

The Independent Musician's Guide To Selling Songs On The Internet



How To Get Your Music Into iTunes
Sell Songs on your Website



Introduction

Composing, arranging, producing, recording and mastering your songs is a big step along the road for any independent musician or band.

The majority of us don't have the organization and resources of a record label behind us so how do we get our music out for the rest of the world to listen to and appreciate?

The way in which we record, package, distribute, promote and sell music has changed radically over the years but the actual steps required remain the same.

To get your music from the studio to the consumer requires:



This guide will take you through these steps....

How to navigate this book:

Click any page title in the contents to get there - click the JUMP button to get back to the index.

Hyperlinks to web pages are highlighted in [BLUE](#).



Contents

- [2] Introduction
- [3] Contents
- [4] The Package
- [5] The Package Contents
- [6] The Audio File
- [12] The Artwork
- [21] The Data
- [28] Release Day
- [29] Add Item
- [30] Track/Album Info
- [32] Contract Agreement
- [34] Genre/Artist
- [35] Composer/Publisher
- [36] Track/Album Description
- [37] Comparable Artists & Price
- [38] ISRC Identifier
- [39] Distribution Options
- [41] File Upload
- [42] Audio Files
- [46] Artwork Upload
- [50] Checkout & Payment
- [53] The Final Result
- [54] Websites and Links
- [56] iTunes and Other Retail Options
- [57] Managing Your Account
- [63] Promotional Download
- [64] Last Minute Checklist
- [65] Licensing Songs for Media & Advertising
- [67] How Long to Get on iTunes?
- [68] Digital Distributors List
- [69] Selling From Your Website
- [70] Getting Paid
- [71] PayPal
- [72] Buttons & Code
- [73] Custom Buttons
- [74] Website Store and Special Deals
- [75] Digital Delivery & E-Junkie
- [76] Website Marketing
- [77] Resources

Click any page title in contents to get there - click the [Jump](#) to get back to the index.

How Many Songs?

Back in the day, records fell into three categories:

A Single which had an A and a B side and should have been called a double!

An EP with four songs.

An Album with about ten to twelve songs.

The way in which songs are sold online allows us to choose any or all of the above.

Now that consumers are not forced to buy a whole album just to be able to hear one or two songs that they like, releasing singles is a viable way to get income from your music without having to wait until you have a whole album recorded. If you are releasing a single to promote an upcoming album, make sure that the song title isn't the same as the album name to avoid great confusion!

Over the past few years I have written, recorded, produced and released a couple of albums. The first one was released as a physical CD which is also available as a digital download - the complete album or the individual songs - from iTunes, CDBaby, Napster etc.

After dealing with all the stuff involved with getting a CD together - artwork, replication etc - and distributing the mountain of boxes, I decided to go with a digital only release for the second album. After uploading the songs to the distributor, they appeared on the various internet retail sites over the next few weeks. This way I had a lot more time to spend promotion and the money from the sales appeared in my bank account as if by magic.

To demonstrate the method, I'm going to release a single. The steps are the same no matter how many songs are involved. I've never released a single before so I am pretty excited about it!

What do we need?

Audio File

The audio file(s) must be in a high quality format such as WAV or FLAC - definitely no MP3s. These should be stereo files with a sample rate of 44.1 KHz at 16 bit depth.

Image

Even if you don't have a CD you need to supply an image for artwork. The image needs to be a JPG format, 1000 pixels square with a file size of less than 10 MB.

Info Sheet Listing:

Contact Info

Promotional Info

Payment Info

Website URL

Bank Account/PayPal Account Info

Genre

Album/Track Title

Artist's Location

Artist

Short Description

Composer

Names of Comparable Artists

Record Label/Publisher

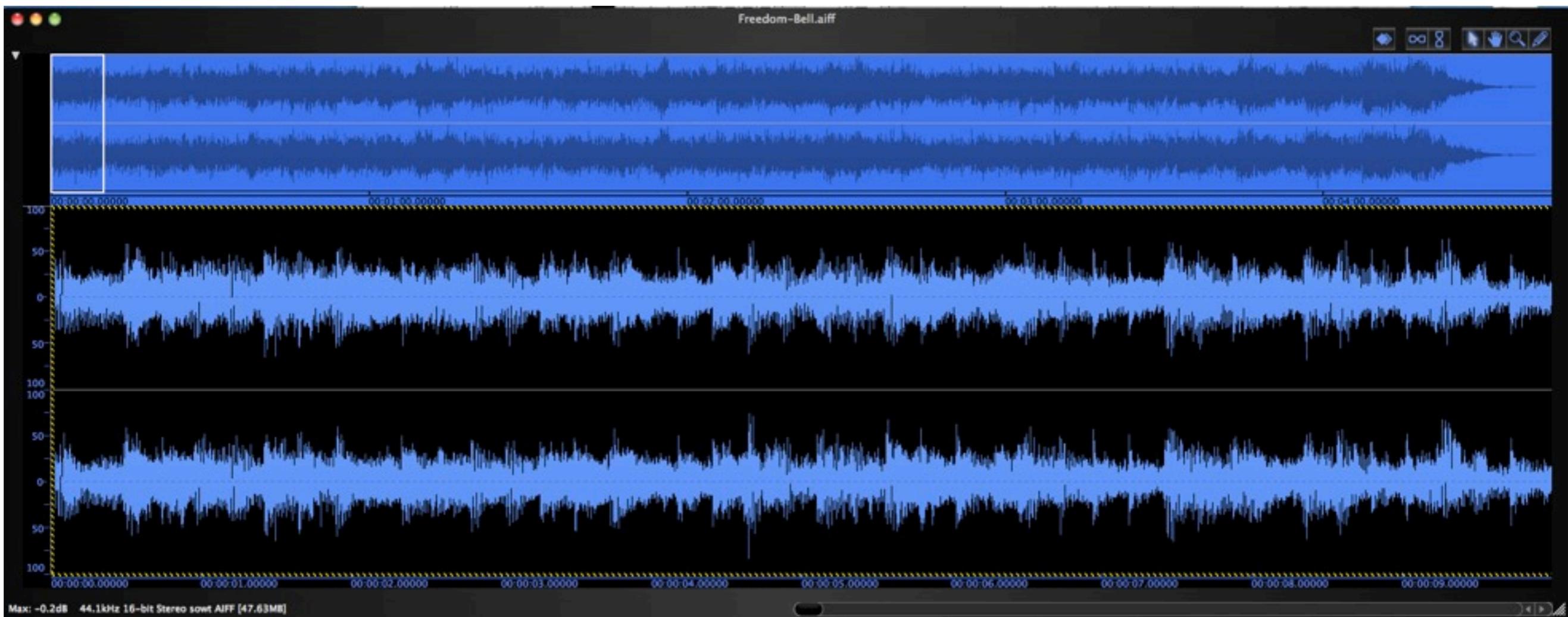
Full Promo Description with Bio etc.

Click [HERE](#) to download the Distribution Checklist file.

Preparing the Audio File for Upload

The track that I am using for this single release was pretty much the result of my being completely side tracked one day when I was messing about with an Epiphone 335 guitar and came up with a sound like a bell.

The song - Freedom Bell - was recorded on an AKAI DPS24 at 48 KHz 24 bit, mixed down to stereo, mastered through a multi-band compressor and resampled to 44.1 KHz 16 bit. In figure [1] below you can see the file has been imported into my Mac and opened in Bias Peak.

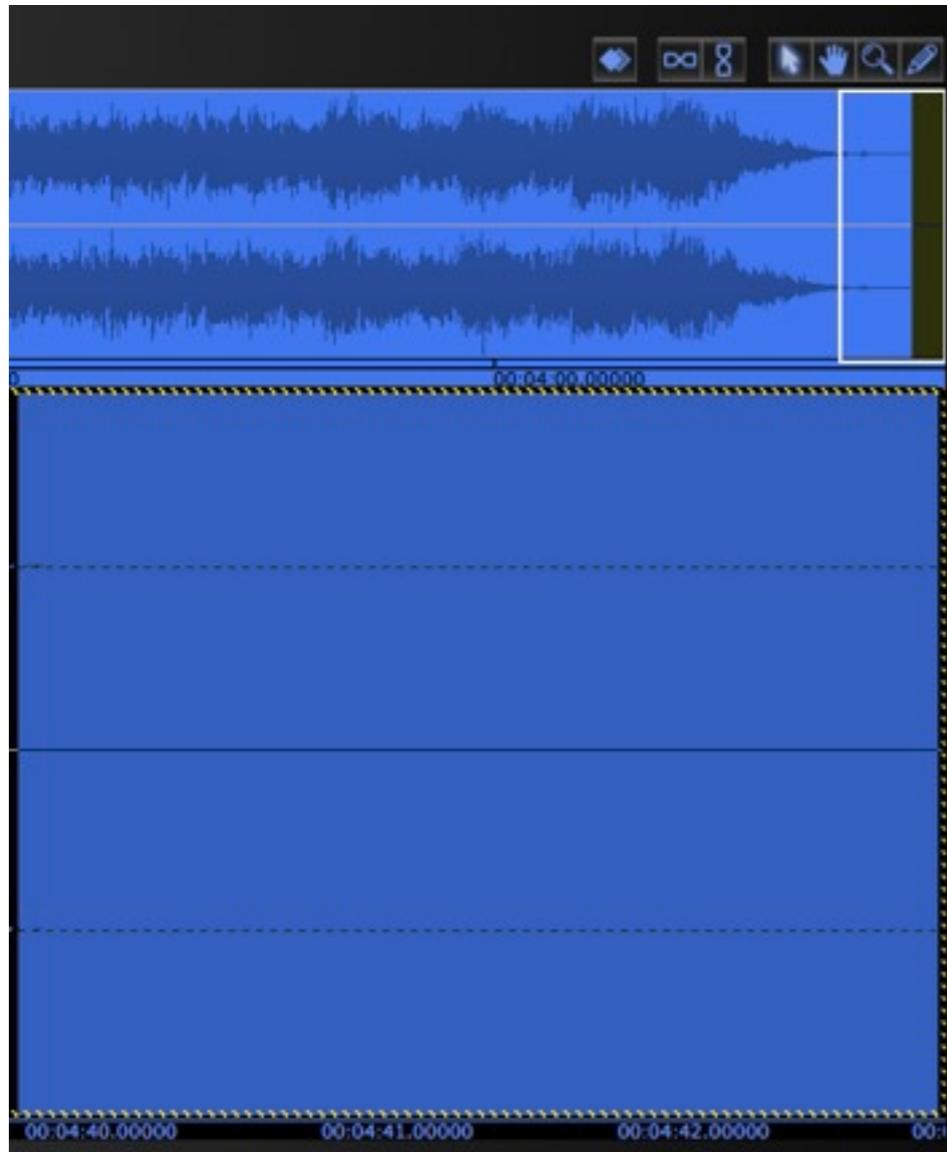


If you don't have audio editing software click [HERE](#) to get the freeware Audacity...

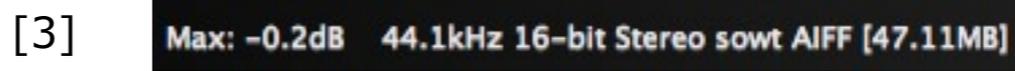


In figure [2] the silence at the end of the fade has been selected to be cut.

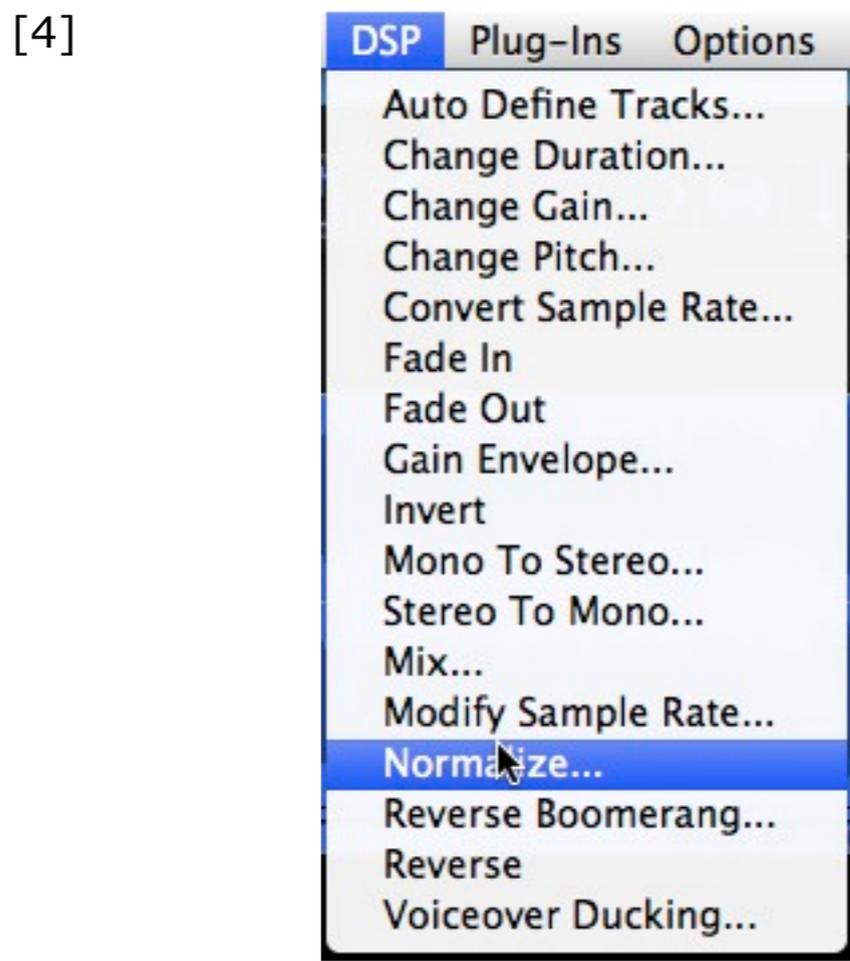
The file info is showing me that the maximum level is -0.2dB so I'm going to Normalize it [4] to 0dB [5].



[2]



[3]



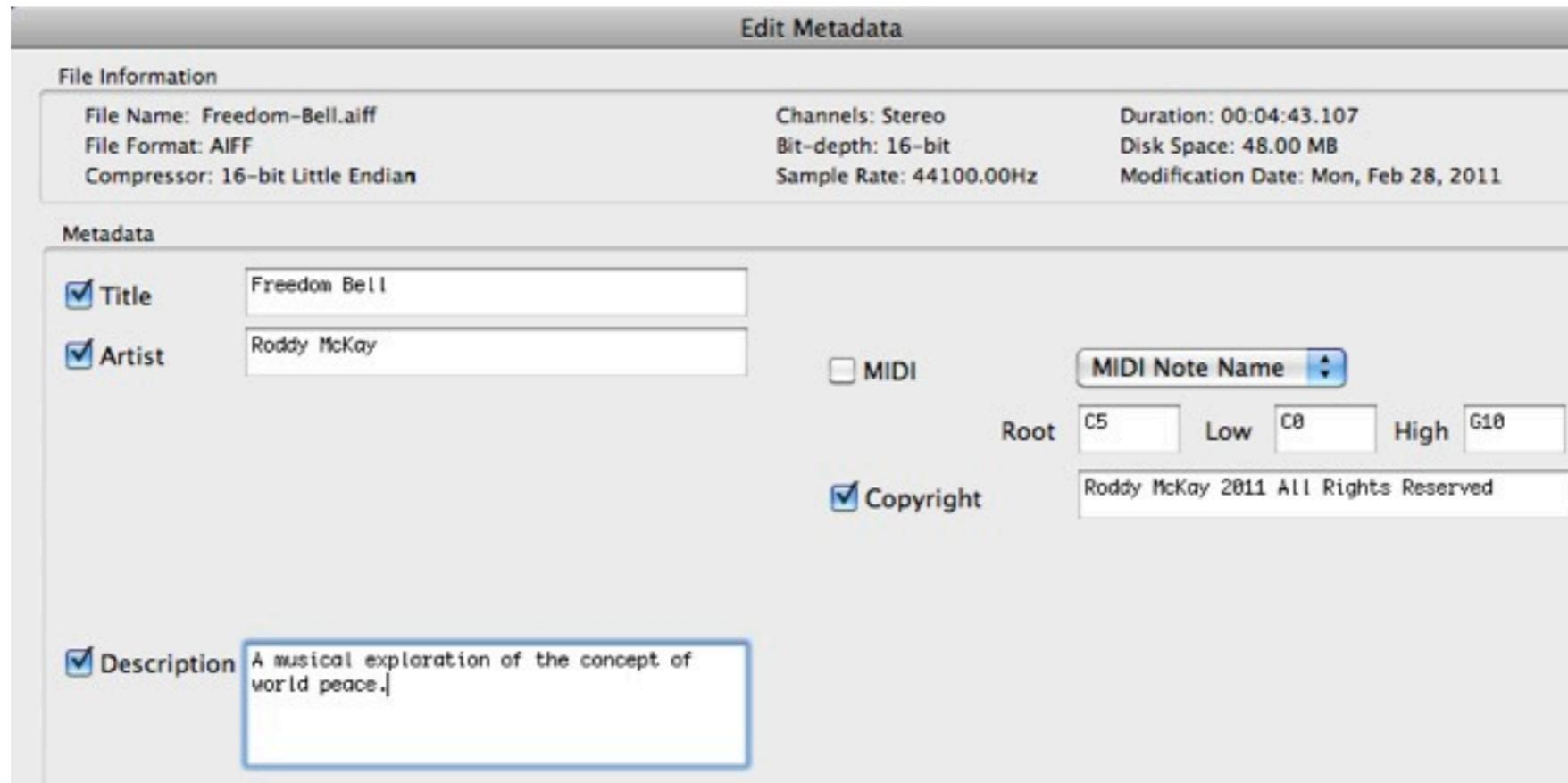
[4]



[5]

In [6] the Meta Data is entered and saved to the file....

[6]



In [7] a copy of the modified file has been saved as "Freedom-Bell.wav" to a folder named "Freedom Bell Upload" where I am assembling the info and files require by the distributor.

[7]



The file format for CDBaby can be either WAV or FLAC but not AIFF.

Note that the spaces in the file name have been replaced by hyphens and it contain no special characters. This is very important for files that will be up/downloaded.

Compressed Audio Files

Before I close the audio editing application I'm going to save some copies of the song for various other purposes. If I want to make a copy of the song available for download as part of a [Promo Package](#), the full quality audio file is rather large at just over 47 Mb.

Until recently, the accepted compressed format for audio on the internet was MP3. For a file size that is only slightly larger, MP4 is of much higher quality. There are still a lot of older website flash players and playback devices that do not support MP4 so I am going to export one of each.

