

**3 PRINCIPLES TO MASTER THE MUSIC INDUSTRY**

A man with a shaved head, wearing a blue denim jacket, is seen from behind, standing in a recording studio. The background shows various pieces of audio equipment, including a large speaker and a mixing console. The lighting is warm and focused on the man.

# **THE MENTORED ARTIST**

**AUGIE RAY**

**GRAMMY WINNING AND  
GOLD SELLING PRODUCER/ SONGWRITER**

# THE MENTORED ARTIST

*3 principles to master the music industry*



**Augie ray**

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## **AUTHOR BIOGRAPHY – WHO IS AUGIE RAY?**



Augie Ray is a Grammy Award-Winning and gold-selling producer, songwriter, composer, author and artist. Augie has been in the music industry professionally for over 12 years and has worked with globally recognized artists such as Rihanna, Sir Elton John, DJ Mustard, and many more.

His journey began at the age of 11 years old, where he got his first taste of the music industry. Enrolled in an after-school program that partnered with the record label EMI (Now

Sony/ATV), Augie learned about the fundamentals of the music industry, which helped cultivate his inner musical talents. In this program, EMI paired schoolkids with industry professionals to create an album while recording in professional studios. Fortunately, after the program completed, Augie met longtime mentor Zachariah Papps where he learned the basics of beat making and production.

At age 13, Augie received his first sampling drum machine, the Ensoniq ASR-X. When Augie turned 16, he put together his first album and began performing at local events, merging both his rapping and production skills. Soon after, he received a once-in-a-lifetime opportunity to intern for one of the most renowned producers in the music industry, Warryn Campbell. Augie watched Warryn work with artists such as Macy Gray, Dr. Dre, and Kendrick Lamar. During this time, Augie's job title went from Intern to Assistant to Producer.

The transition from bedroom producer to professional was difficult, but a well-earned journey and achievement for Augie. Augie spent countless hours working with up-and-coming artists, immersed in the process, learning through trial and error. His passion and work ethic helped hone his craft, which led to a significant opportunity that opened the industry door wide open for him. One of his many songs "Coals" got into the hands of global icon Rihanna. Industry executives from every label in music were now interested in the stalwart creator known as Augie Ray.

He eventually signed to Disney Music Group, where he

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progressed and cultivated new artists along with collaborating and creating for prominent brands such as ABC Family, Acura, Pepsi and more. Now at the age of 30, Augie has dedicated more than half of his life to music and will share his journey and insight with up and coming artists and creatives alike. Just as he was mentored, Augie hopes to guide you with three principles to help mentor you through the music industry.

# **Introduction: ASPIRING ARTIST TO PROFESSIONAL - THE ULTIMATE GUIDE TO MUSIC INDUSTRY SUCCESS**

I wrote this book to inspire, educate, and guide the next generation of creatives. The goal of this book is to open your mind to the numerous possibilities of the music industry.

Think of me as the Obi-Wan Kenobi to your Luke Skywalker. I believe every creative needs a mentor, whether that is a father figure or someone you meet randomly at the grocery store, the ability to learn from others is paramount. I can honestly say if it wasn't for my mentors that I learned from in the past, I would not be where I am today. I learned from their glorious victories as well as their crucial downfalls. With any journey, there are hills and valleys, starts and stops. It's about

the tools you have that will get you out of those bad times.

Trust me: this industry isn't all glitz and glam. It takes a lot of work, persistence, and relentless execution. Timing is everything; you can be working in the music industry as a starving artist for years until one day, you suddenly get the phone call that changes your life. The key to success is the ability to never give up on a goal no matter how difficult the journey gets. In bad times, your character will be refined so when the opportunity arrives you will be prepared. Remember it takes pressure to build diamonds.

