



Audiomoves

ARTIST INFO & PROMOTIONAL PLAN

Thank you for working with Audiomoves. I look forward to forming a good working partnership and promoting and celebrating your music!

To make the release have as much impact it deserves we need good teamwork to ensure we have all the information we need to promote you and your work.

The following checklist represents some of the key actions we must achieve:

- Mastered music – please supply your album in a mastered form if possible. Ensure the tracks fit together in terms of order and perceived volume. Audiomoves releases are characterised by “audio quality” – I like music that preserves dynamics – therefore heavily limited or compressed music usually will not fit our ethos.
- Artwork – please work with artists you know to see if their work could be used. The visual image of Audiomoves is very important to the label and the brand. I need to be comfortable with the artwork before giving a go ahead. Therefore this is an area where we may need to negotiate and compromise.
- Biography – please send me biographical pictures and press pictures of yourself – images of you playing live are also useful.
- Promote yourself – Releases must be supported by you – so please get active! Update your website – blog, post on message boards, update your myspace pages – tell the world. Seek out interviews by contacting webzines and magazines.
- Licensing – If you wish I can try and find you license deals. Where I have done the legwork I am looking for a 50/50 split with the artist. No license deal will happen unless you, the artist agrees to it. Typical license deals include the use of your music as bedding/background music in DVDs.
- Money – Audiomoves releases do not always make a lot of money – therefore I prefer to do the accounts at the end of the year and pay you via paypal where possible. I am happy to give you an account update at any point. If your release brings in more than £100 per month you can arrange to receive more regular payments.
- Communication – is the key! Please stay in touch, tell me your news and live dates and I will include them in our newsletter. Any concerns or issues let me know – we can work it out!

Best wishes and with much respect.

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