Do you have great music and want to score a record deal? Or have you always wondered how artists got through to big labels and ended up getting signed? In this post I will teach you my foolproof method for scoring a record label deal and set you up with a sweet checklist of to-do’s which you can pick up right here.

**Step 1 - Your Product**

**Music:**
- Make sure your music is good enough. Select three current acts that you look up to, that are doing well. Compare your music and objectively judge - not 80% as good? Keep improving the music before doing anything else.
- Get external feedback from people that are not your friends or relatives. Send it to musicians that you respect, ask for critical feedback.

**Art Direction:**
- You need a visual style that blends perfectly with you music. All your visuals (logos, profile shots, release artwork, social banners) should
be a derivative off that.

- Have you self-crafted your current artwork, grabbed some images from the web or something else that’s not perfect? Stop and go look for a visual artist.
- Good places to search are Behance, Artstation and Deviantart.

**Step 2 - Your Online Presence**

- You need to have at least the following socials: Facebook, YouTube, Twitter and SoundCloud. I recommend Instagram too.
- Your branding throughout these pages should be similar.
- All your social pages need to contain links to one another.
- Make sure all your music on SoundCloud is also on YouTube.
- A website is highly recommended. Create one, purchase your own ‘www.bandname.com’ domain and also create a yourname@bandname.com email address - much more professional than a gmail.

**Step 3 - Determine Your Targets**

- Create a Google Sheets database where you can start collecting data.
- Make a list of 25 artists that are currently hot, that are making a sound similar to yours.
- Use that list to make a list of 25 labels.
- You want to trace the real names of the people behind these brands and get their respective firstname@label.com emails, not the info@ or contact@.
- Also track their personal Facebook profiles.
- Use the following tricks to gather their data:
  - **Scan their socials and website.**
  - **Look for founder data. Facebook about pages, Googling for ‘firstname label name interview’ or ‘labelname interview’.**
Checking LinkedIn employees, etc.
- Use Snapbird to research Twitter accounts.

**Step 4 - Build Relationships**

- Add these people on Facebook and/or send them a personalized email.
- It’s all about building relationships - you don’t want to be just another act that’s looking to get signed.
- The higher-up and more powerful people are, the less time they have for bullshit and social media. Your chances are usually better emailing A&Rs and founders of better labels, than talking to them via Facebook.

**Step 5 - Pitching Your Music**

- Only pitch music that they will 100% like. That’s the only way to keep a relationship with an A&R going in the long run.
- Email is king. Learn how to write good email pitches.
- Make your subject clear: ‘artistname - title’ or ‘label inquiry’ or something of the sort.
- Never, ever, send attachments with emails. Use private SoundCloud links, with either downloads embedded or a dropbox / google drive link in the description. If you’re on a paid account, disable statistics (no one likes seeing that ten others have listened before them).
- Track the dates on which you sent your emails, so you can follow up a week after a no response. Follow-up emails need to be short and to the point. Do not follow-up more than once. However, if a contact does not reply within a week after the follow up, feel free to pitch them again on a new project after a month or so.
- No responses after reaching out to all your label targets, and following up? Improve your music, branding, social presence and
email pitch - then try again next month. No luck then? Try again. Persistence is key and relationships develop gradually.