Figure [8] shows the settings chosen for the MP3 encoder. Before exporting, I will click the "Edit ID3v2 Tags" button to make sure that the application has added the meta data to the file.

Note the comparative file sizes:

- AIFF - 47.1 Mb
- MP4 - 7.7 Mb
- MP3 - 6.7 Mb

[9]



[8]



Before I upload the compressed files to the server, they need to be converted to a zip file so that they will download when the hyperlink to them is clicked.

On a Mac this is easily achieved by selecting the file and choosing "Compress" from the Finder File menu.

I prefer to make a PC compatible zip using the freeware [YemuZip](#). Click the icon for more info.



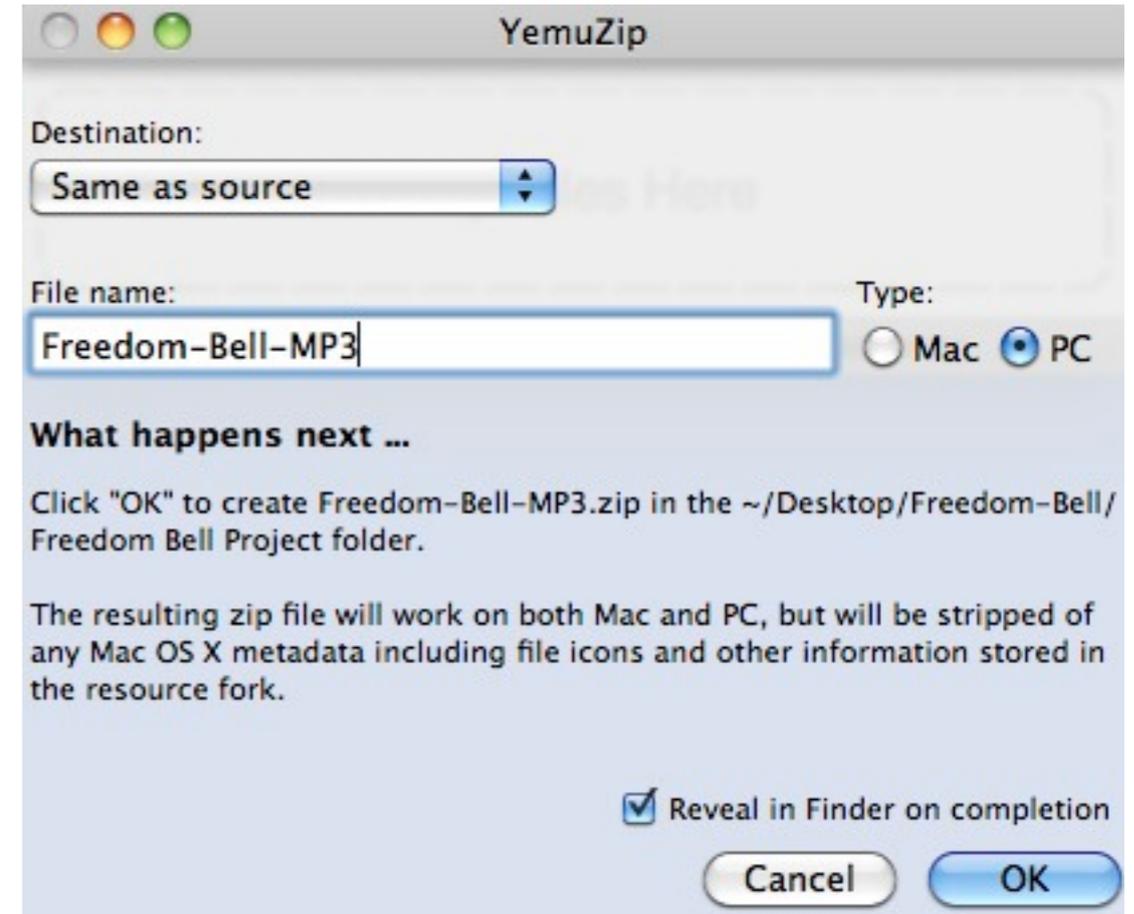
Note that there are no special characters in my file names like # ! : , . These are a definite NO for files that will be uploaded/downloaded. The file names form part of the URL to the file and the use of special characters can cause the link to fail.

Spaces in the file name will be replaced by %20 in the URL so I prefer to replace these with hyphens.

Underscores tend to get hidden when the hyperlink is underlined.

<http://www.domain.com/Download/File-Name.zip>

[10]



[11]



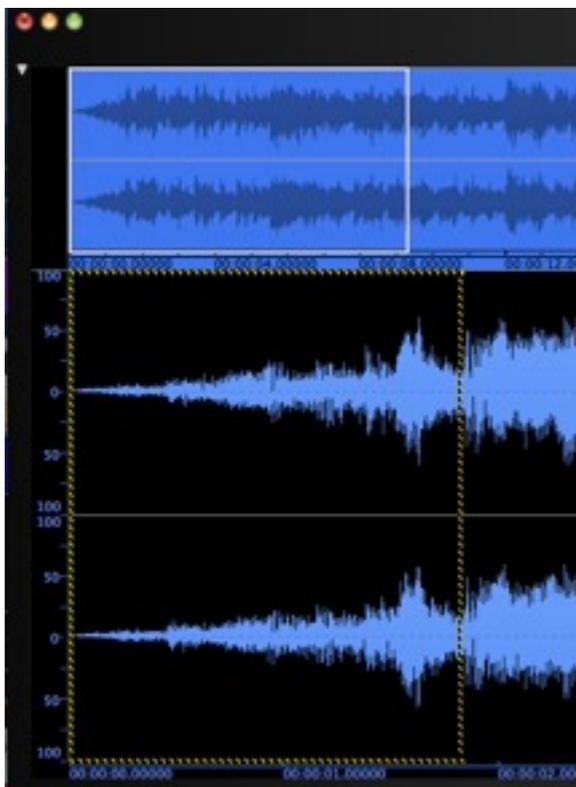
Creating Web Clips

Potential customers visiting your page, on iTunes for example, can preview any track by listening to a short clip. Unfortunately, we have no control over the selection and length of this. Most retail websites seem to go a set number of seconds into the song and then chop out a predetermined clip. Some of them, like CDBaby, at least allow you to stipulate the start point of this clip and this is worth the extra effort.

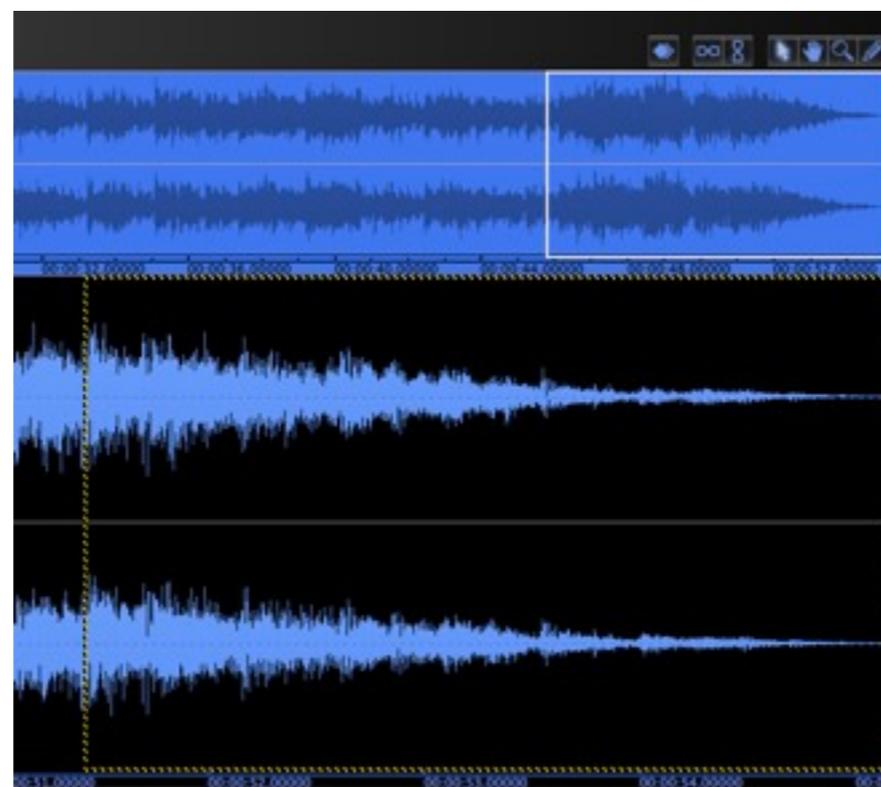
What we can do is create a more satisfactory version for our own website player. This should be about 30 to 60 seconds long, be representative of the song content and fade in/out in a professional manner!

Choosing the clip is very subjective. You need enough to grab the listener's interest and then leave them wanting to hear more. Freedom Bell is a verse/chorus style of song. I decided to use the second half of the last verse and a chorus to keep the clip under 60 seconds. The guitar fill before the start of the first vocal line was included to allow a short fade in of just under 2 seconds [12] and the one at the back end allowed me a 4 second fade out [13].

[12]



[13]



The clip exported was as both MP3 and MP4.

The clip length is 55 seconds and you can hear it [HERE](#).

[14]



Creating a suitable image for the “CD Artwork”

Although I’m not releasing a CD, I still need to provide a suitable image for the placeholder on the retail sites. The requirements are an image of 1000 px x 1000 px in JPEG format with a file size of less than 10 Mb.

I do have a couple of CD design software applications but, for the purpose of this tutorial, I’m going to use applications that are standard on a Mac so that you don’t have to rush out and buy anything.

I used iPhoto to import, edit, crop and export the image as a JPEG (.jpg) file.

On a blank page in iWeb I added the text to the image.

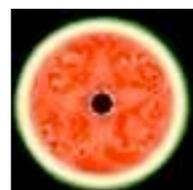
Preview was used to take a screenshot, crop to size and save to my upload folder.

If you are releasing a physical CD you may want to consider getting a professional to design the artwork. Most CD replicators will do this for you - for a price!

When considering the design, remember that the finished image will only be about 2 inches square [50 x 50 mm] on the website page so test it at that size to see if you can read the text!

Although I did produce the artwork for my own albums, I am the first to admit that my artistic talent is in short supply. You might like to take a look at the software I used. Click the icons for more info.

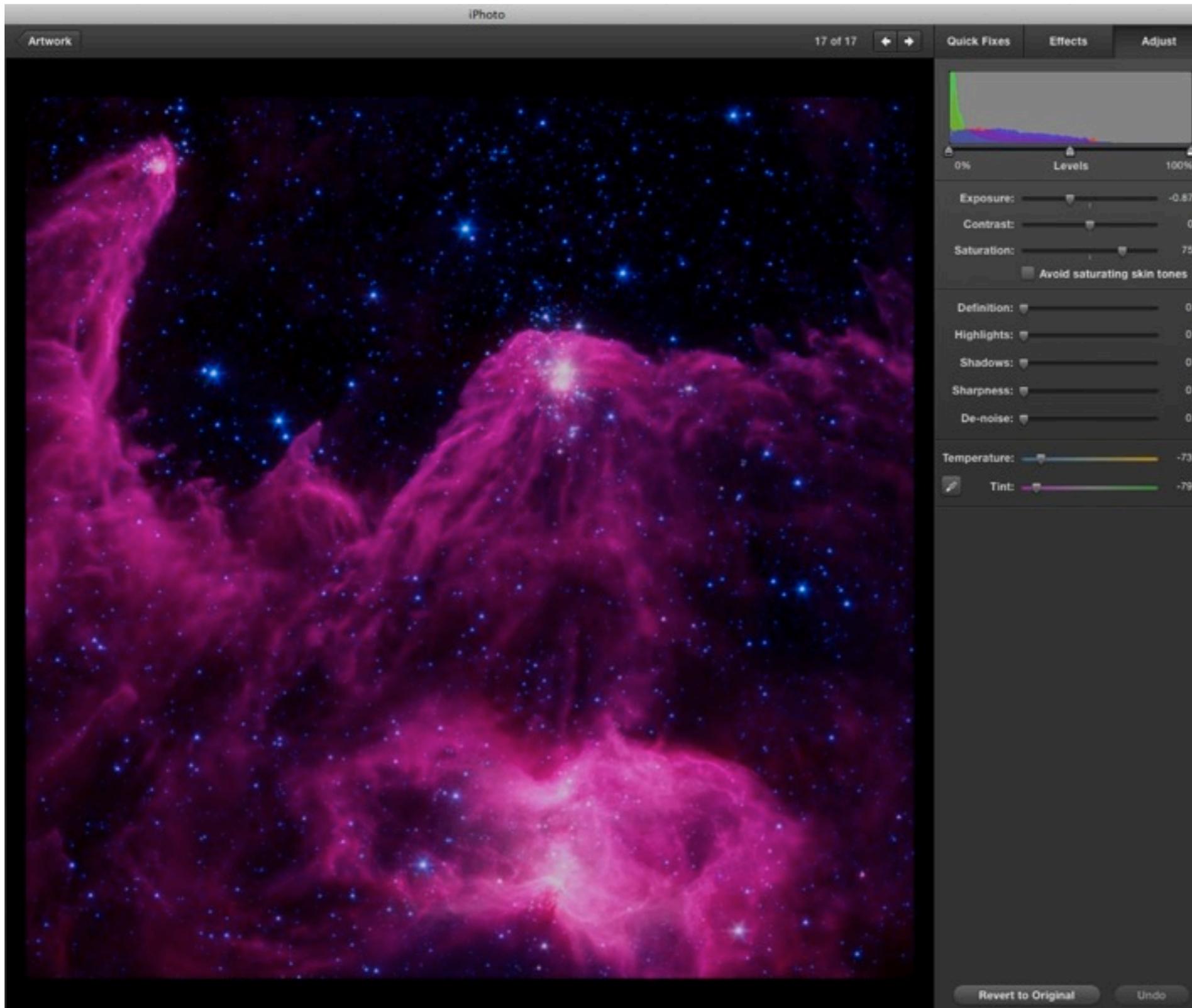
Discus



Disc Cover



[15]



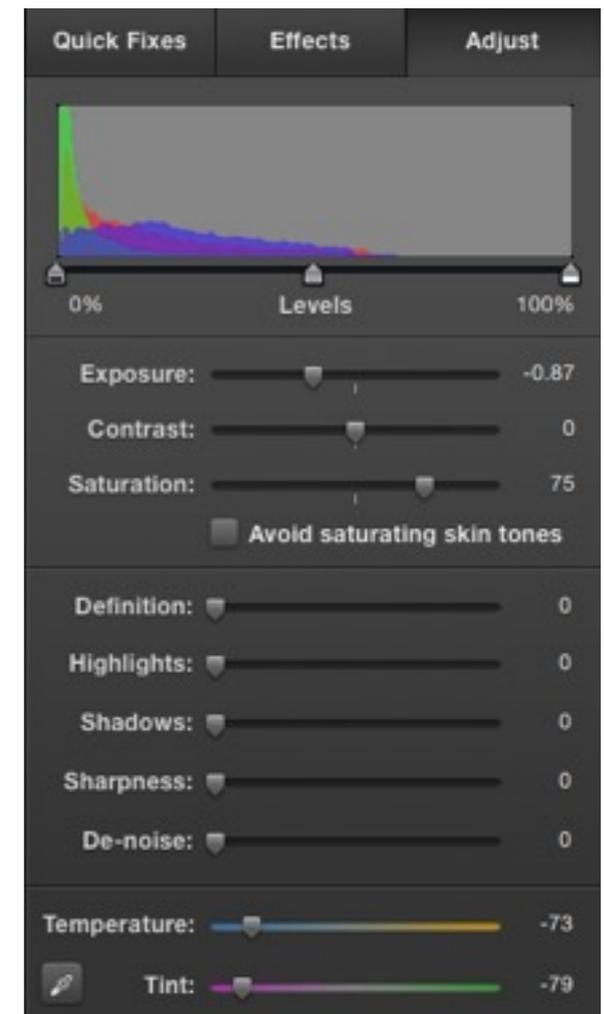
Import the image into iPhoto:

File/Import to Library

Double click the image and then click the Edit button.

Click Adjust and make any required alterations.