This book is not the magical formula to fame but a guide to reference when you find yourself needing advice along your musical journey. I have designed this guide based on the three principles I have learned, developed, and used to navigate my way through the music industry. In this guide, I will walk you through these principles:

1. Choose your destination
2. Know your industry
3. Have an ownership mindset

If you find this guide helpful in any way, please share with your friends, family, and colleagues who are looking to begin their career in the music industry.

# Chapter 1:

## **CHOOSE YOUR DESTINATION - WHERE DO YOU WANT TO BE IN THE MUSIC INDUSTRY?**

Every second, an artist is born. I would say every hundredth of a second, an artist is born. I believe that at our core, we are all artists, whether you are a culinary chef like Gordon Ramsey or a masterful architect like Antoni Gaudi. The difference between them and us is their innate ability to believe that their creativity is not something to shy away from but something to be mastered.

**With belief comes vision, and with vision comes a destination**

Where do you want the world of music to take you? Let's face it: we all want to be famous pop stars with our music heard on every radio station in America. Is this the destination we chose or is it some mystified fairytale hidden behind smoke and mirrors?

Imagine you were lost on some desert island and only had a three-day supply of water. If you drank too much or too little, you would die. Facing this problem, wouldn't you make a game plan to conserve the amount of water you used every day? Many artists find themselves either running out of water/time or not using enough to get to their destination. Much like the Mojave Desert, the music industry can feel like the road less traveled in the hot Death Valley heat.

In my experience, I've seen so many creatives get lost in search of a destination. The music industry can be daunting at times. Creatives choose one lane but end up going several different directions. I'm not saying there is a problem with expanding your horizons, but for now, let's get the basics down.

Now for the million-dollar question. What role would you like in the music industry? There's a never-ending list of music industry careers: do you want to be a songwriter, a producer, a manager, a music supervisor, a singer, or something else? Is your goal to become the biggest pop star the world has ever seen? Regardless, the key to finding your destination is understanding where to start . I suggest putting together a vision board which can be as simple as going online and clipping out a few pictures of what your destination looks like. Want to become the next biggest pop star like Drake? Go online, clip out a picture of him, and post it on your wall. Maybe you want to be noted as the best songwriter of all time. In that case, clip a picture of Max Martin out and put it

somewhere you can see it every day.

Every year I create a detailed vision board, and every year, I achieve at least 90 percent of the goals I set. For the last seven years, I have followed the ritual nature of making the vision for my destination clear. In fact, at the end of the year, I grab some scissors, cut out the written goals that I've accomplished, and put them in a shoebox. If I ever forget that I am on my journey moving forward with my creativity, I pull out that shoebox as a reminder that perseverance gets results. There is something very powerful about manifesting your words and thoughts into something that is physical and tangible. A vision board is like a map or compass; it is a constant reminder of where you are and where you are trying to go. You will never see a pilot traveling somewhere without a navigation system to get to their appointed destination, so don't look at your journey any differently.

Here is a checklist that will help you when choosing your start and endpoint to your musical journey.

1. Create a vision board.

- a) Choose a potential path. Remember this could change along the way as you learn more about the music industry.
- b) Create a roadmap based on the creatives you have studied; setting three, five, and ten-year goals. Identify what your career will look like through these years? Be realistic.

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c) Clip out some pictures that correlate with your vision and create a poster board from the clippings.

2. Once you have figured out what you would like to do in the music industry, study a few creatives (including artists, songwriters, producers and more) that have made it to the pinnacle of success in their career. What was their starting point in the music industry?

### ***Application***

Study three successful artists. Follow their journey. How did they get there? Create a vision board for this year based on the goals you would like to reach.

## Chapter 2: KNOW YOUR INDUSTRY - WHO ARE THE KEY PLAYERS?

There is a famous quote that says it all: "It's not what you know, but who you know."

Many creatives find it difficult to navigate the music industry based on what they already know (their talent) rather than *who* they should know (the music industry players and participants). What most creatives don't understand is that your success is not just based on your talent, but it is also based on music industry politics. If I had to estimate what it takes to get ahead in the music industry, I would estimate it's at least 70 percent of music industry politics in my experience and about 30 percent talent.

