](https://youtu.be/96PbNxS_G4?list=PLuihzQ3nbkeSQgY1w0Rio8bMtCFzfwuNV)

Some non-studio tech ideas:

I am using **sideline.com** to get my previous music licensing business line over to my cell phone. It puts a second line on your phone. It's under \$10/month (was free).

I also used **Numberbarn.com** to store my retail number and add a referral message (& VM) to my other number and website. Pretty cheap (\$24/yr) and easy. Again, you need to port from your old phone company (before you make the change).

I moved my **Drumexchange.com** website over to my teaching site, **edhartmanlessons.com**. I hate to lose the brand of that domain. It should keep me in the looping in the percussion sector! I use **register4less.com**. Good company, low price.

I don't know if this is helpful info, but it kept me from losing important brand assets.

*One more web tip (Thanks Dan!):* You can embed Soundcloud tracks on your website. Just get the embed code, and put the html on your site (look for the html editor). It's pretty easy and works well. I did try it, but already have a truckload of music on my **hostbaby.com** site, **edhartmanmusic.com**. I wish my site had the "waveform" look that Soundcloud does. It's important for clients to be able to listen and view the track. I am also using a free box.com account to store music and make accessible to clients (I can email specific links, and download options). There is a player built in, that is pretty cool.

*Questions from the Audience: (please email!)*

*What is a "neutral" track:*

That's a piece of music that fits under the dialogue nicely. It doesn't get in the way, or take any of the audience's attention away from what's going on the screen. It might be a track that can morph from scene to scene. Stay away from strings and heavy pads. The mood is neither happy or sad. This is a track of mine that seems pretty "neutral": [http://edhartmanmusic.com/new\\_age/s/rivertrance](http://edhartmanmusic.com/new_age/s/rivertrance)

*LINKS OF THE MONTH:*

Advice for home recording and mixing:

[http://hwcdn.libsyn.com/p/5/a/3/5a3fc568468df715/ASP031.mp3?c\\_id=17336468&expiration=1510086604&hwt=f7854b2742c80ce9ad1dc4535b883167](http://hwcdn.libsyn.com/p/5/a/3/5a3fc568468df715/ASP031.mp3?c_id=17336468&expiration=1510086604&hwt=f7854b2742c80ce9ad1dc4535b883167)

BIZ:

A broad overview of 7 potential ways to make money in music:

<https://audioskills.com/post/4938/>

Trailer House Directory:

<http://www.goldentrailer.com/trailer-house/>

Talk to an expert (or be one!): (\$)

<https://clarity.fm/>

Find unclaimed royalties:

<https://www.royaltyclaim.com>

FREE MIX MAGAZINE SUBSCRIPTION!

[http://www.cfmediaview.com/lp1.aspx?v=6\\_2632078714\\_119189\\_2](http://www.cfmediaview.com/lp1.aspx?v=6_2632078714_119189_2)

TECH:

What's the Difference Between Stock Plugins and Premium Plugins?

<https://audioskills.com/post/5790/>

### **Ed Hartman Consultation**

I am always available for one-on-one consultation, in person or via phone or Skype (call or email to set up)

One hour: \$70.00

Two hours: \$120.00

Groups: contact for price

I will be happy to critique your music, make recommendations for marketing, suggest libraries to put your music in, help figure out studio configurations (although I am not a heavy tech person. I can recommend people, though), and give you general career advice. If you are interested, please call or email.

*Joke/Quote of the week:*

*"Jazz will endure just as long people hear it through their feet instead of their brains."*

John Philip Sousa

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