[16]

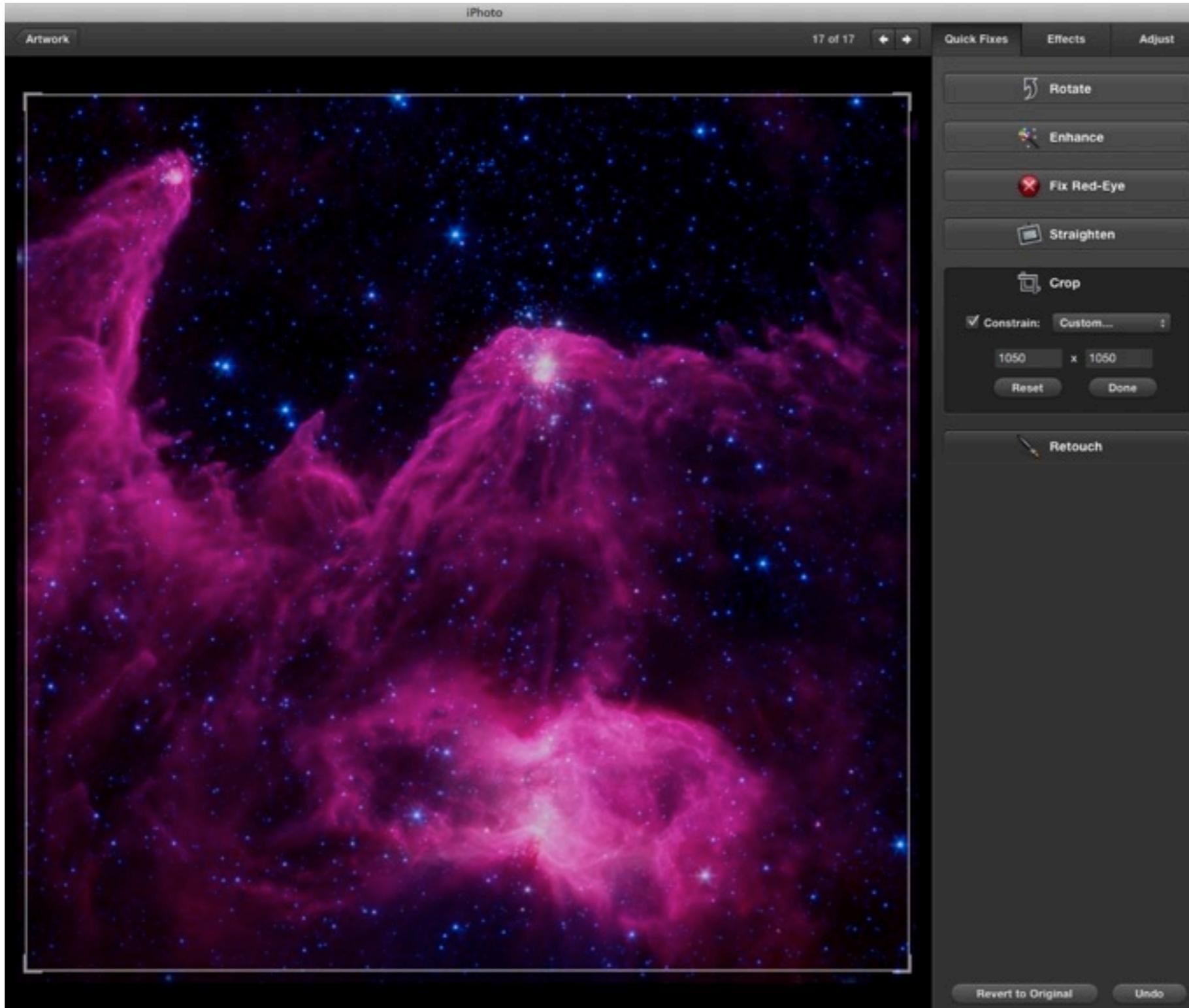


Quick Fix & Crop

Jump

[14]

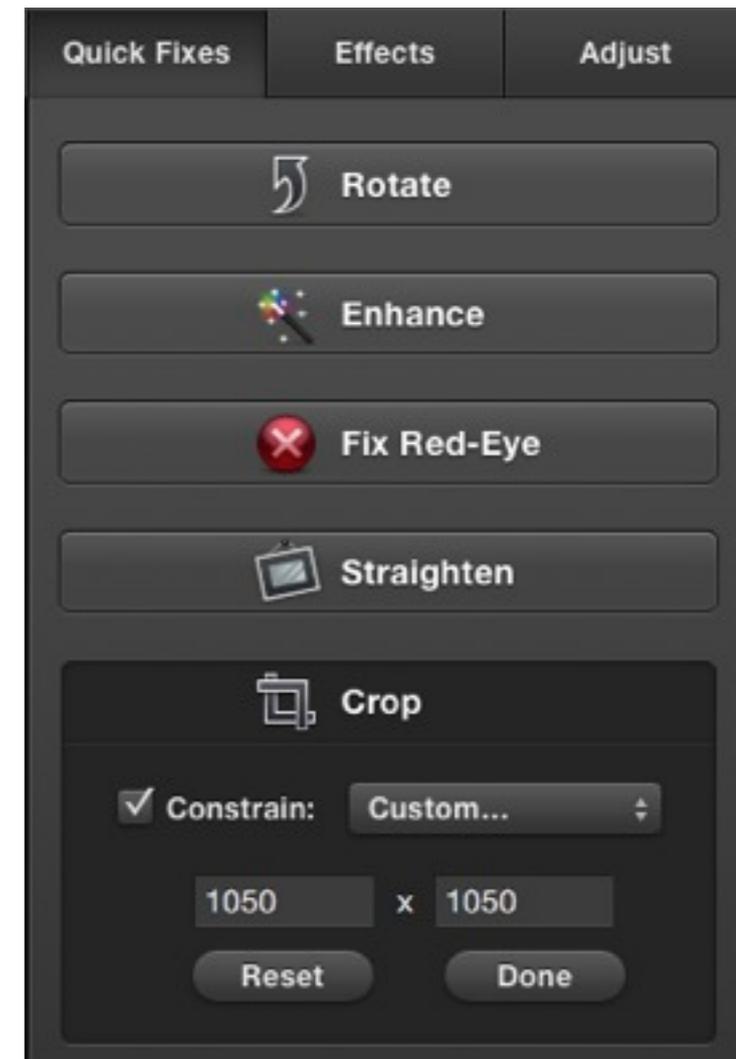
[17]



Click on Quick Fixes.

Use the settings shown below and then click the Crop Button.

[18]



[19]

Export the JPEG

Jump

[15]

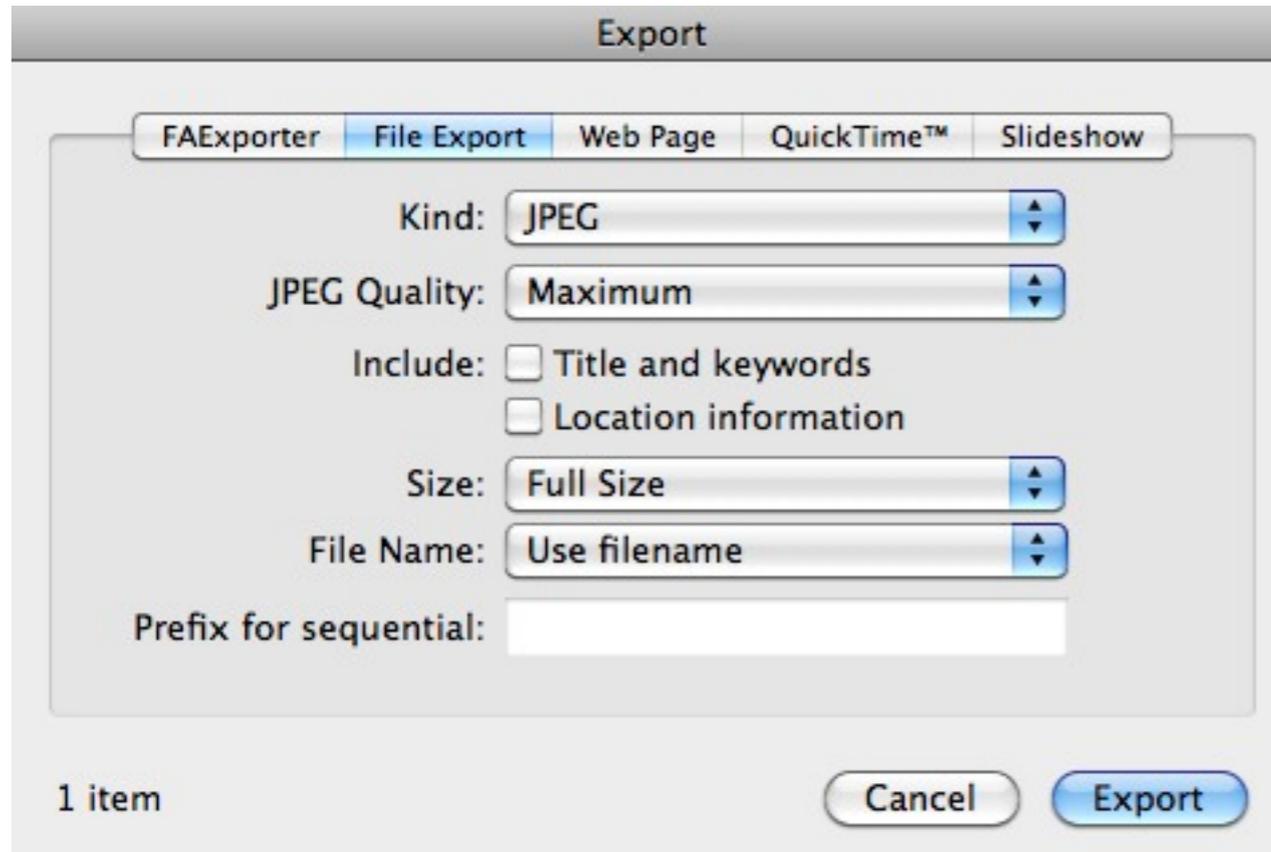


Figure [19] shows the File/Export Menu with the required settings.

[20]

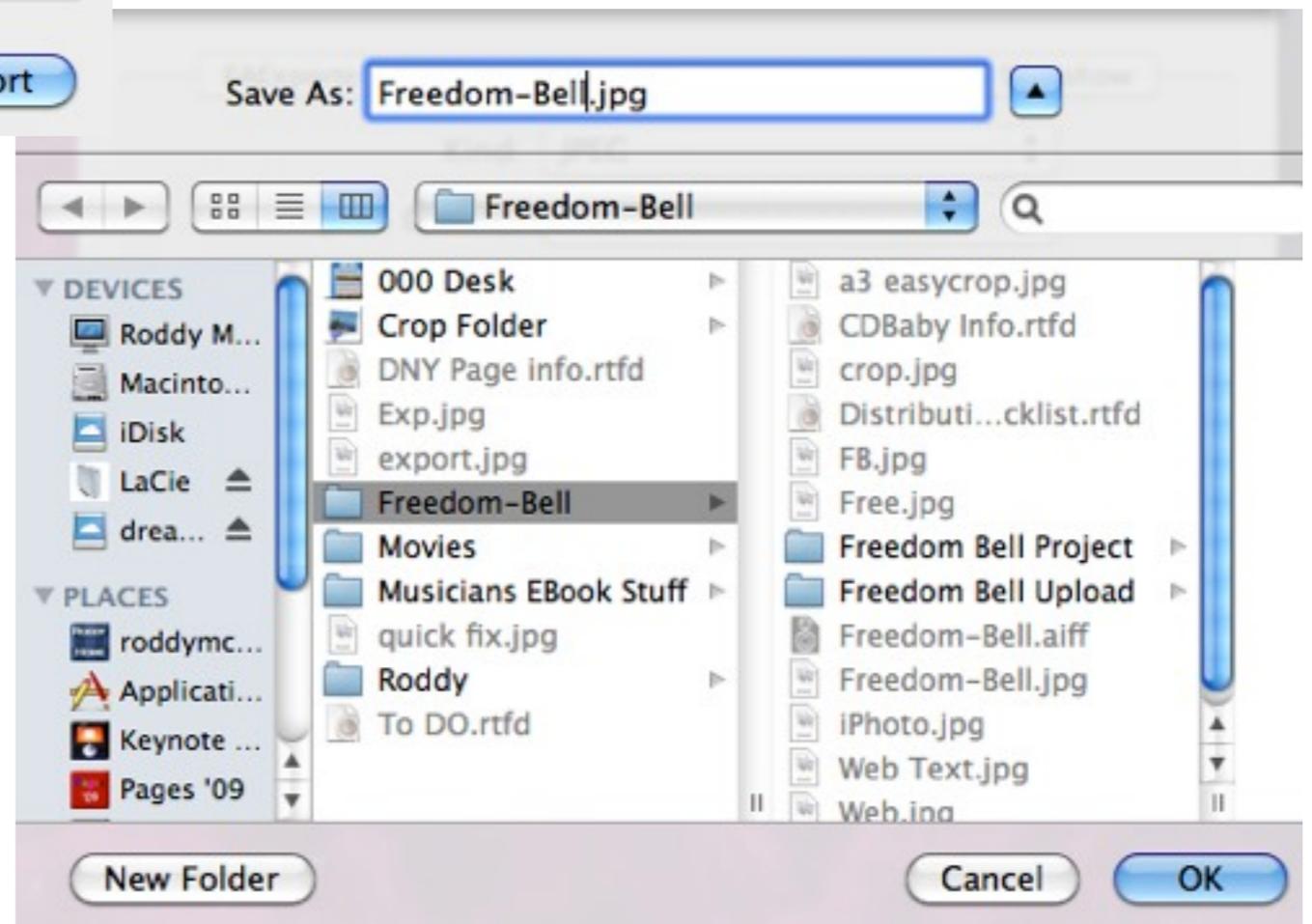
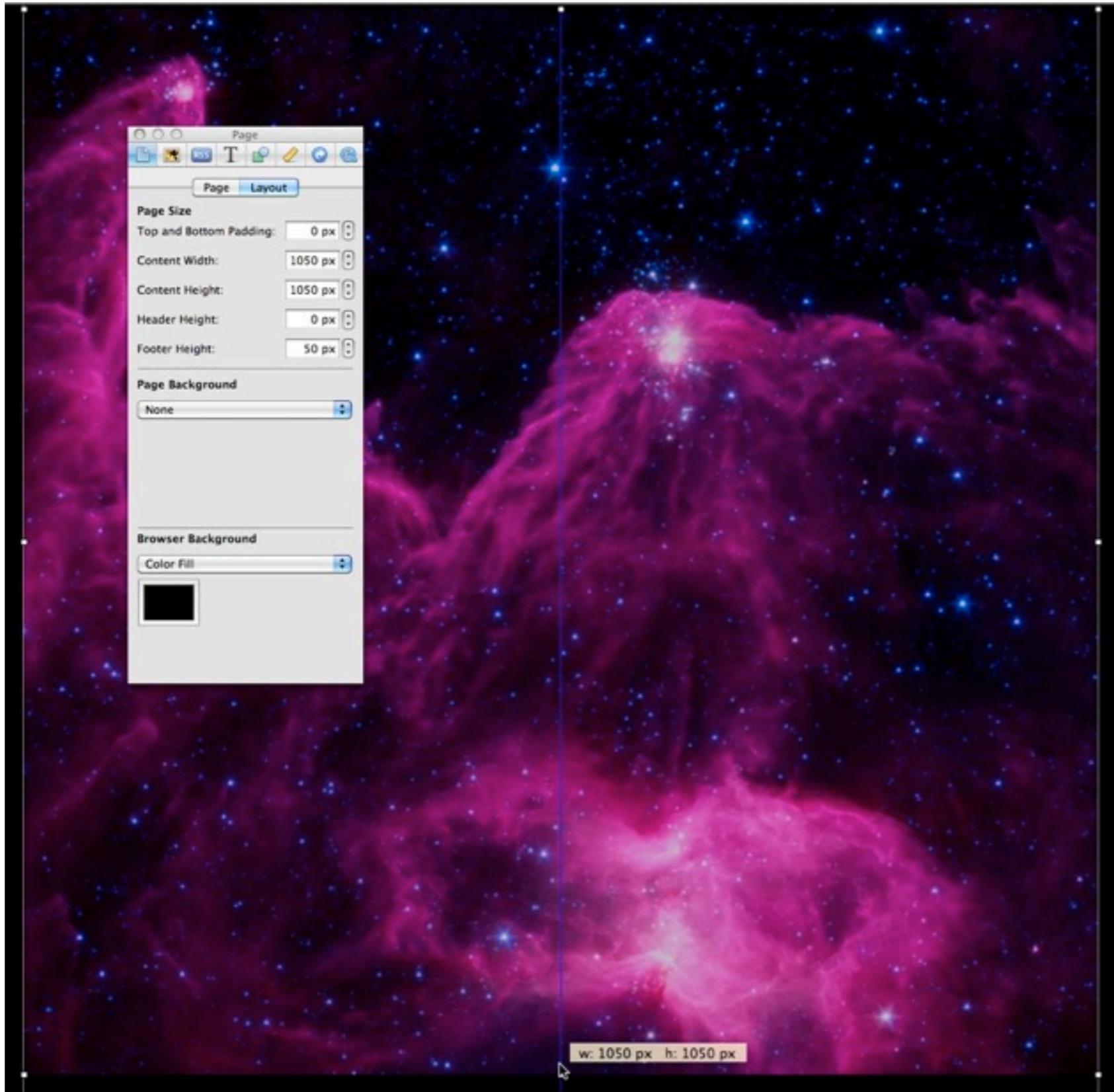


Figure [20] shows the file name and the destination folder selection. Click OK and you're done.

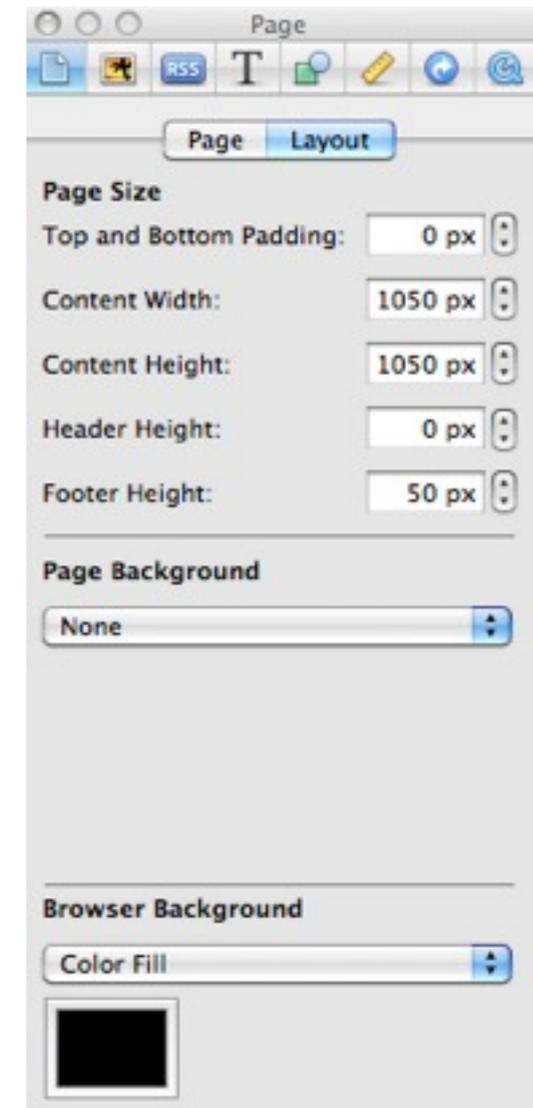


Open iWeb, select File/New Page and then select a blank page in the Black or White Theme.

Enter the settings shown in [22] in the Page Inspector Layout Window.

Drag your image onto the web page, pull the drag handles to expand it to 1050 px square and center it on the page.