Talent is abundant. I'm sure you could find several talented people on your neighborhood block right now. What makes an amateur a professional is their astute knowledge of the music industry. Understanding the politics of the music

industry will require you to ask the right questions when you are in the midst of industry professionals.

Most of your education will come from experience. There is indeed no exact formula for how to become an overnight success story. Take time to build your music industry vocabulary by reading books, watching youtube, and writing down terms you don't understand, then research them later. Another way to learn is to find someone who has industry experience and learn from them. Ask if you could take them out to lunch and pick their brain. People love to talk about themselves, so let whoever you are talking to unload their wealth of knowledge and experience on you.

Lastly, study the charts, look at the credits of each song you like, and see who is behind the music. This is as easy as going on Spotify and looking on the credit tab or using allmusic.com to find your favorite songwriter or producer's discography.

More than ever, the music industry is becoming oversaturated with new talent due to the rise of social media and access to recording equipment. So, what is going to separate you from the pack? Think about it like this: if you needed to build a computer but didn't know all the components to build it, you're unlikely to succeed. In the same way, to build your career, you are going to have to get your PhD in understanding your industry.

### **Key Players**

**A&R** - Traditionally stands for Artist and Repertoire. A&Rs

work on the label side of the industry and are usually amongst the "gatekeepers" to the desired artist. Their job is to find artists and oversee the needs of their project. Whether that is finding a studio, producers, or mixers, the A&R will work to make sure they get the best out of the project. If you are a songwriter or producer, these are the people you want to keep an eye out for at networking events.

**Managers** - Many artists go looking for a manager, not knowing the reason why they need one. The common misconception is that a manager will open every door and create significant opportunities for you in the music industry. The truth is your manager is only as good as the amount of opportunity you create. Remember, you are the CEO of your own company, so do not hire someone to be a part of a company that doesn't understand or believe in your overall vision. A manager's job is to manage the client's career by helping with scheduling sessions, taking meetings on your behalf, shopping your songs, doing most of the behind the scenes work so you can focus on your music. Songwriters, producers, and even mixing engineers can have managers, not just artists. From the work you give them, managers should only take 15 to 20 percent—anything beyond that percentage is robbery.

**Music Attorney** - This person is a critical piece to building a reliable team. They are usually the first person you should acquire even before finding a manager, due to their highly necessary function. A music attorney's job is to review all of your contracts and ultimately help you get the best deal

possible. I know you have heard it all before: "Don't sign anything unless you have an attorney," but take this to heart, please **DO NOT SIGN ANYTHING UNLESS YOU HAVE A MUSIC ATTORNEY LOOK AT IT.** Signing something without having a professional review it can cost you your whole career. So, please no matter the situation, mind my advice. If you find a great attorney, some of them are willing to operate as a middleman between you and anyone you are looking to do business with. They can also introduce you to managers, songwriters, producers, and more. You can find a music attorney at music networking functions such as the annual **Ascap Expo.**

**PROs** - A performance rights organization is a non-profit organization geared toward collecting performance royalties for each artist. Every time your song is played on the radio, TV, at hotels, in clubs, and broadcasts, this organization collects revenue for you. Here are the three essential PROs you should know:

- ASCAP, which is the organization that represents me
- BMI
- SESAC

There are others, but these are the primary three. Take some time to go on their website and see who you would like to represent you in collecting performance royalties (I recommend ASCAP). They all essentially do the same thing, but some offer other perks for the members. Note: Some

PROs can give you access to established and up-and-coming songwriters and producers. A good rule of thumb is to look up your favorite songwriter or producer and see who they are affiliated with.

