

B L O C C R I C H T H E L A B E L L L C



Music Is the Product.
The Business Is the Profit.



”

**Either you're
somebody... or
you're nobody.**

— American Gangster

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Sound Exchange

Taking Action

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! Listen, You Have A Problem!

All artists who own their personal record labels or small-time investors who own a record label want one thing to make money with the music they create and own. The root of your issue lies in the inability to run your record label properly due to the faulty structure, or the hope and prayer it was built upon.

At this moment, you might be losing out on revenue because you are not receiving royalties, or perhaps you earned some income only to face unexpected taxes in your first year, which ultimately pushed you back to square one.

Regardless of the situation, this has led to feelings of frustration as you grapple with the fear that your dreams may remain unfulfilled. Newcomers to the music industry shouldn't have to bear the burden of worry about failing to achieve their aspirations simply because they lack the knowledge to operate a profitable record label that sustains their livelihood.



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I feel ya!

and understand...



I truly empathize with your situation, as I have experienced the same struggles of maxing out credit cards and having to return to the drawing board while searching for a job to regain my footing. Just imagine achieving Grammy and multi-platinum status, only to start over again, with your family questioning why you aren't collaborating with the latest and most popular artists. It can certainly be a hit to one's ego. One important lesson I've learned is that many individuals in the music industry may tell you what you want to hear, even if it's not what you genuinely need, just to maintain an illusion of expertise.

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I know this!!

and understand...



Your main problem starts at the core of your operation. I've helped many artists get started and get record deals or remain successful independents because of my strategies. So I want to give you a sneak peek into the foundation of that world.

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1 Everything **starts with an LLC**



Starting a Record Label: The Importance of an LLC

No matter how often you hear, “Just head over to DistroKid and set up your account,” this advice is fundamentally flawed! To establish your record label, you must have an LLC to manage your copyrights and trademarks, collect royalties for tax advantages, and much more. This is the primary reason why you may be losing profits. If you want to save on taxes, secure and protect your assets, obtain loans, or access working capital for your label, creating an LLC is essential.

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2 Bank Account

Money Management



The second problem is you're co-mingling your funds into your personal bank account. You're probably thinking, "I don't need a business bank account because If I only make an extra \$20,000 or less a year on my royalties I should be able to just drop it into my personal account right?" Wrong! If you're making more you're already in trouble and taxes will kill you at this point.

When you start to make this much money and you can't keep an account of what you spent to make the money or where the money came from, the IRS comes knocking. You can't secure business funding and you will have headaches for months trying to sort out how to build it back up the right way from where you messed up!

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3 Name Search



The third biggest leak of money in a record label is inconsistent branding across your artist's entire digital presence. Your Instagram doesn't match your YouTube, your website uses different branding, and the biggest mistake of all is when the record label's social media pages are posting content that should be building the artist's audience instead. When fans can't easily find your artist across every platform, you lose attention, followers, streams, sales, and ultimately revenue. Your artist's name, branding, and messaging should be consistent everywhere—especially during the early stages of their career.

This consistency is essential for building valuable digital assets and digital real estate that your record label owns and controls. The stronger your digital foundation, the more leverage you have to grow both your label and every artist under it.

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4 Partners

Identify your business



Having too many incompetent hands in the pot leads to paying too many people. Keep your circle small and tight to minimize extra expenditures. When you start letting too many friends and family on board things get funny when the money starts coming. It brings more headache and dysfunction to an operation that hasn't spread its wings yet.

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5PRO

Create an account at a PRO



Contrary to popular belief PROs like BMI or ASCAP are not publishing companies but they will require the LLC that we talked about earlier to form a publisher's account. See what I'm saying! Everything starts with an LLC!

Most DIY, artist-run, and small indie 360 deal labels collect their own publishing. So, If you run your record label yourself or you're a Record Label that collects publishing for your artists, you will need this account. However, you can't just have this account and think that they will automatically pay you. You've got to do our next step.

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6 Register

Register all splits for released



This is one of the main steps music creators and owners lose cash flow on... Improper registration. You must register your songs here to receive money on our next three steps. The PRO is also the foundation of the next three tips. Without this registration going in first the next three accounts can't be validated!

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7The MLC

Register your songs at the MLC!

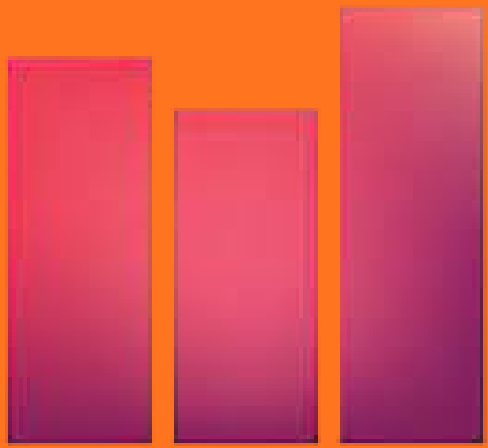


You may not know it but registering your share of a specific song at the MLC is a way for you to get paid mechanical royalties monthly and add more cash to your flow!

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8 Music Reports

Register for a Music Reports



Music Reports®

Did you know Music Reports holds the worldwide license to pay you mechanical royalties for TikTok? Many songs do very well on TikTok all for nothing because many artists and labels leave the money on the table. Music Reports is a private company that collects mechanical royalties through direct licenses with select DSPs like Amazon Music, Apple Fitness, Peloton, and Tidal.

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9 Harry Fox

Register for a Harry Fox



The Harry Fox agency issues mechanical royalties for Facebook, Youtube, and many other outlets they also collect your mechanical royalties worldwide! Plus they pay out monthly as well.

Here's the thing you can't do this without an LLC. Also, you will begin to see the risk involved with holding all of these accounts under your personal name. Let's continue!

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10 Sound Exchange

As a Record Label Owner or Artist, when you register your recordings here You will receive more cash flow from the digital performance of your sound recordings! Think Pandora, Beats Radio (Apple Music), Dash Radio, iHeart Radio, Music Choice, SiriusXM, and more. Pretty much all the stuff you can't press skip on. Usually, when you're running your marketing campaigns, things get put into rotation and you may not even know about it. So, therefore you will need SoundExchange to collect those royalties.



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Bringing your vision to life

You do not have to figure everything out alone. Hire our agency to help bring your entire vision to life—from setting up your company and building your brand to creating the systems, platforms, and professional foundation you need to grow.

Instead of stressing over what you may have missed or putting important parts of your business into the wrong hands, our agency can handle the setup for you from beginning to end.

We help you put the right accounts, branding, business structure, digital platforms, and systems in place from the start—so you can focus on growing, creating, and generating revenue instead of trying to piece everything together yourself.

Our goal is to make sure your business is built correctly before the opportunities, attention, and money begin to increase. We can also help position your company for introductory business funding opportunities once the necessary requirements are completed.

When we are finished, your business will not only look professional on paper—it will finally feel like the real company you have always envisioned. You bring the vision. We bring the strategy, structure, creativity, and execution.

Hire us to build it with you—and let's bring your vision to life.

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The short end of the stick!

Without the right business structure, royalty registrations, accounts, and collection systems in place, you could be leaving essential cash flow unclaimed—money your music business needs to continue operating and growing. Instead of spending years trying to figure everything out on your own and risking your royalties being sent to the black box, hire our agency to build the foundation correctly from the beginning. We help set everything up, connect the missing pieces, and position your business to collect the money it earns.

You create the music.

We build the business behind it—let's build it together.

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