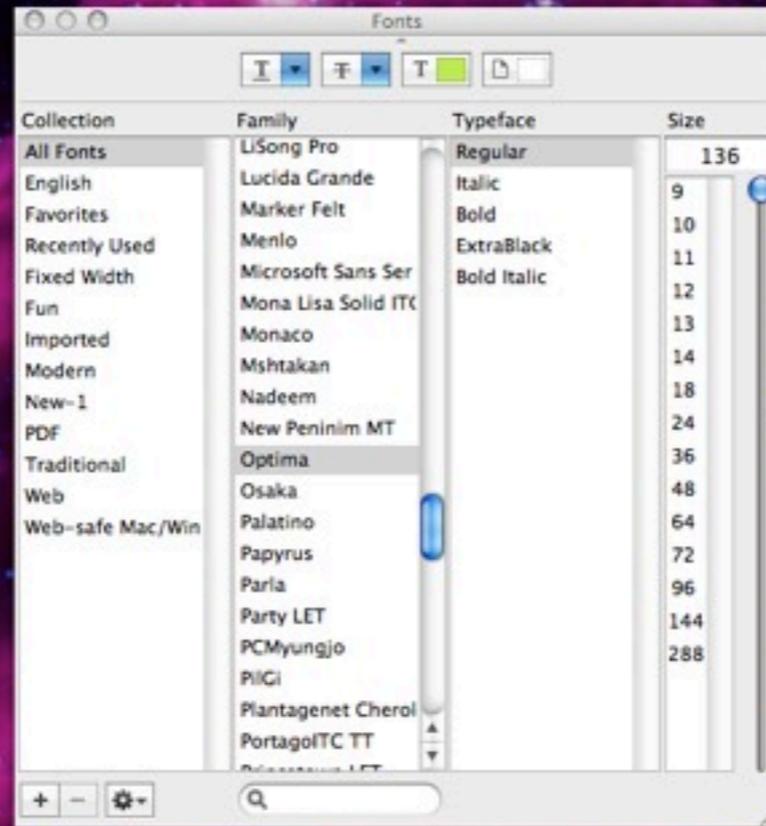
[22]



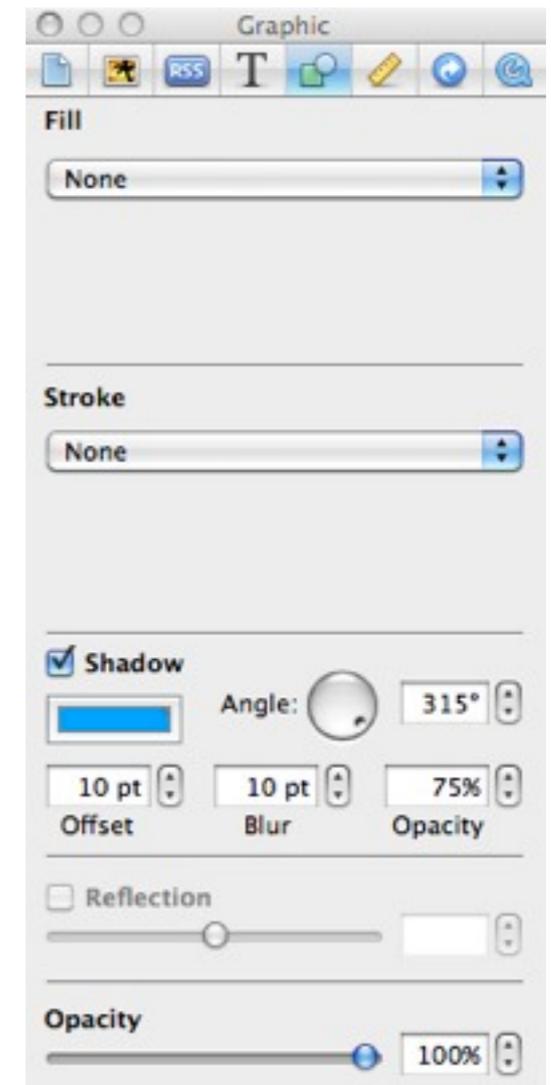
Freedom Bell

Add the text using as many text boxes as you need.

Highlight each section of text to select the font from the Font Window - Command T.
Use the Object Inspector to add a drop shadow if required.



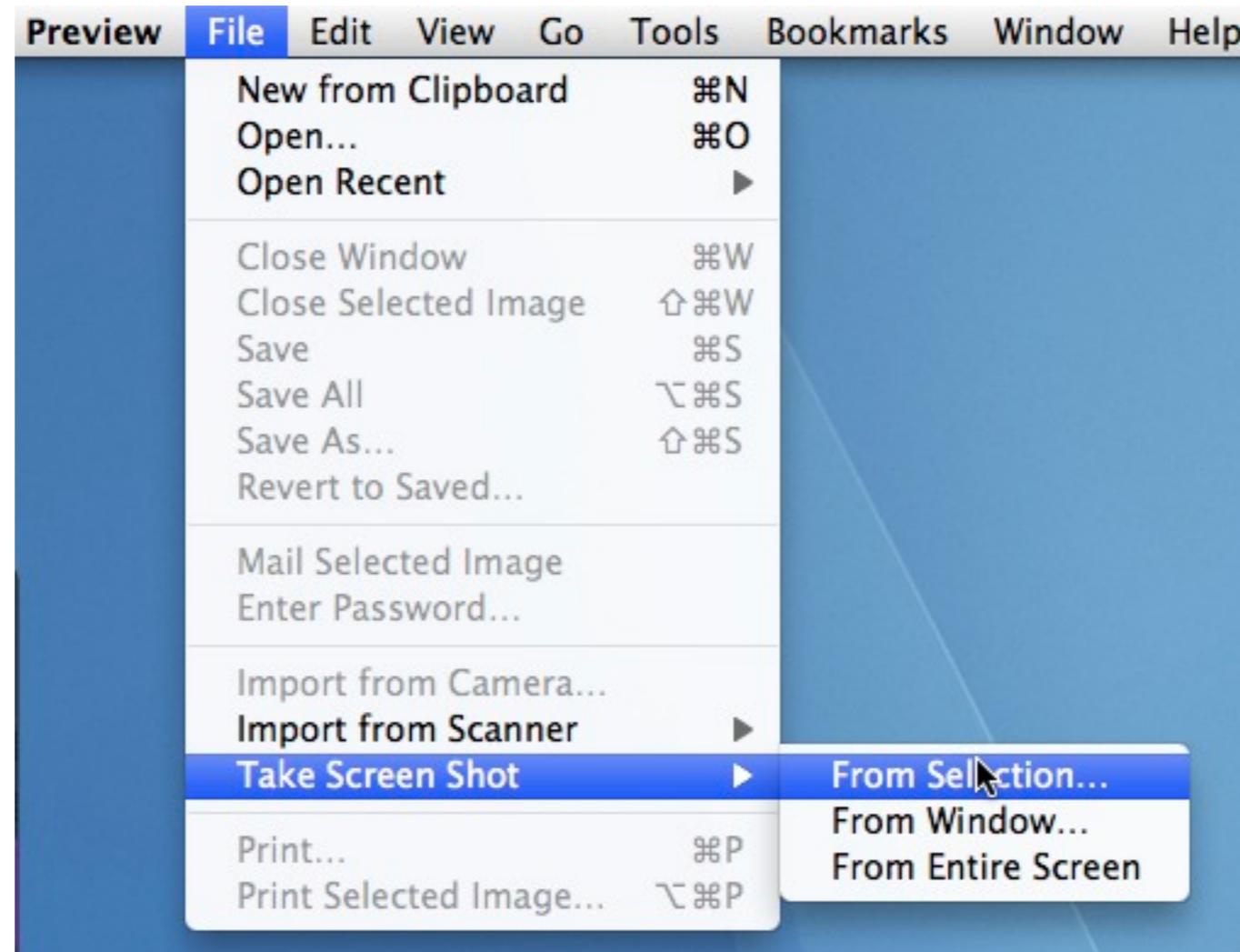
[24]



Roddy McKay

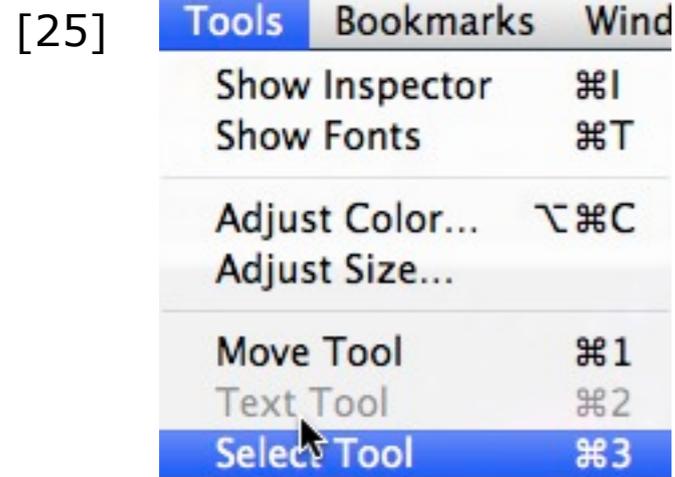
Open Preview.app and select File/Take Screen Shot/From Selection.

[24]



Using your mouse, position the cross hairs at the top left of the image in iWeb, press down on the mouse and drag across the whole area required. Release the mouse and your screenshot will pop up. Its better to select to much than too little as you are going to crop this image next.

From the Preview Tools menu, select "Select Tool" - Command 3.



Position the crosshairs at the top left of the image and drag across as before until the size is 1000 x 1000 as shown in [26].

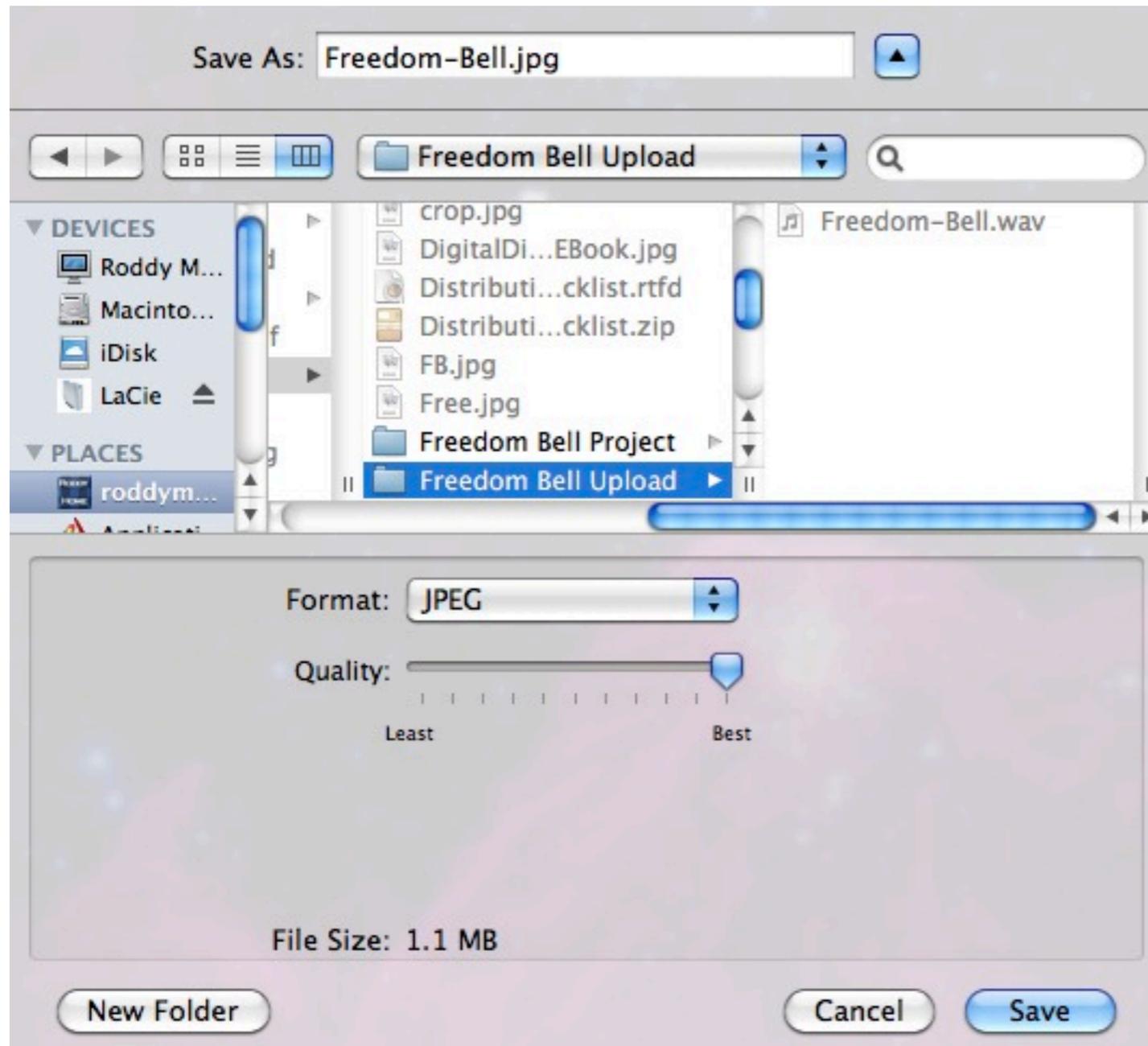


Release the mouse and then click and hold in the center of the cropped area. Drag the hand around until the crop is positioned exactly where you want it and release the mouse so that your image looks something like the one to the right [27].

[27]



[28]



Once you are happy with the the size and position of your selection, the file can be saved by selecting File/Save as...

Don't worry if you screw up the selection as you can repeat the process as many times as you want by hitting the Command and 3 keys to try again.

Enter a name for your file with no spaces or special characters and select the destination folder. Choose JPEG for the format and slide the Quality control all the way to the right.

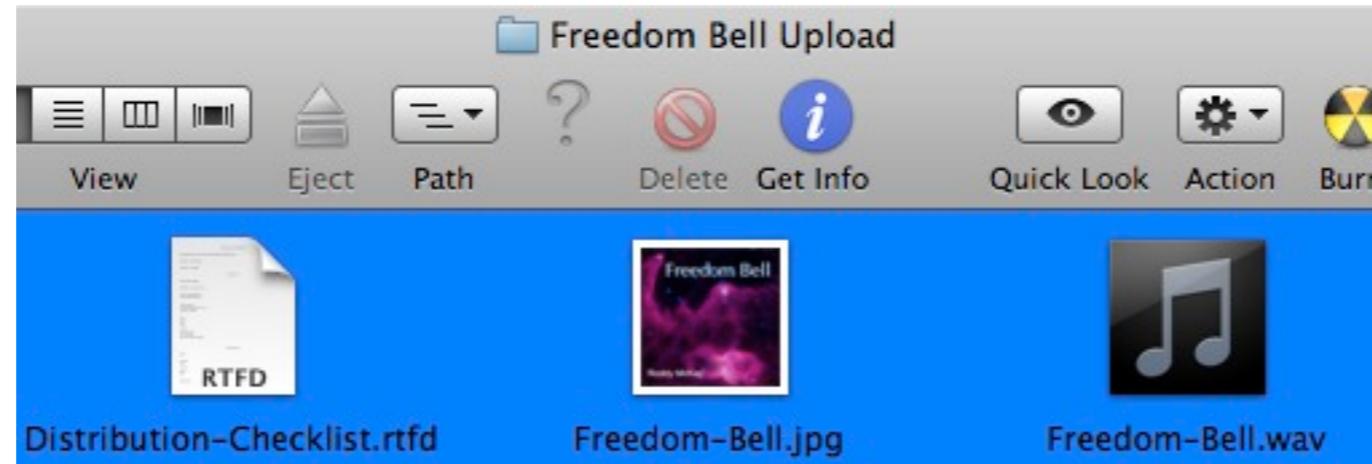
Remember that the maximum file size is 10 MB.

The one in figure [28] is 1.1 Mb. If yours happens to be bigger than the 10 Mb maximum you can reduce it by sliding the Quality control to the left.

Note that I am exporting the image to a folder - Freedom Bell Upload which already contains my audio file master.

Assembling the information required for distribution.

[29]



Upload Folder Contents

The third, and last, item needed for distributing and selling your songs is a data sheet with all the information required for the sign up process.

You can save yourself time and errors by gathering all the info together in a text file so that you can copy and paste the data into the online form. Make sure you proof this for mistakes as accuracy is pretty much essential here!

To give you a head start, I have compiled a data sheet which you can download [HERE](#). The file is in rich text (.rtfd) format and can be opened in any text editor or word processing application.

What's in a name?

If you are a solo artist who writes and records your own songs you can skip this part because you get to use your own name if you want!

When two or more people are involved things get a little more complicated. You need to consider setting up some kind of business entity or, more simply, put your trust in one member of your band who will be responsible for collecting and distributing income from sales and licensing.

Deciding who you are and how you structure your business is a very important career decision. Its worth spending some time learning about basic business practice - either by consulting a lawyer and/or an accountant or doing your own research.

If you decide to go under your band or stage name, remember that your bank, at least, will want some kind of documentation before they will allow you to set up a business account under any name other than your own. Check this out before you go any further.

One person, at least, will have to use their legal name to sign contracts and agreements.

Email Address

It makes sense to have a separate email account for your business activities. If you have a website, you can set up a web mail address like - financialdirector@mywebsite.com - and then forward this to any standard email account.

Otherwise you can set up a Gmail account like - myband@gmail.com

Click [HERE](#) to get started.

Mailing Address

Assuming that you don't have a business office and a full time secretary, its worth considering getting a mailbox. I'm not talking about a P.O. Box number as these have too many restrictions and don't provide you with an actual street address.

Look for a conveniently located UPS Store, Goin' Postal etc. This will not only provide you with a street address and a suite number, but is also convenient for getting parcels delivered when you are away from home. This service only costs a few dollars a month and will help to stop adoring fans beating a path to your front door!

Phone Number

To avoid the expense of a business phone line, and to ensure that you don't miss any important calls, its worth considering setting up a Google Voice account.

This free service provides you with a Google phone number. Calls to this number can be diverted to other phones such as your home and/or mobile. Voicemail can be accessed online and reading the text transcriptions of voice messages is a good source of entertainment!

Find out more [HERE](#).

Bank Account

If you are going to use your personal bank account its worth setting up a deposit account for your music business to keep income separate from your personal finances.

A better option may be to set up a [PayPal](#) account. You can also use this to accept payments and sell merchandise on your website if you opt for a [Merchant Account](#).

Copyright

If you haven't already done so, consider registering your songs at the US Copyright Office. More info [HERE](#).

To save money you can register several songs as a collection if you are releasing an EP or Album.



Click the © icon for to download the copyright info pack

Click the Tutorial icon to download a copyright tutorial



Licensing

If you are not the copyright holder of all/any of the tracks make sure you can prove that you have the copyright holder's permission to use the songs.

In the USA, the Harry Fox agency handles the bulk of music licensing. Click the icon to find out more.

Check out Limelight for a quick and easy way of obtaining clearance for using songs for which you don't hold the copyright.



Harry Fox Agency



songclearance.com

When you are creating song titles, try to keep them short and avoid all punctuation like commas and apostrophes.

Make a numbered list of the tracks in the order in which they appear on the album.

If the individual songs have any variance in Artist, Composer or Publisher make a note of these below each title.

If you are uploading these tracks to CDBaby, you may want to specify the start point of the clip. We'll get to that in a minute.

Other Information

URLs: Add the URLs to your website, MySpace, Facebook etc to your data sheet.

Genre: This can be a difficult one if your music doesn't fall straight into an obvious category. If in doubt, ask the opinion of others. You are going to be asked to choose from two main categories and also a sub category for each. You will also be asked to choose a Mood or Style for the song.

Artist Location: If you think this will help sales you can mention your real geographical location - or somewhere more exotic perhaps?

Comparable Artists: Think of three well known artists/bands who you think you are comparable to so that people can get an idea of your style of music.

The Short Album Description

When potential customers are browsing the CDBaby store, they see the Album/Track name, the artwork, artist's name and this short description.

Think long and hard about this as these few words can make the difference between them wanting to find out more about your music clicking away from your entry.

"Have you ever heard the blues played on bagpipes?"