**Publisher** - Usually, when a songwriter or producer mentions they just got signed, they are most likely talking about signing to a publisher. A publisher's primary function is to handle administration (copyrights, splits, mechanical royalties) of your songs and help place your songs. There are two types of publishing deals to look out for: the co-publishing deal and the admin deal. Note: Hold out as long as you can before signing a publishing deal. Several digital platforms can help you with the administration of your songs. Make sure you have a few songs placed (commercial releases) in the pipeline to give you leverage and negotiating power. Note: Only sign a pub deal if you find a publisher that believes in you and is willing to invest in your vision..

### ***Application***

If you are not signed up with a PRO already, get signed up today. If you are already signed up with a PRO, find an attorney you would like to work with and reach out to them.

## **Chapter 3:**

# **HAVE THE OWNERSHIP MINDSET – BUSINESS SENSE FOR CREATIVES**

Ownership is a term that has been thrown around for years in the music industry. Is it truly possible to have success in the music industry and retain full ownership of your music? Pioneers like Master P, Chance The Rapper, And Jay Z have all taken steps to gain ownership of their music. Jay Z says it the best: "I'm a Business Man, not a businessman, let me handle my business, damn."

I like to look at the music industry in terms of business, like applying for your first credit card. You are told you need it, but in actuality you don't know how to use it. When I was first coming up in the music industry, I was so focused on the creative side; most artists and producers are. I signed deals without reading them. I even got myself in a slew of different

issues that impacted me later in my career.

The music industry can be unforgiving if you don't understand how the business works. I remember reading a Rolling Stones article about Rihanna suing her former accountant for tens of millions of dollars. There is a long list of artists, including myself, that have been robbed or misled on handling their business. The truth is to have an ownership mindset; you must want it and be aware that it exists. Think about this, Rihanna sued her accountant in 2012, which means it took her almost seven years (her career started in 2005) to realize she was getting taken advantage of by her accountant.

Ownership is owning your career, every part of it, and owning is knowing every part of it. I'm not saying you need to be affluent in every part of management, accounting, legal, and other aspects of the music industry . What I'm saying is you need to have an understanding of each function and how they work so you can use them to your benefit. If you understand how to use the right legal terms, you will be able to convey to your music attorney the types of deals you want. If you are in the know that there are music deals that allow you to own your masters (which means you have total control of your music), you should absolutely work in a way to obtain that status. Always remember you are the CEO, and no one is going to give you the purpose or vision of your career but you.

## **Be a Student**

I can't stress the importance of education enough. Study the

artists that have had long term success like Jay Z. As Jay Z moved up the ladder, he educated himself on how the music industry works and the function of each person on his team. There are plenty of other books out there that will go in-depth about the features of the music industry. One great book I recommend is *Music, Money, and Success* by Jeffrey Brabec and Todd Brabec. When I read this book, my mind was blown away. I learned how to go through contracts and ask for the things that would create future opportunities.

As I mentioned earlier in chapter 2, it is possible to sign a deal and be locked in a contract for the remainder of your career with no way out. I urge you to study arguably the biggest pop star in the world right now, Drake. With his major success and affluence, how long did it take for him to get out of his deal with Young Money, Cash Money records? More than ten years. Most artists' careers, unfortunately, don't last more than five years. This takes me back to the first principle I discussed in this book: choose your destination. Once you have chosen your destination, educate yourself on the inner workings of a successful career.

## **Be Unapologetically Fearless**

Fear is a powerful thing. Fear has the power to destroy you or take you to the apex of your career. Jimmy Iovine, co-founder of Interscope Records, once said, "I had fear my entire life. I still have fear, but it became an engine."

When you are educated in what you want, there are no limits

to what you can do. Yes, music industry politics are essential, and there is a period of time that you most likely have to build your name by what the industry calls "paying your dues" (doing free work, also known as pro bono work). Even when doing pro bono work, you need to make sure you get the best and the most out of the work you are doing.