Would THAT grab your attention?

As with all entries, make sure you write good english. Pay attention to spelling, grammar and the proper use of capitals and lower case letters. Don't use all caps or any abbreviations.

Because the short description can be seen along with the Artist Name and Track/Album title, don't waste space by putting these in the description. Do not put links/URLs to websites in this space.

Album Notes

This is where you can really let your literary talent run riot. Create an interesting document with all the information about you, your music and your latest release that you think people may care to read. You can include content from reviews, your bio and also mention your other products.

Try to put the most important info in the first paragraph or two. Some people like to read everything and others will lose interest quickly.

Make sure that the content of the notes is in the data sheet referred to on page [21] so that it can be copied and pasted when needed. Get other people to check it for errors and give their suggestions about content.

Retailers like iTunes do not allow you any control over the selection and length of the songs clips that are available for preview. They chop out a selection of about 30 seconds an arbitrary number of seconds into the song.

CDBaby, for example, on their retail site allows you to choose the start point of the clip and this is well worth doing as it gives you some control over what potential buyers hear.

If you don't specify the start point, the clip will begin 48 seconds into the song and run for 29.5 seconds and, in most cases, this does not give a good impression of the song.

Choosing your own start point makes things sound a lot more sensible. Load each track in turn into your editing software, find a suitable start point and note the time in seconds. Let the song play for 29.5 seconds to see where the clip is going to end. If its going to create a more suitable end point you can specify a clip length shorten than 29.5 seconds but not any longer.

Clips have a 1.5 second fade in/out so keep this in mind when choosing the start point.

Now open your data sheet and, next to each track title, make a note of the clip start time and the required duration.

By this time you should have just about all the information you need to actually release the music.

Before you take a deep breath and jump in, review the contents of the Upload Folder one more time.

Setting Up The Account

Go to - [CDBaby](#)

Click the "Get Started Now" button

Verify that you are at least 13 years old

Fill out the contact info

Create your username and account password

Make a note of these, as well as the login URL, in your data sheet.

You should also take this opportunity to set up your payment info giving your Bank Account details.

You will also be asked for a Pay-Point. This is the amount of money that will accumulate in your account before you actually get paid. The minimum is \$10 but you should raise this to approximately what you sell each month.

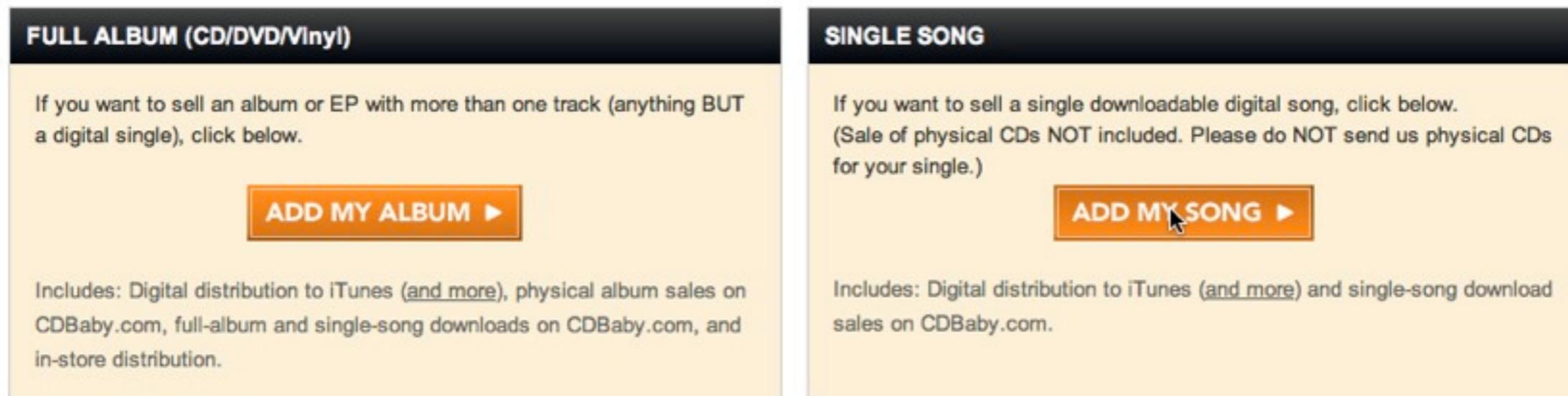
Now that you are a member, any time you login you will be taken to your dashboard where you can manage and edit the account and check out sales activity.

I'm going to step through the process so that you can see everything you need to do and read the contract before committing yourself to the real thing.

In the main Dashboard page, select "add new item"



Now select an Album or a Song...



Get your data sheet ready to fill out the rest of the info....

BASIC SINGLE INFORMATION

Tell us a little about the single you're signing up.

Artist Name * ?	<input type="text" value="Roddy McKay"/>	 As it appears on the track
Single Title *	<input type="text" value="Freedom Bell"/>	
Digital Release Date ?	<input type="text" value="03/06/2011"/> (mm/dd/yyyy)	
Record Label	<input type="text" value="Cosmystic Music"/>	If you leave this field empty, we'll fill in artist name
Copyright Owner	<input type="text" value="Roddy McKay"/>	Leave blank if same as artist name

BAR CODE

You need a bar code (UPC) if you want to take advantage of these CD Baby features: Digital Distribution, In-Store Distribution, and SoundScan Reporting.

A bar code selection is required from this section

- I already have a bar code
- I'd like CD Baby to assign me a bar code for \$5. (We'll email you a bar code at the end of the sign up process)

SAVE AND CONTINUE ►

Fill out the track title exactly as you want it to appear

TRACK TITLE

Please enter the track name for this single exactly as you want it to appear on CDBaby.com and our digital partners' sites. ?

If you have additional artists (featuring or primary) on this track, do NOT enter them in the track title. You will be able to provide this information later in the sign-up process. ?

Track 1 *	<input type="text" value="Freedom Bell"/>	COVER SONG ?
		<input type="checkbox"/>

SAVE AND CONTINUE ►

Check the "COVER SONG" box if this is not an original composition.

Next comes the agreement. Read all of this a make sure you understand it before typing in your full legal name and clicking the "Agree" button.

DIGITAL DISTRIBUTION ADDENDUM

Welcome to the CD Baby Digital Distribution Addendum between you and CD Baby. This Digital Distribution Addendum is part of and incorporates the terms of the CD Baby Artist Agreement, and contains additional terms and conditions under which CD Baby offers the Digital Download and Distribution Service.

1. Additional Authorization:

While selling Your Content on the Website is non-exclusive (meaning you have the right to sell your music and videos directly), the rights granted by you to us under this Digital Distribution Addendum are exclusive with respect to serving as your authorized representative for distributing Your Content to third party distributors for online redistribution, because online retailers (e.g., iTunes, Amazon, etc.) will refuse content that may be delivered by multiple parties.

2. Additional Grant:

In addition to the rights granted in the CD Baby Artist Agreement, You hereby grant to us the exclusive right (as explained below), and to our Licensees the non-exclusive right, during the Term and throughout the Authorized Territory, to:

- (a) Reproduce, promote, sell, distribute, and deliver Your Content as Digital Masters to purchasers and resellers who may use such Digital Masters in accordance with usage rules approved by us and pursuant to any limitations imposed by your distribution preferences (e.g., only Digital Master Sales);
- (b) Use and authorize others to license the use and sale of Your Content in connection with all manner of phone services, such as, but not limited to, sales or licenses of Your Content as downloads (including, without limitation, downloads to cell phones) and for use as ringtones (including mastertones) and ringback tones;
- (c) Use so-called "kiosks" to reproduce, distribute, market, and promote Your Content, including, without limitation, by allowing the burning of compact disc and DVD copies of any of Your Content (to the extent not expressly prohibited by you) or by allowing a copy of Your Content to be transferred to digital storage devices, including smartphones and other handheld devices (e.g., iPods, USB drives, etc.);
- (d) Use and authorize others to allow copies of Your Content to be distributed as so-called "conditional" downloads, whether tethered to a device, time limited, play limited or otherwise;
- (e) "Stream" and authorize others to "stream" Your Content on-demand as part of an Internet radio service, on a multi-channel video programming distribution service, or via any other interactive distribution platform or technology, whether now known or hereafter developed, or as part of a non-interactive service; and
- (f) Reproduce, distribute, and publicly display visual elements of Your Content (e.g., album cover artwork, images, etc.) in connection with the promotion, advertisement, sale, and distribution of Your Content.

3. Payments to You:

(a) **Wholesale rates.** For digital content resold through our Licensees (including, by way of example and not limitation, iTunes, Amazon.com, eMusic, Rhapsody, and other partners), we will pay you an amount equal to ninety-one percent (91%) of the net wholesale price actually received by us from our Licensees for the sale or other licensed uses of your Digital Masters (the "**License Fee**") net of Sales Tax. Distribution fees owed to CD Baby by any entity with whom CD Baby has entered into a contractual relationship that are not received or collected by CD Baby (e.g., as a result of the other party's failure to perform under a contract) are not included within the calculation set forth in this Section3(a).

(b) **Retail Sales Rates.** For digital content sold directly through our Website, we will pay you an amount equal to seventy-five percent (75%) of the retail price actually received from a customer for the sale or other licensed use of Your Content net of Sales Tax; provided, however, that in no event shall CD Baby retain less than 29 cents per digital distribution to cover credit card and other processing costs and you hereby authorize CD Baby's retention of such minimum amount. For a listing of all current fees, visit <http://members.cdbaby.com/WhatWeDo/Pricing.aspx>. Retail sales fees owed to CD Baby by any entity with whom CD Baby has entered into a contractual relationship that are not received or collected (e.g., as a result of charge backs, breach of contract, failure to pay, etc.) are not included within the calculation set forth in this Section3(b).

(c) **Payment for Digital Distribution.** We will attempt to provide you with accounting details on a daily basis in the secure members' login area at <http://members.cdbaby.com>, but we shall not be deemed in breach of this Addendum for failure to provide you with such information on a daily basis. We will use commercially reasonable efforts to provide you with payments for digital distribution (by wire or electronic transfer) within seven (7) business days from the date that your Account balance exceeds the Threshold Amount. You may withdrawal funds by physical check for a charge of \$1.50 USD per check withdrawal to cover processing fees. If a check is not redeemed after 180 days from the date it was issued, the funds (minus the fee) will be returned to your Account. Such payment shall constitute full and adequate consideration for all rights granted, and all obligations undertaken, by you in this Agreement.

Your Full Legal Name *

GENRES

Choose 2 genres and subgenres, plus a mood that describe your music.

These choices will be used when people browse CD Baby by genre or mood.



Questions? [Watch our video tutorial](#).
(Video will open in a new window.)

Album Genre #1:

Main Category *

Sub Category *

Album Genre #2:

Main Category *

Sub Category *

Album Mood/Style:

Main Category *

ARTIST LOCATION

Choose a location where this artist is based.

This information will be used when people browse CD Baby by location.

Location *

SAVE AND CONTINUE ►

ARTIST NAME

Please enter each artist's name for every track below.

If additional artists appear on a track, please add them for each song by using the "add artist" button located to the right of the artist name field. Then use the drop-down options to identify whether the artist is primary or featuring. 

1. Freedom Bell *



COMPOSER

Please enter the composer's name for the track below. 

1. Freedom Bell *

PUBLISHER

Please enter the publisher's name for the track below. 

If the publisher's information is the same as the composer's information above, check the "Same as composer" checkbox.

Same as composer

EXPLICIT LYRICS

Please choose whether the track has explicit lyrics below.

1. Freedom Bell *

SAVE AND CONTINUE ►

SHORT SONG DESCRIPTION

A creative but accurate, one-sentence description of your style.

IMPORTANT: When people are browsing the store, all they see are the artist name, single cover, and this short song description - so make it good! Describe the music to total strangers. Click [here](#) to see some examples.

We recommend:

- ▶ Not using ALL CAPS or all lowercase; especially all caps.
- ▶ Not using abbreviations like "2" instead of "to" or "U" instead of "you".
- ▶ Not using your artist name or track title in the short song description. Use that area to describe your music. People are going to see your artist name and song title right next to this short description - no use wasting space on reiteration when you could be blowing their minds.
- ▶ Not listing websites or MySpace URLs in the short song description. You can add links to your websites [here](#).

Short Song Description

What price will you pay - what is it worth? To make a circle of peace all around the planet Earth.

Short Description



SONG NOTES

Please tell us as much as you want about your music.

Because our system times out for security purposes, please write your bio in a text editing program and then copy and paste it here. Feel free to use content from your own website, outside reviews, whatever you think will interest new listeners. Don't worry about making it too long. The more time people spend on your page reading about you, the more likely they'll purchase your music. Please refer to the bulleted points above when writing your notes.

Song Notes

Freedom Bell was inspired by the concept of world peace and how it could be possible if enough people on this planet actually wanted it to happen.
The idea for the song came from accidentally producing a bell like tone on a guitar!
The song was released as a single to illustrate how independent musicians can release their music and get the tracks into iTunes and other online retail sites so that it is possible for anybody on this planet with an internet connection to buy and download it.

The track is featured in an EBook - The Independent Musicians Guide To Selling Songs On The Internet - which describes the

Full Description



ARTISTS YOU SOUND LIKE

Please give us up to three artists people say your song reminds them of.

Want CDBaby.com visitors to find your music? Tell them which of their favorite artists you sound like so they'll know they might like your music too! You can name 1-3 artists, or leave these fields blank.

Famous Artist #1

Bob Dylan

Famous Artist #2

Mark Knopfler

Famous Artist #3

Roddy McKay

SAVE AND CONTINUE ►

DIGITAL TRACK PRICE ON CD BABY

Please tell us how much you would like to sell your digital single track for on CD Baby.

Tracks have a default price of \$0.99 and a max of \$2.99 each. If you would like to change the amount, enter it and click update.

1. Freedom Bell

\$ 0.99

[update](#)

Here's what you get paid

\$ 0.7000

SAVE AND CONTINUE ►

ISRCs

An ISRC is a unique, identifying code for your song. Like a barcode, ISRCs are required for digital distribution. (Visit the [IFPI site](#) for more info or download a helpful guide [here](#))

If you need an ISRC, skip this section and we'll assign them to you for free. If you have an ISRC for your track, please check the box below to enter your code.

I have an ISRC

SAVE AND CONTINUE ►

Important Note About ISRC:

Once your songs have been released, come back to this page to get the ISRC number for each track. You need to inform your Performing Right Society of these ISRCs when you register your songs with them.

If you have already registered the songs, go back and amend the entry for each song.

Now you are going to be asked about how you want your music distributed, where you do and don't want it sold and what countries, if any, that you want to exclude.

Note the option that I have chosen and think carefully about your choice.

DIGITAL DISTRIBUTION OPTIONS

Please choose which Digital Distribution option you would like for your track from the list below. ?



Questions? [Watch our video tutorial.](#)

(Video will open in a new window.)

- CD Baby Only (No distribution)**
You can still sell digital downloads of your music on CD Baby, but we won't send you anywhere else unless you specifically ask us to.
- Only sales. (No streams. no subscription services)**
This option only includes sites that pay 60 cents per track and over. (Download/kiosk/etc.)
- Only traditional**
Only the mainstream business models: selling downloads, streaming, ringtones, kiosks, etc. If a new company comes along with a very different business model, you will NOT be included. This option includes subscription services, which means along with paid downloads, your music will be available for full length streaming to their members (each stream pays a fraction of a penny per listen).
- Everything that pays**
As long as it pays, you'll take it. There are always new forms of income for your music in the digital world, and we'll make sure it is sent to partners that use innovative models. This option includes paid streams, as well as services that may pay less than more traditional sites for downloads. Option D is great for exposure, and will ensure that your music is delivered to a vast majority of our digital partners!
- Do it all. Even unpaid.**
You'll take everything that pays AND you want us to send it to places that get you extra exposure, even if it doesn't pay. This level includes services that may, under certain circumstances, offer free downloads. Don't worry though, we're not here to just give your music away for free; CD Baby only enters partnerships that we feel will ultimately provide value. Choosing this option means you'll be delivered to every single digital retailer that we are partnered with!

Note: In addition to these settings, you can also make specific restrictions to your distribution settings on the "Territory Restrictions" page.

We will distribute your music to all checked companies below. Uncheck a box if you do NOT want to sell your music to that specific company. Please note: once your album is finalized for digital distribution, you will need to call us to make any changes to your distribution preferences.

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> 7digital | <input checked="" type="checkbox"/> Amazon MP3 | <input checked="" type="checkbox"/> Apple iTunes |
| <input checked="" type="checkbox"/> Deezer | <input type="checkbox"/> Emusic | <input checked="" type="checkbox"/> GreatIndieMusic |
| <input type="checkbox"/> Last.fm | <input checked="" type="checkbox"/> Liquid Digital Media | <input checked="" type="checkbox"/> MediaNet |
| <input type="checkbox"/> MySpace Music | <input checked="" type="checkbox"/> Napster | <input checked="" type="checkbox"/> Nokia |
| <input checked="" type="checkbox"/> Rhapsody | <input checked="" type="checkbox"/> Shockhound | <input type="checkbox"/> Spotify |
| <input checked="" type="checkbox"/> ThumbPlay | <input checked="" type="checkbox"/> Tradebit | <input checked="" type="checkbox"/> Verizon |
| <input checked="" type="checkbox"/> Zune | | |

Normally you would only exclude certain territories if you had a separate distribution arrangement for them.

DIGITAL TERRITORY RESTRICTIONS

Please click "Save and Continue" below if you would like us to digitally deliver your album to every geographic territory available.

Are there specific territories/countries to which you would like to restrict delivery of content? Most artists will not need to set any territory restrictions and can skip this section. If you want us to deliver your music globally, without restriction, click the SAVE AND CONTINUE link at the bottom of the page. If territory restrictions are needed for this album, please choose from the territories below.

By default we do not restrict where we send your digital music by territory / country.

Please note that these restrictions are not retroactive. That means you can't use these restrictions to remove your album from a country to which it has already been sent. This is especially important to remember for retailers that send to multiple regions (e.g., iTunes).

- I want to sell to all territories, except for those selected below.
- I only want to sell to the territories selected below.

Choose a territory 

SAVE AND CONTINUE ►

Next the files are going to be uploaded. If you need a break at this point you can save, log out and go walk the dog if you want.

UPLOAD YOUR MUSIC AND ART

Want to upload your music and art? Please [click here!](#)



Questions? [Watch our video tutorial.](#)

(Video will open in a new window.)

SEND US YOUR MUSIC!

COVER ART REQUIREMENTS:

Please keep in mind the following very important requirements for all CD Baby cover art:

- We cannot use artwork that is, or looks like, a scanned CD. We need full, square cover art (either digipak or jewel case insert)
- No URLs, email addresses, phone numbers, or ANY contact information can appear on the front cover
- No handwriting on your cover graphic
- Please only use images with permission - no unlicensed copyrighted images

IF YOU ARE SELLING A "TRIBUTE SONG":

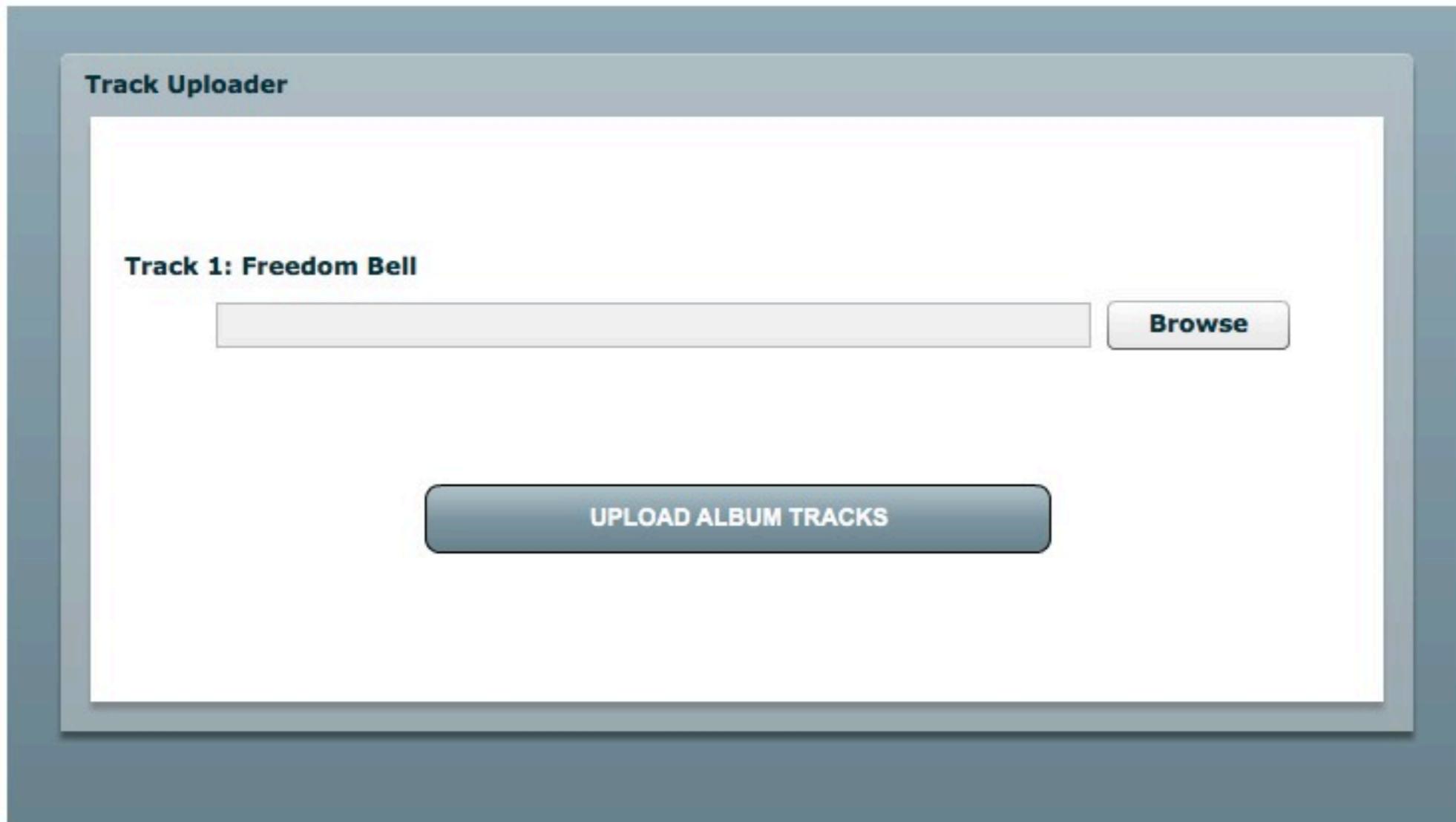
iTunes now requires that if you are selling a tribute song, the word "tribute" must be **LARGER** than the name of the band whose music you are covering.

[I'd like to pay for this album now >>](#)

UPLOAD YOUR TRACK

Upload a high quality file in either **WAV** or **FLAC** file format. **File must be stereo, 44.1 kHz sample rate, and 16bit.** (You can also upload an MP3 that meets the same specifications, but it isn't recommended. [Why?](#))

Be sure to click the 'upload album track' button after selecting your track!



Track Uploader

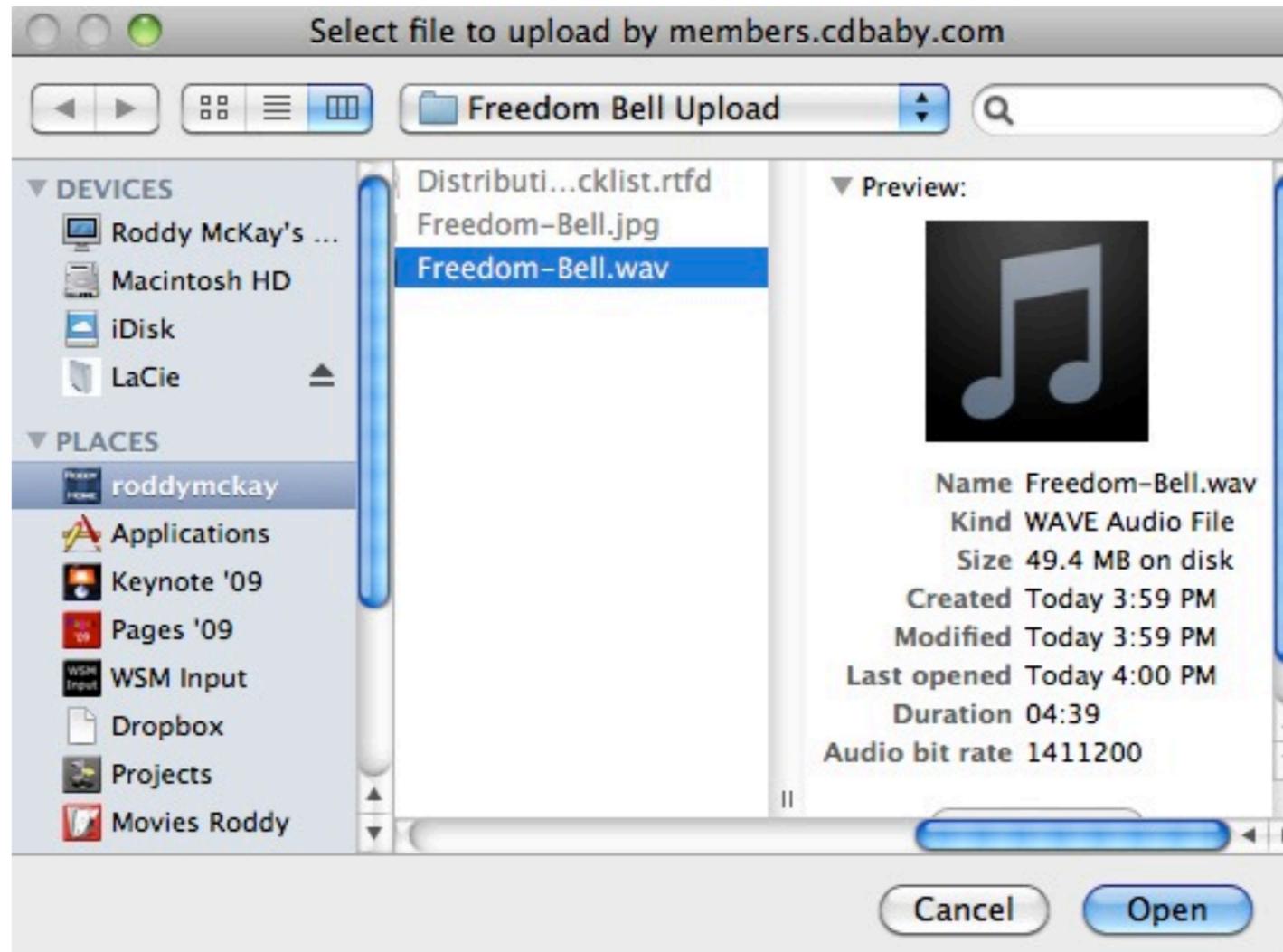
Track 1: Freedom Bell

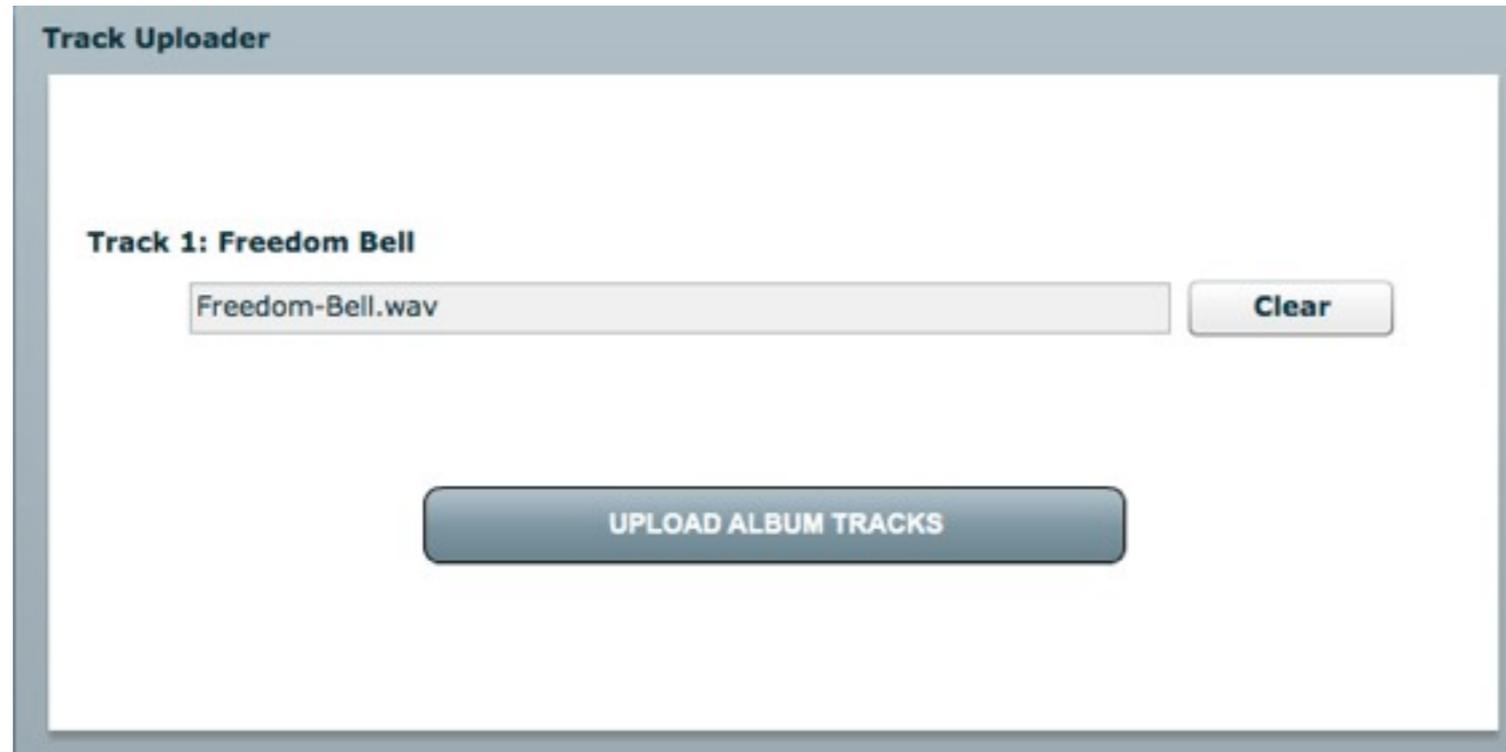
Browse

UPLOAD ALBUM TRACKS

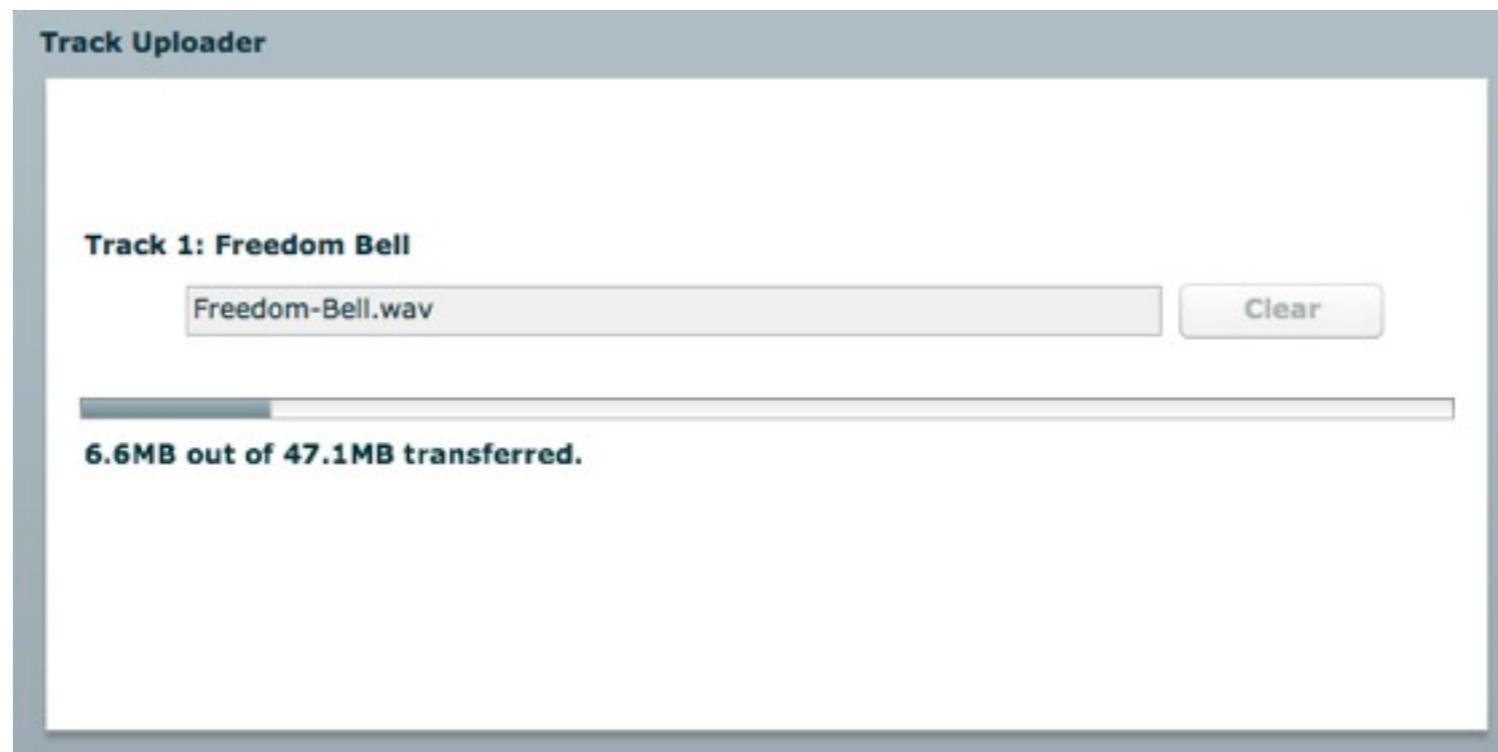
Click the Browse Button

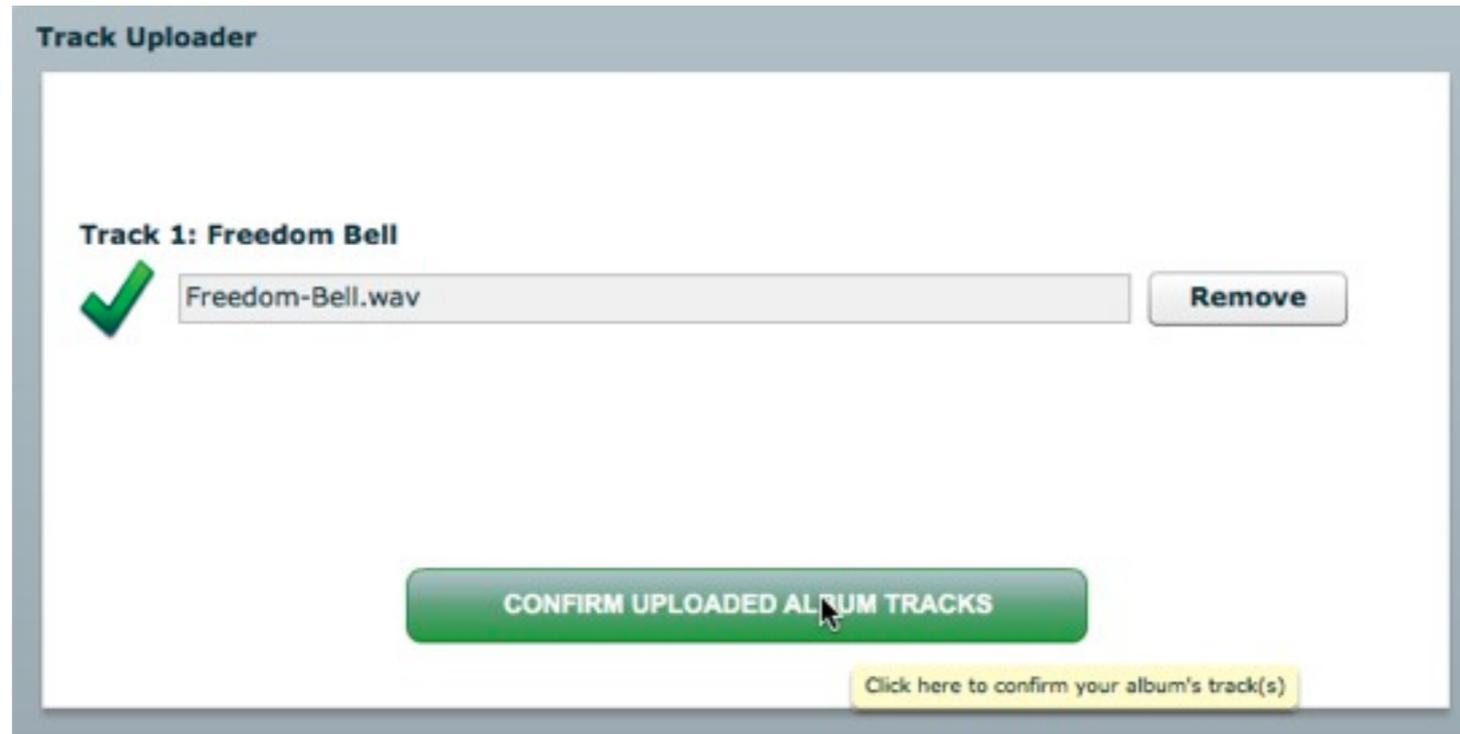
Browse to the upload folder, select the file and click "Open".