When you are educated, you can fearlessly command what you deserve as an artist. You can put value into your artistry when industry executives try to discount you for what you don't know. Fear paired with knowledge can evolve into an unapologetic fearlessness. It can turn a Shawn Carter from the Marcy Projects into a Jay Z, and it can turn you into the artist you want to be.

Fear is natural, what is unnatural is the ability to transform fear into an engine that works for you rather than against you. Arm yourself with the information you need to be unapologetically fearless.

## **Build a Team**

Having a team around you is beyond crucial. The luxury of being able to bounce ideas off others as a sounding board, rather than just yourself, is paramount. If your team understands your vision, they can hold you accountable as you drive towards reaching your goals.

The key to finding a great team is patience. Be very selective as to who is going to compliment you. You are only as good as the weakest link on your team. I personally do not like

negativity or people around me with a negative belief system, as it creates limitations and stifles greatness. I recommend choosing to surround yourself with optimistic people that are honest and not “yes men.”

Starting off, your team can be small and composed of childhood friends, family, or people you trust. As you grow, they will grow if they have a passion like yours, you can educate them on what they need to know about the music industry.

If you're a little more established (not a beginner, more intermediate or advanced) looking to get to the next level the three core components of your team will be a music attorney to handle legal, a manager to be the middleman between you and the music industry, and a business accountant to help handle your finances.

## **Own Your Music**

You can either rent a studio to get quality recordings or record in the comfort of your home, but make sure you have all your files stored somewhere you can find them. Use this step-by-step process to ensure the organization and administration of your songs:

1. Have a specific hard drive designated to the catalog of all your songs and all music files on that hard drive.
2. Reach out to any collaborators and get splits (the percentage of each collaborator contribution).

3. Register your songs with your PRO (performance rights organization) and copyright office.

### ***Application***

Invest in learning the business of the music industry. Purchase the books *Music, Money, and Success* by Jeff and Todd Brabec or *All You Need To Know About The Music Industry* by Donald S. Passman.

## **Chapter 4:**

# **LESSONS LEARNED – INSIGHTS FROM EXPERIENCE**

After over 12 years in the music industry, I would like to share some of the lessons I learned the hard way. Think of these as my ten tips in music industry wisdom.

1. If you want to know where most record labels are in Los Angeles, just drive down Santa Monica Boulevard.
2. Sign up with a PRO then call and ask to take a meeting with an Associate Director.
3. Find a manager that believes in you and is just as passionate as you are about your music career.
4. At the top of the A&R food chain is the SVP A&R (Head of creative). This is a person you want to know as they have access to the more established artists on the label.

5. If you are looking to find an industry professional, it's not hard; just don't be afraid to do some guerilla cold calls over the phone or via email. If you are using email to do cold calls and don't have contact details, the person you are trying to contact probably has an email address that includes their name followed by the company they work for. For example, I'm Augie Ray at Hype Studios LA, so my email address is [augieray@hypestudiosla.com](mailto:augieray@hypestudiosla.com). There can be other variations, such as `firstname.lastname` or `first initial last name`.
6. Look for opportunities that will allow for ownership in the future. So instead of signing a publishing deal, look for an admin deal.
7. Never give up on a song you believe in.
8. Start interning at a label or recording studio to learn from the ground up how the music industry works. It's as easy as going online and contacting a label or studio in your area.
9. ALWAYS get splits, which is the percentage of work done by each party. Use a platform such as Auddly or SongSplits.
10. NEVER SIGN ANYTHING WITHOUT HAVING YOUR ATTORNEY REVIEW IT!

## **Chapter 5:**

### **WORDS FROM THE WISE - ADVICE FROM THE PROS**

Here's some advice just for you from a curated list of professionals I admire:

“If your dream is to have a career in the music industry, you need a combination of both talent and hard work, and an opportunity to meet preparation. There's no easy road to a lasting career, ask any one-hit wonder. Become a master of your craft, and all that entails. Become an expert. The creative side, the business side, the tech side, the relationship networking side.