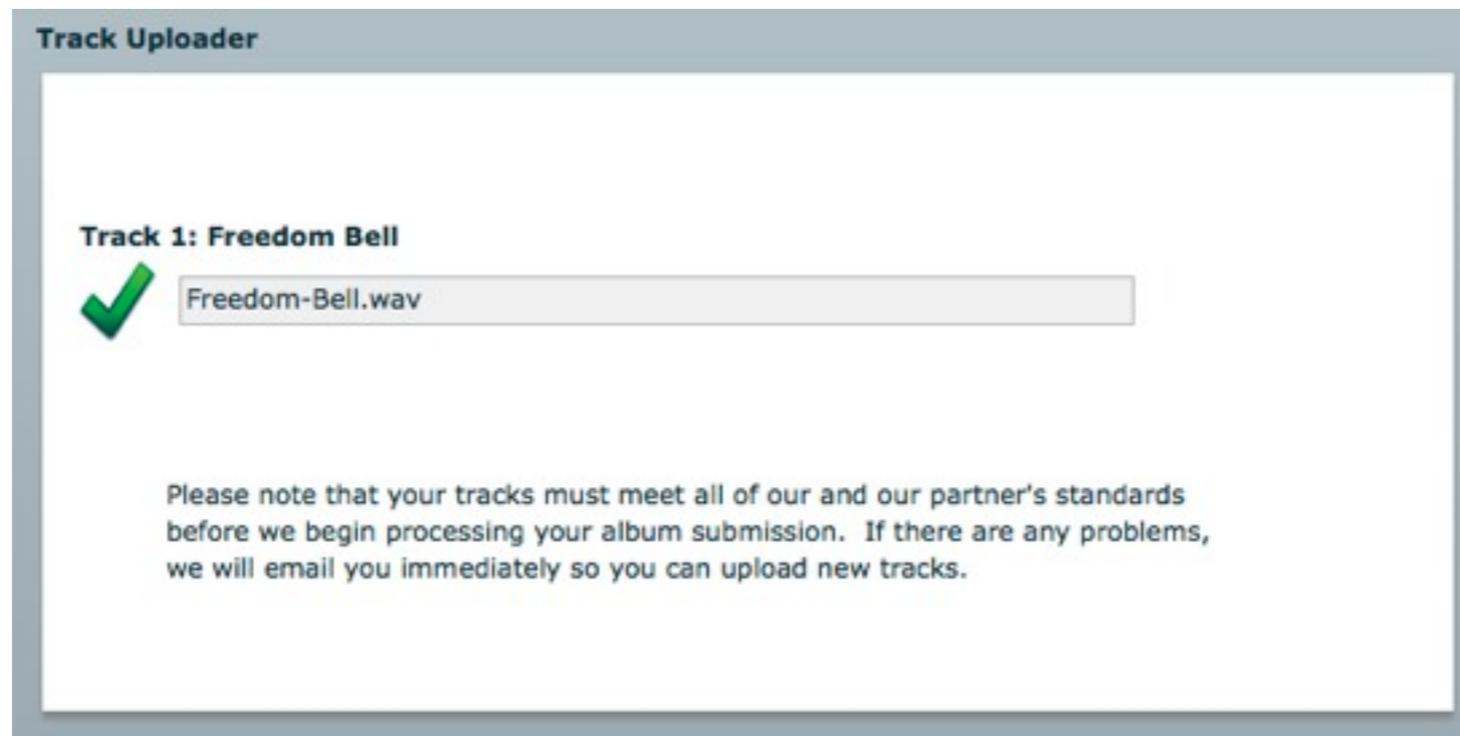


Click the Upload button and the file uploads....





Confirm the audio file upload



UPLOAD YOUR TRACK COVER ART

Your cover art must be:

- 1000 x 1000 pixels (anything smaller will be blown up to 1000 x 1000 pixels, resulting in lower quality)
- JPG file type
- 72 - 300dpi (300dpi is the best)
- Less than 10mb

If you upload an image that isn't perfectly square, we will fill in the remaining space with black bars (kind of like when you watch a wide screen movie on a standard TV). **These 'black bars' will appear anywhere your cover art is displayed, including our digital partner sites!**

If you are submitting multiple singles, you may NOT upload the exact same image for each single. The artwork must be unique to EACH single, and can be differentiated by using text specific to the single, changing the color scheme of the image, and/or providing a unique cover for every single you are uploading.

You may NOT upload artwork that displays the following:

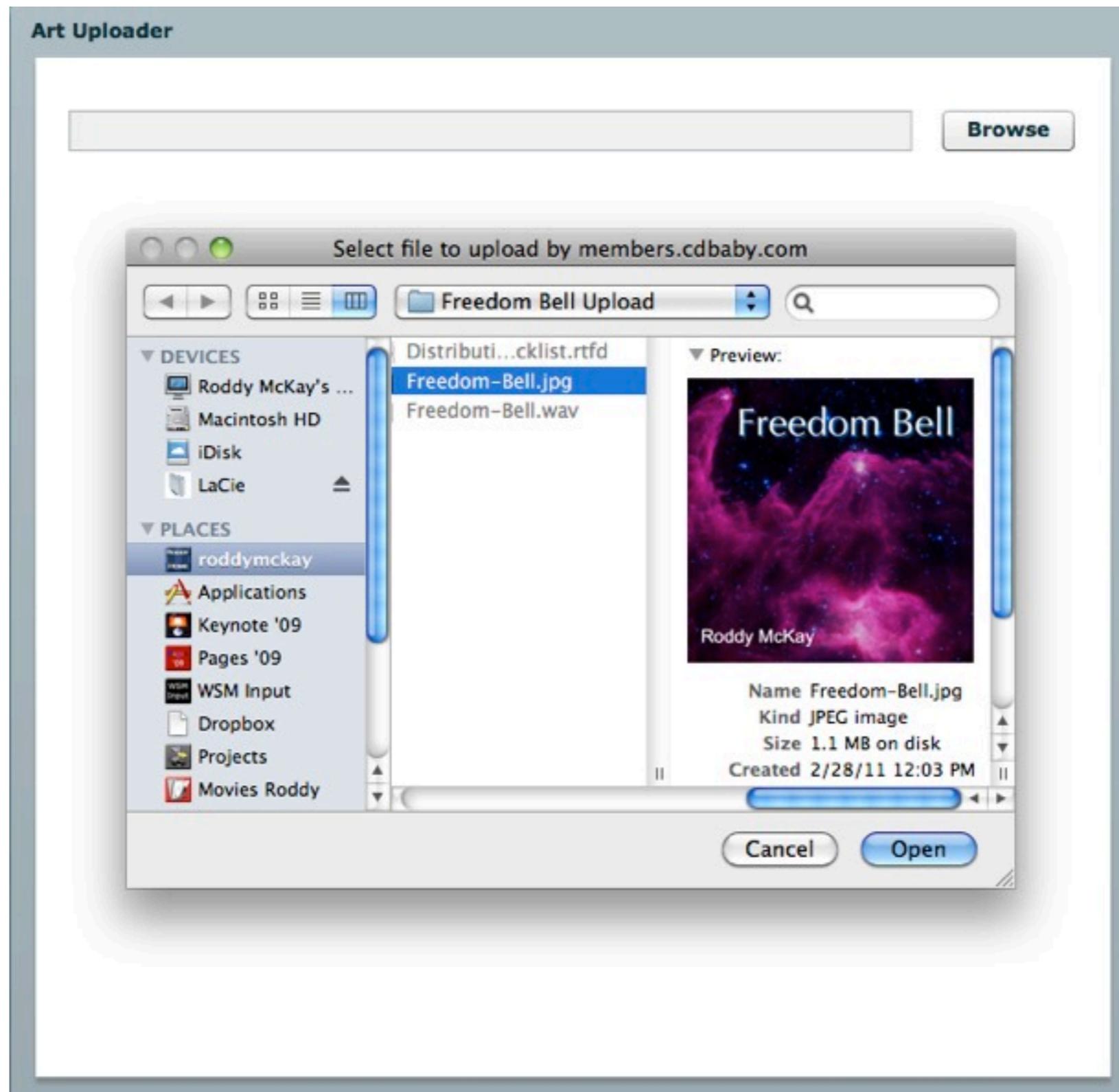
- Website URL
- Contact information (i.e., email address, phone number)
- Pornographic images
- Pricing information
- Copyrighted images
- Scan of a CD (must be retail-ready artwork)

Be sure to click the 'confirm uploaded album art' button after selecting your cover art!

Select The JPEG File

Jump

[47]



Click the Upload button.....



Once your file has uploaded you can click the Confirm button if you are satisfied that you have uploaded the correct file!.

Note that you can delete the file and try again if you have screwed up, or changed your mind, by clicking the Remove button.

A rectangular button with rounded corners, a light grey background, and a thin grey border. The word "Remove" is centered on the button in a bold, black, sans-serif font.

Art Uploader

Freedom-Bell.jpg Remove

✓ Your album art has been uploaded successfully.
To upload new artwork, click the Remove button above and upload the new file.



CONFIRM UPLOADED ALBUM ART

Freedom-Bell.jpg

 **Your album artwork has been finalized.**



Now click the navigation button to get to your Dashboard, check the "Add to Cart" box for the item(s) you want to pay for and then proceed to Checkout.

UNPAID ITEMS

Artist	Title	Type	Add to Cart	
Roddy McKay	Freedom Bell: MP3	Album	<input checked="" type="checkbox"/>	view / edit

CHECKOUT ►

MY CART

Item	Description	Quantity	Price	Total
------	-------------	----------	-------	-------



CD Baby Single Song Album Submission
Freedom Bell

1 \$9.95 **\$9.95**

[remove](#)



UPC Bar Code
Freedom Bell

1 \$5.00 **\$5.00**

Coupon Code:

Host Baby or Oasis client? [Click here](#)

Subtotal: \$14.95

BILLING METHOD

Choose a billing method from the options below.

Using our secure server, you can quickly and safely pay by credit card and get this order movin'.

CREDIT CARD ▶

Don't have a credit card or don't have your card number handy? Use PayPal. Also quick. Also easy. Also secure.

PAYPAL ▶

No credit card? Don't want to do the PayPal thing? Send us an old fashioned check or money order in US dollars.

MAIL IN

Select your payment method & follow the instructions to get order confirmation. Save the Order Number that will come in the confirmation email for your records.

ORDER CONFIRMATION

PLEASE NOTE: Your order may take up to ten minutes to process in our system. Your album will be marked as paid and/or UPC issued at that time. Thank you for your patience.

Order # SO00886439

Item	Description	Quantity	Price	Total
	CD Baby Single Song Album Submission Freedom Bell	1	\$9.95	\$9.95
	UPC Bar Code Freedom Bell	1	\$5.00	\$5.00

CREDIT CARD

Roddy McKay
MC/VISA

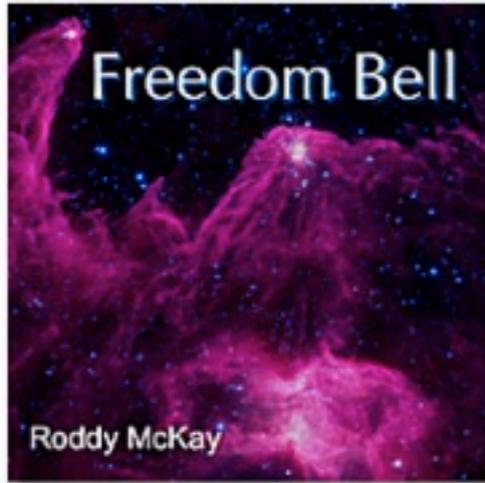
Subtotal: \$14.95

Total: \$14.95

The CDBaby staff have been hard at work and, 30 hours later, here's my page on their website.....

[Home](#) | [Roddy McKay](#) | Freedom Bell

[← BACK TO ARTIST PAGE](#)



Freedom Bell

Roddy McKay

© Copyright-Roddy McKay (885767571662)

Record Label: Cosmystic Music

AVAILABLE FOR DOWNLOAD ONLY

[BUY MP3](#) Download Album (MP3) - \$0.99

Share This Album

[f](#) [t](#) [e](#) | [+](#) Share

[see album notes & reviews](#)

Preview	Song Name	Time	Format	Price	Select
	1. Freedom Bell	4:40	MP3	\$0.99	<input type="checkbox"/>

[preview all songs](#)

[DOWNLOAD SELECTED SONGS](#)

[Log in to add to your wishlist](#)

What price will you pay - what is it worth? To make a circle of peace all around the planet Earth.

Genre: Easy Listening: Vocal Pop
Release Date: 2011

Album Notes

Freedom Bell was inspired by the concept of world peace and how it could be possible if enough people on this planet actually wanted it to happen.

The idea for the song came from accidentally producing a bell like tone on a guitar!

The song was released as a single to illustrate how independent musicians can release their music and get the tracks into iTunes and

[Read more...](#)

REVIEWS

[Log in](#) to write a review.

Related Items

Recommended if you like

- Bob Dylan
- Mark Knopfler
- Roddy McKay

Genres you will love

Now that I have the URL to the [CDBaby webpage](#) I can update my own websites and create the hyperlinks to it.

Follow these links to see examples of the hyperlinks to CDBaby

The [iWeb for Musicians](#) instructional webpage shows the elements of a buy page

The [CDBaby Buy Page](#) is shown in an iFrame

The [iTunes PAGE](#) in an iFrame

[Cosmystic Music](#) production website

[Buddha Rocks](#) and the [BUY PAGE](#)

Once the web site pages are published, the SEO work completed and the files have been uploaded to the server, the links to these sites can be added to the information on the CDBaby page.

Make a list of the URLs to your webpages to have them ready to add to your CDBaby page.

Click on the View/Edit link for the title in the CDBaby Dashboard

Title	Type	Digital Distro?	Inventory	Bar Code	
<i>Mirror Of The Universe: CD</i>	Album	<u>YES</u>	Warehouse 3	<u>UPC (Bar Code)</u>	<u>view / edit</u>
<i>Country Woman: CD-R</i>	Album	<u>YES</u>	Warehouse 0	<u>UPC (Bar Code)</u>	<u>view / edit</u>
<i>Freedom Bell: MP3</i>	Album	<u>YES</u>	Warehouse 0	<u>UPC (Bar Code)</u>	<u>view / edit</u>

Select "Links" in the navigation panel shown below, add the webpage URL, the "Clickable Words" link text and click "ADD LINK". Create links to your MySpace, Facebook pages etc. Try to put them in order of importance with your main web page first.

SINGLE INFO

[Single Name](#)

[Single Title](#)

[Single Art](#)

[UPC \(bar code\)](#)

[Record Label](#)

[Release Date](#)

[Sales Contract](#)

[Single Links](#)

PRICING ON CD BABY

[Digital Track Price](#)

Add Links to Album Page

These links will appear in the left-side navigation menu of your Album page.

URL * (ie: "http://www.myspace.com/bandwebsite")

Clickable Words * (ie: "MySpace page" or "Band Website")

ADD LINK

Click here to add a link to your artist/album page.

Current Links on Album Page

Cosmystic Music (http://www.cosmystic.com/) [remove](#)

IWeb for Musicians (http://www.iwebformusicians.com/Internet-Music-Sell-Distribute/Freedom-Bell.html) [remove](#)

SAVE

When you are done, click SAVE and then check out your buy page to make sure they are OK and, when clicked, go to the appropriate web page.

Links to online retail websites

As your songs become available on other retail sites such as iTunes, you should visit their page and get the URL to add to the list of purchasing options on your own website. You can mention each one as a "news" item on your MySpace, Facebook etc as they appear.

Try not to confuse potential buyers with too many purchasing options but offer them a choice.

From the artist's point of view, the CDBaby website is probably the best one to promote due to the fact that you have more control over pricing and can offer promotional deals. Also the song clips will sound better if you have stipulated a sensible start time.

Remember that, the easier you make the buying process - with fewer mouse clicks, the more you will sell. For example, if you send a potential customer to iTunes and they have to open an account, download the iTunes application and familiarize themselves with it, then they are very likely to give up and you will lose a sale. On the other hand, a huge number of people have an iTunes account and this is their preferred way to buy.

For those of you who have control over your own website its worth considering where you send customers. There are advantages to keeping them on your website to buy from sources such as CDBaby and iTunes. Once they leave your site they may not come back! Both the option of keeping customers on your site and sending them direct to the retailer are demonstrated [HERE](#).

Click the logos on this page to get to the retailer's site and the text link for the alternative.

Buy one of your own songs from each retailer to find out what hoops your customers have to jump through. It will only cost YOU the price of the retailer/distributor commission!

Now that your songs are in the online music stores, its up to you to get the customers there. Check out the ideas and resources on the CDBay [DIY Musician Blog](#).



[Buy from CDBaby](#)



[Buy from iTunes](#)

In your Dashboard page you can manage your account info and activity.

MY ACCOUNT  add new item  add credit card swiper  add swiper supplies  add downl

ACCOUNT INFO	ACCOUNT ACTIVITY
<p>Roddy McKay roddy@mail.com 47 Music Row, Blues City, CA 90000 7776664321</p> <p>Edit Account Info Change Password Terms + Conditions Payment Details Manage Credit Cards Manage Addresses</p>	<p>Accounting Overview CD Baby Sales Digital Distribution Sales Swiper Sales</p>

Account Info

Remember to keep your account current by editing it to update any information changes such as address, phone number and bank account or credit card.

One item that you may want to change fairly often is the Pay Point which comes under Payment Details. As your sales increase you should raise the amount of the Pay Point to approximately the monthly sales total. This will make your financial accounting easier.

Managing your releases

Roddy McKay

[bio](#) [links](#) [artist photo](#)

Title	Type	Digital Distro?	Inventory	Bar Code	
<i>Mirror Of The Universe: CD</i>	Album	YES	Warehouse 3	UPC (Bar Code)	view / edit
<i>Country Woman: CD-R</i>	Album	YES	Warehouse 0	UPC (Bar Code)	view / edit
<i>Freedom Bell: MP3</i>	Album	YES	Warehouse 0	UPC (Bar Code)	view / edit

If you need to make any changes to the individual track or album information you can click the appropriate view/edit button.

You may want to change the distribution details as time goes by to reflect any sales trends.

The main reason you will be visiting this section regularly is to update the Album Notes with news of interesting developments in your career relevant to the album or song's release, publicity and sales performance.