Become a professional.” ~ Steven Vincent, Vice President Of Music & Soundtracks For Disney Channel Worldwide

“Make the process your reward.” ~ Mio Vukovic, Senior VP

A&R, Head Of Creative For Disney Music Group

“Create for yourself, not for others.” - JDoe, songwriter, producer, and artist (Credits include Busta Rhymes, Jennifer Lopez, Sevyn Streeter, and more)

“Take the time to learn the basics of the business part of the music business: how publishing works, how record deals work, how post-term commissions work in a management deal, what exclusivity means in an endorsement deal. There are plenty of informative articles about these and other topics that you can research, As well as many helpful books. Making this effort will empower you to make right decisions and help you avoid mistakes. Remember that you will be judged not just by your talent, but by how you conduct your business.” ~ Gary Greenberg, Music Attorney

“I've learned this the hard way so many times, and I wish I'd learned it earlier. Find your voice, and hold onto it. This business can be fickle, and there will be a lot of people who think they know what's best for you. There will be high highs and low lows. So when you're feeling lost, remember why you love music and why you're making it. Surround yourself with people you trust and who will be honest with you, but remember that no one understands your vision better than you do.” ~ Sam Gongol, vocalist in the platinum-recording duo, Marian Hill

“Authenticity is everything. You are the absolute best at doing you. Don't chase what's popular or what you think people want. People know intuitively when a song comes from an

authentic feeling, thought, or experience. They can also tell when it doesn't. You have to care about what you make. If YOU don't care why would anybody else?" ~ Ilsey Juber, multi-platinum-selling songwriter (Credits include Beyonce, Mark Ronson, Khalid, Panic At The Disco)

"Remember, the culture eventually becomes dated, but authenticity lasts forever. If you're making a choice because it's 'modern,' that decision will inevitably become dated. But the truth is always the truth, in any decade." ~ Max Frost, songwriter, producer, and artist signed to Atlantic Records

"Audio is to the ears, what seeing is to the eyes. Everybody hears great music in their heads, the producer's job is to take what an artist hears in their head and make it come out of the speakers." ~ Warryn Campbell, multi-platinum and Grammy Award-Winning songwriter and producer (Credits include Kanye West, Brandy, Alicia Keys, Mary Mary, Missy Elliot )

"Run for your life! Run fast and run far if you are an aspiring artist, producer, songwriter or music exec that stepped into the treacherous corridors known as the entertainment industry expecting a quick money grab. The goal to be an overnight success in this game is nearly unattainable. If you have not prepared for the moment, your success will likely be unsustainable. But my fellow dreamer, where you spend your time and effort, is where you will see results. Build your house on a strong foundation made of knowledge and passion. The very fact that you are reading this volume shows that you are a student, and you seek wisdom, which you will need

continuously throughout your career. Even after you do taste the fruits of your labor, and see success (which you will), keep this attitude of yearning. The moment you stop learning is the moment you stop growing. LeBron James is arguably the best basketball player in the world, and as I write this, he is probably spending countless hours sharpening his tools so he can be a better, more effective player. Continuously sharpen your tools if you want to be the best! Lastly, I would encourage you to understand the importance and value of time. You must use it wisely (as cliché as it sounds), it is the only thing you cannot get back. Spend it creating moments that your future self will reflect on with pride and say, “Thank you, younger self, you positioned me for success.;; So with these thoughts in mind, run toward greatness, you are the master of your own fate” ~ Marcus Lomax, multi-platinum selling songwriter, producer, and artist, member of the production group Monsters and Strangers (Credits include Bebe Rexha, Ellie Goulding, Rihanna, Big Sean, Selena Gomez, Halsey).

“To make a living in the music industry, you have to put in the work! Most of which will go unseen. There are no shortcuts, no one path, and no key person to guarantee your success. It's an ever-changing business that requires ALL of your time, energy, and heart. So if music is the love of your life, and you can't imagine doing anything else, then you know you've made the right choice!” ~ Skylar Stecker, Independent artist

“Honesty with yourself is a baseline of success. ‘Know your value’ doesn't always apply to the context that you deserve more. Being honest with yourself about your current value and

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how much help you need will get you to your goals faster than expecting others to help you at their own will.” - DJ Reflex

## **Conclusion – APPLICATION OF THE THREE PRINCIPLES**

I was once told it doesn't matter how many books or how much knowledge you gain from people: what matters is the application of what you learned.

This means you can read through this whole book and get so much out of it, but if you don't apply the three principles I mentioned, you have unfortunately wasted your time. Sure, some of these principles might seem terrifying at first (especially if you are new to the music industry) like drawing up a vision board, contacting an industry executive or even taking the position of retaining ownership of your music. If you don't start applying these principles, time and the music industry will run right past you.

I am not saying that this book is the billion-dollar formula to “making it” in the music industry. Everyone's journey is different, and there is no exact path to becoming an industry

icon—if there was, everyone would be a billionaire pop star. It's about how you apply the tools and knowledge you were given along your journey that will skyrocket your music career.

The three principles of how to master the music industry is just a starting point for the entry-level artist. There is a lot of homework and information you will need to research after you are done with reading this book.

In the words of Benjamin Franklin, “Failing to plan is planning to fail.” Right now, today, let's plan for your future success in the music industry and apply the three principles : choose a destination, know your industry, and have the ownership mindset.

I hope you enjoyed this book. If you feel like it was helpful, please recommend or send a copy of the book to friends, family members, and colleagues looking to start their career in the music industry. Feel free to send testimonials of how you applied these principles and seen success in your own career to [Augieray@hypestudiosla.com](mailto:Augieray@hypestudiosla.com).

## **More On The Author**

Today, Augie is the owner and executive leader of Hype Studios LA, where he has applied his industry experience and disruptive innovation to create the very first-subscription based studio.

At Hype Studios LA, an artist has the ability to pay a monthly

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fee rather than an hourly rate like traditional studios. They have controlled access to both the facility and the host of services on demand.

Clients not only have the opportunity to create at their preference the way they want to, but also build and learn from the enriched community and established network that surrounds Hype Studios LA.

Beyond creative services, Augie uses Hype Studios LA to do philanthropic work with schools, nonprofit organizations, as well as youth mentorship. Outside of music, Augie Ray is a man of deep faith, a loving husband, and father.

# Appendix:

## TOOLS OF THE TRADE – MUSIC INDUSTRY RESOURCES

### **PROs (Performing Rights Organizations)**

ASCAP - <https://www.ascap.com/>

BMI - <https://www.bmi.com/>

SESAC - <https://www.sesac.com/#!/>

SoundExchange - <https://www.soundexchange.com/>

### **Copyright Office**

<http://www.copyright.gov>

### **Splits**

<https://auddly.com/>

<https://www.songsplits.com/>

### **Independent Publisher**

TuneCore - <https://www.tunecore.com/>

DistroKid - <https://distrokid.com/>

Songtrust - <https://www.songtrust.com/>

### **Musician Union**

<https://www.afm.org/>

### **Credits**

All Music - <https://www.allmusic.com/>

Jaxsta - <https://jaxsta.com/>

### **Books**

Music, Money, and Success -

<https://www.amazon.com/Music-Money-Success-8th-Insiders/dp/1787601382>

All You Need To Know About The Music Industry -

<https://www.amazon.com/Need-Know-About-Music-Business/dp/1501104896>

The Artist's Way - <https://www.amazon.com/Artists-Way-25th-Anniversary/dp/0143129252>

### **Magazines**

Music connection - [www.Musicconnection.com](http://www.Musicconnection.com)

Billboardbiz- [www.Billoboardbiz.com](http://www.Billoboardbiz.com)

Entrepreneur - [www.entrepreneur.com](http://www.entrepreneur.com)