At times, you may want to make special offers and change the prices of individual track or even provide the occasional free download.

Note that you can only do this on your CDBaby retail page and not in iTunes etc.

You are going to want visit the Account Activity section of your Dashboard on a regularly basis to track total sales and those in the individual categories such as physical CDs and Digital Distribution.

Accounting Overview

This section gives you a complete overview of all sales:

Total Sales

CDBaby Sales

Digital Distribution Sales

Swiper Sales

Recent Transactions



CDBaby Sales

This section gives you details of:

CD Sales

Digital Sales

The names and email addresses of all those who purchased your songs are listed here.



Digital Distribution Sales

This section gives you a complete overview of all digital sales.

The main page shows total sales and by clicking the "View Sales" link you get to a page that list all sales in this category.

You can see which retailers are your biggest performers and compare the amount of money you receive from each to decide which type of sale is the most profitable.



Swiper Sales

This section gives you a complete overview of all Credit Card Swiper Sales if you have signed up for it.

Gigging artists/band should consider this service as it allows them an easy way to process credit/debit card sales of CDs and other merchandize.

Click the "Add Credit Card Swiper" button on the Dashboard page to find out all the info about this service.



Data Base

Visit the CDBaby Sales page regularly to harvest the names and email addresses of people who have purchased your products.

If you haven't already done so, you need to start a data base listing all your contacts. This should contain a list of all those who buy your tracks and fill out your website contact form.

To encourage people to give up their name and email address, you should offer some kind incentive such as a free download. For an example, go to [THIS PAGE](#) and click the EBook image.

Next time you release a song or have a promotional discount, you can send out an [EBlast](#) to all the people on your list.

Anytime you need to update info, get to the Edit Menu from the Dashboard by clicking the View/Edit link next to the track or album.

Now you can select any category, edit and save.

SINGLE EDIT MENU



Roddy McKay
Freedom Bell

Download cards
Now order online!
Get 100 for just \$49.

ORDER NOW ▶



<p>SINGLE INFO</p> <ul style="list-style-type: none"> Single Name Single Title Single Art UPC (bar code) Record Label Release Date Sales Contract Single Links 	<p>SINGLE TRACK INFO</p> <ul style="list-style-type: none"> Track Title Sound Samples Clips 	<p>MORE SINGLE TRACK INFO...</p> <ul style="list-style-type: none"> Cover Song Artists Composer Publisher Explicit Content 	<p>SINGLE DESCRIPTIVE INFO</p> <ul style="list-style-type: none"> Genres Location Short Single Description Artist Sounds Like Single Notes
<p>PRICING ON CD BABY</p> <ul style="list-style-type: none"> Digital Track Price 	<p>DIGITAL DISTRIBUTION</p> <ul style="list-style-type: none"> ISRCs Distribution Option Territory Restrictions Company Restrictions Report Trouble 	<p>SINGLE CONTENT SUBMISSION</p> <ul style="list-style-type: none"> Cover Art Audio 	<p>WEB HITS</p> <ul style="list-style-type: none"> Web Hits

Creating a promotional download....

When you send out promotional emails to radio stations, the press etc, you need to include a link to a download of your info.

Create a new folder on your computer desktop and drag the following items into it.

- [1] The audio clips [.mp3 & .mp4] created on page [11]
- [2] A few photos in JPEG format & the album/track image [.jpg]
- [3] A short promo movie if you have one [.mp4]
- [4] Text files in rich text format [.rtfd].

These text files should be named appropriately and include:

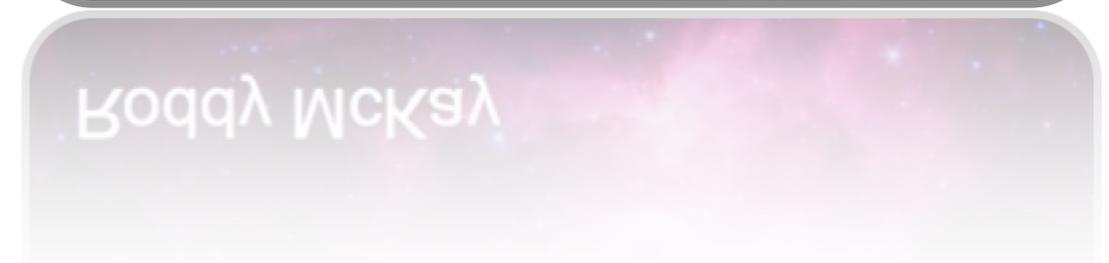
- (a) Contact Info
- (b) Bio
- (c) FAQ sheet
- (d) Short press release
- (e) Comprehensive press release
- (f) Achievements, awards accolades

Save this folder with an appropriate title such as your name/band name and, referring to page [10], create a zip file of it.

Now, upload this to your server or get your webmaster to do it and make a note of the download URL which will be something like....

<http://www.domain-name.com/NameOfFolder.zip>.

Attach this link to your promo emails.



[Copyright](#) your songs.

Register them with your [Performing Right Society](#) and give them the [ISRC](#) for each song. See page [\[38\]](#) for more information about this.

As soon as you have set a release date:

Send out your [Promo Package](#) in a press release

Update your website, Facebook, MySpace....

Send out an [EBlast](#) to all your fans and other contacts in your Database

Consider having a promotional discount for the first few weeks that your new release is on sale or offering a free gift to the first 100 customers.

Take your time and be organized - once you've released your music you can't take it back!

Remember that we do music to have fun and avoid having a real job.

How to sell licenses for your songs direct from your website

Licensing your music for use in film, TV, games, advertising etc is usually regarded as a specialist field requiring extensive contacts in the business.

If you happen to strike pay dirt by getting one of your songs into a smash hit movie, the [Harry Fox](#) agency will be happy to handling the licensing for you. Meanwhile, back in the real world, there is a huge potential market for your music.

[LicenseQuote](#) is a California company who take all the hard work and guesswork out of licensing and make it possible to sell both your songs and various forms of license from your own website. The pricing is extremely reasonable and depends on the number of tracks you have in your catalogue and whether you need hosting or not.

Plans & Pricing				
	LQ 50 (up to 50 tracks)	LQ 200 (up to 200 tracks)	LQ 500 (up to 500 tracks)	LQ 1000 (up to 1000 tracks)
Audio files hosting/storage included	\$75/year	\$200/year or \$22/month	\$438/year or \$48/month	\$825/year or \$91/month
Audio files hosting/storage NOT included	\$35/year	\$80/year or \$9/month	\$175/year or \$19/month	\$330/year or \$36/month



Click the LicenseQuote logo to get to their website

Click [HERE](#) for more information about this service.

Tracks	Licenses	Profile	All Brands	All Genres	All Tags
Go to page: 1 2 3 4			Page 3 of 4 (38 items)		
	Melinda Catalog: Instrumental Composer: Jackie Copyright: 2008	Acoustic Guitar, Dissonant to Minor, Travis Pick			License Buy
	Nepalese Rose Album: The Tickle Composer: Jackie Copyright: 1998	Story of a nepali girl adopted by a family from across the world because of her spirit. <hr/> LYRICS (paste to browser) http://tiny.cc/lyricsNepalese			License Buy
	New Stuff Today Album: The Tickle Composer: Jackie Copyright: 1998	Children's humorous story about laughter, feet and a smile. <hr/> LYRICS (paste to browser) ht	<div style="border: 1px solid black; padding: 10px;"> <h2 style="text-align: center;">Lyrics - New Stuff Today</h2> <p style="text-align: center;">©1998 Jackie Henrion/Mamaloose Music Inc. (ASCAP)</p> <div style="border: 1px solid gray; padding: 5px; margin: 10px 0;"> <p>New Stuff Today ✕</p> <p>The Tickle Monster Album</p> <div style="display: flex; justify-content: space-between; align-items: center;"> <div style="display: flex; align-items: center;"> </div> <div style="text-align: center;"> - + </div> <div style="text-align: right; color: yellow;"> 0:26 / 2:58 </div> </div> <div style="border: 1px solid gray; margin-top: 5px;"> License Buy \$ 0.90 </div> <p style="margin-top: 10px;"> Got me some new teeth this week Till now it's only been my tongue in my cheek I love to chew on everything I find For which my gums were perfectly designed But now these teeth add new meaning To my daily grind </p> </div> </div>		
	Reduced To Album: Mama Loose Composer: Jackie Copyright: 2008	A fishing term as a metaphor Humorous country treatment <hr/> LYRICS (paste to browser) ht			
	Reduced To Catalog: Instrumental Composer: Jackie Copyright: 2008	Kicky country rock two-step,			

The top screenshot shows how a typical LicenseQuote page is laid out with "Buy" and "License" Buttons for each track.

Clicking a link on the music store brings up a page with the player and the lyrics which is a really neat idea.

How long does it take for my song to get into iTunes?

Ground Zero - Files are Uploaded to CDBaby

Day [2] - Song is available on the CDBaby website

Day [9] - ISRC assigned and the song is added to the queue at CDBaby for digital distribution

Day [11] - The song is on iTunes

Click the logo for the iTunes webpage



Click the logo for the CDBaby webpage



Here are some digital music distributors for you to check out.....

CDBaby - <http://members.cdbaby.com/>

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

The Orchard - <http://www.theorchard.com/>

Catapult - <http://www.catapultdistribution.com/>

DittoMusic - <http://www.dittomusic.com/landing/USA/>

Why would you want to do this?

One reason you may want to sell direct from your website is to be able to offer special deals and seasonal or introductory offers to your loyal fans and previous customers. Another would be to sell merchandise such as tee shirts, bumper stickers etc.

Selling digital downloads is relatively painless but you may want to consider if its worth selling physical goods as you then need a warehouse and a packing/shipping department - even if its just you in your garage!

What do you need?

Whatever you decide to sell, the requirements are the same even if the method of delivery is different:

Website store or sales page

A method of getting paid

A system for delivery of the goods

In this section we're going to look at how to get started in website retailing as simply as possible with the minimum cost.

Setting Up Accounts

PayPal is probably the best known and most widely used method of getting paid for internet sales.

Setting up to sell using PayPal buttons is fairly simple and, in most cases, its free!

Using PayPal means that your customers can pay with any major credit/debit card or from their own PayPal account in almost any currency anywhere in the world.

To get started you will need to [Sign Up](#) with PayPal and choose either a [Premier](#) or [Business Account](#).

Start out with a free [Website Payments Standard Account](#). You can try it out and create a test button before you commit.

Provide PayPal with your Bank Account details so that you can transfer money to spend it on wild living. However, they now have a [Debit MasterCard](#) which you can use to buy stuff and pay your bills.

With PayPal you can send out an [Online Invoice](#) to bill customers for goods and services.

How to create the buttons and get them on your website...

Choose the Button Type, Enter the Item Name and ID, the Price and your email address.

▼ **Step 1: Choose a button type and enter your payment details**

Choose a button type ? [Which button should I choose?](#)

Buy Now ▾

Note: [Log in](#) to My Saved Buttons to create a new button similar to an existing button.

Item name Item ID (optional) [What's this?](#)

Price Currency **USD** ▾ [Need multiple prices?](#)

Customize button	Your customer's view
<input type="checkbox"/> Add drop-down menu with price/option Example	
<input type="checkbox"/> Add drop-down menu Example	
<input type="checkbox"/> Add text field Example	
▶ Customize text or appearance (optional)	

Now click...

Create Button

Click the "Select Code" button and copy it - Command C



Now you can paste this code into your webpage - Command V - and the button will appear....



If your site visitors are likely to buy two or more items it makes more sense to use "Add To Cart Buttons" and have a "View Cart" button for their convenience.

If you don't like the PayPal buttons or they don't suit the design of your website you can customize...

Custom buttons are fairly easy to create if you have a little graphic design experience. Buttons are usually in either GIF or PNG format.

If you use a Mac, iWeb for Musicians has a little tutorial about creating PNG buttons [HERE](#). Otherwise you can download a [Button Folder](#) the I have created for you.

Upload the folder to the root folder on your server. Using the oval blue Add To Cart button as an example the URL to file will be...

`http://www.domain.com/Button-PayPal/Oval-Buttons/Oval-Add-Blue.png`

In the PayPal button builder under Customize Button choose Customize Text or Appearance and select Use your own button.

Enter the URL to the button image into the box and then click Create Button.

Copy the code as before and paste it into your web page.

▼ [Customize text or appearance](#)(optional)

PayPal button

Use your own button image

[What's this?](#)



Click the link to see an example website sales page [HERE](#).

There is a small image of every product which, when clicked pops up a window with more detail. This is described [HERE](#).

The popup window can be a JPEG image or an HTML file. Find out more about [Promotional Material](#) in the [Website Marketing](#) section of iWeb for Musicians

The one related to the digital single also has a flash player with an audio clip that is set to autoplay. You can learn about [Flash Players](#) in the [Music Players](#) section

Each product has its own unique Add To Cart button with a copy of the View Cart button next to it.

The last item has a drop down menu that is used when you are offering a product in various styles, sizes, colors or, in this case, different audio file formats.

Special Deals

The main advantage in handling your own retailing is having the opportunity to offer limited time and promotional deals.

Click [HERE](#) for an example of a page that offers special deals.

The Buy Now buttons are created for each deal in the same way as that for a single product.

Digital Delivery

You can handle digital delivery yourself and this is viable for free stuff and promotional downloads. Its just a question of uploading a ZIP of the file to your server and providing a text or image hyperlink to this. A zip file is a compressed package which, when the hyperlink is clicked in the browser, will download to the visitors desktop. Doing this with PDFs is covered [HERE](#) and the method is essentially the same for any other type of file such as an MP3.

When you are actually selling these files you need to be able to supply the buyer with a unique password protected download link. Most [Website Hosting Services](#) give you this facility but you need to have a knowledge of PHP to create the scripts. Some of them also include shopping cart software but, again, there is a steep learning curve involved.

If you are using PayPal to handle the money side of things it would be logical to use one of their many [Partner Solutions](#). There are over 100 choices in their directory offering different types of solutions for a variety of business types and products/services.

What you choose will depend on how many products you want to sell and the method of delivery.

E-Junkie

I chose to use E-Junkie for the [iWeb for Business Storefront](#).

I was looking for a service that would handle secure delivery of digital goods with easy setup and the ability to offer package deals for a reasonable cost.

Click the icon for more information about E-Junkie.

Find out how to make it work for you on the next page...



How to promote your website and sell on the internet

- Inbound Marketing
- Website Forms
- Email CustomerDatabase
- Promotional Material
- HTML Flyers
- Newsletters
- Bulk Emailing
- Selling on your Website
- PayPal
- Add to Cart
- Digital Delivery

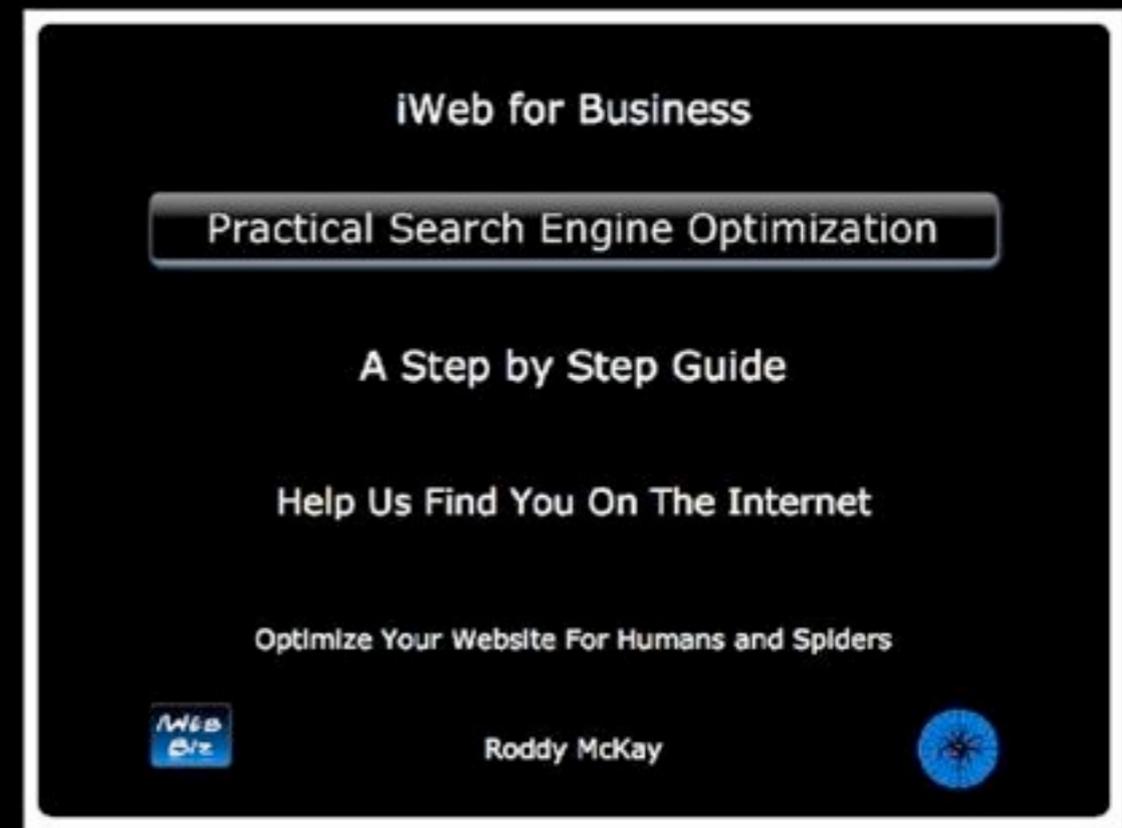
Click the image for more info..

The screenshot shows a website interface with the following elements:

- Title:** Website Marketing
- Sub-headers:** Forms, Bulk Emailing and Eblasting; Sell Your Products and Services
- Text:** How to get your customers to revisit your website...
- Form:** A blue background form with a "Name:" field containing "Roddy McKay" and an "Email:" field containing "webformusicians@gmail.com". There is a small image of a dog in the top right corner of the form.
- Product List:** Under the heading "Order Your Free E Books:", there is a list of four items with checkboxes:
 - Minor Of The Universe Songbook
 - Minor Of The Universe Story
 - Country Woman Songbook
 - Introduction To Nichiren Buddhism
- Buttons:** A "Send Email" button is located below the product list.
- Footer:** The text "... and buy your products" is centered below the form. At the bottom, there are three buttons: "Add To Cart", "View Cart", and "Buy Now".
- Icons:** On the left side, there is a small icon of a blue and white mailbox. On the right side, there is a small icon of a stack of blue envelopes.

Build a Custom Website to Promote
Your Music and Sell Your Songs

Get Your Website Found By the
Major Search Engines



Click either image for more info