

ARTIST WELCOME PACKET



# HRDRV

A Guide To What We Do For You

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# LETTER FROM OUR CEO

Thank you so much for entrusting your music and vision with HRDRV. We couldn't be happier to have you on our roster. As you know, HRDRV is not your typical record label. We are a creative services and distribution admin company, dedicated to making your music shine in the marketplace. Sidebar: HRDRV is pronounced "hard drive."

During our partnership together you will have access to all of the support and creative resources you need for your music. This includes free cover artwork, visualizers, flyers, music production, unlimited uploads to all major streaming platforms, mixing/mastering by the best mixing engineers in the game, and so much more. Best of all, you keep 100% of your publishing.

In exchange for this incredible service, HRDRV simply receives your membership subscription and 5% of your streaming royalties only on the songs & albums you release with us. If you're on the free membership, we only receive 15% of your streaming royalties on your uploads with us- that's it!

We look forward to supporting you on your musical journey.

All the best,

Michaela "Mickey" Shiloh

CEO & Founder

# OUR MOTTO

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**AFFORDABILITY IS EVERYTHING FOR AN  
INDEPENDENT ARTIST. AT HRDRV WE PRIDE  
OURSELVES IN DELIVERING TOP-QUALITY  
CONTENT FOR A FRACTION OF THE COST.**





# INTRODUCTION

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## WE UNDERSTAND...

As an indie artist, we know it can feel like you're doing everything on your own. Maybe you don't know where to start or how to get to the next level in your career. Maybe you've got great songs but the mixes don't match. Maybe you don't have the best cover artwork and don't know any graphic artists who can really kill it for you. Maybe you've got good ideas for songs but don't have the right production to go along with them. We've got you covered on all fronts. That is why we founded HRDRV, to provide you with solutions to all of these problems with no crazy costs to you.



# WHAT OUR PARTNERSHIP MEANS

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Our agreement is non-exclusive. This means at any point in time you can partner with other companies for whatever purposes you choose, all while still remaining a member of HRDRV. We are not a publisher, meaning we do not collect royalties for you (you can sign up with a Performance Rights Organization like ASCAP or BMI for that). You will always have access to your streaming royalties and will know at all times what's going on with your earnings.

You are more than welcome to tell your fans, friends and family that you are signed to HRDRV. You can post it on your socials and shout it from the rooftops. We want you to feel like you have a home with us because you do. What's ours is yours! You now have a team of industry professionals whose sole mission is to help you present your music in the best light possible.

# WHAT YOU ARE GETTING

## PAID MEMBER PERKS

### CONVENIENCE

Our array of services are handled 100% online. As a HRDRV artist, you simply log onto [hrdrv.com](http://hrdrv.com) and visit the "Artist Services" tab to request whatever you need, when you need it.

Note: Freemium members will need to upgrade to a paid plan to access all Artist Services.

### VISUALS & SONICS

- Free cover artwork (3 per month)
- Free visualizers (2 per month)
- Free promo flyers (1 per month)
- Merch services
- Unlimited free production
- Discounted mixing/mastering (\$100/song)
- 50% off studio time in Los Angeles

If more than allotted services are needed, you can purchase at a major discount.

### DISTRIBUTION ADMIN

Unlimited uploads to our music distributor (Distrokid) in exchange for 5% of your streaming royalties- only on the songs we upload.

You are never obligated to use our creative services or distribution admin, they are just here as a courtesy to you. We'd love to help!

# IF YOU'RE ON "FREEMIUM" MEMBERSHIP

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HRDRV RECEIVES 10% STREAMING  
ROYALTIES ONLY ON SONGS WE UPLOAD  
FOR YOU.

YOU OWN 100% OF YOUR PUBLISHING

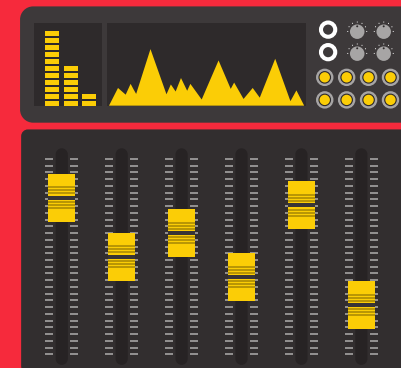


Upload 1 song per month to all streaming  
platforms.

To upload albums with us you will need to  
upgrade to paid membership (\$59/mo or  
\$549/yr)



\$7 cover artwork, 2 free revisions



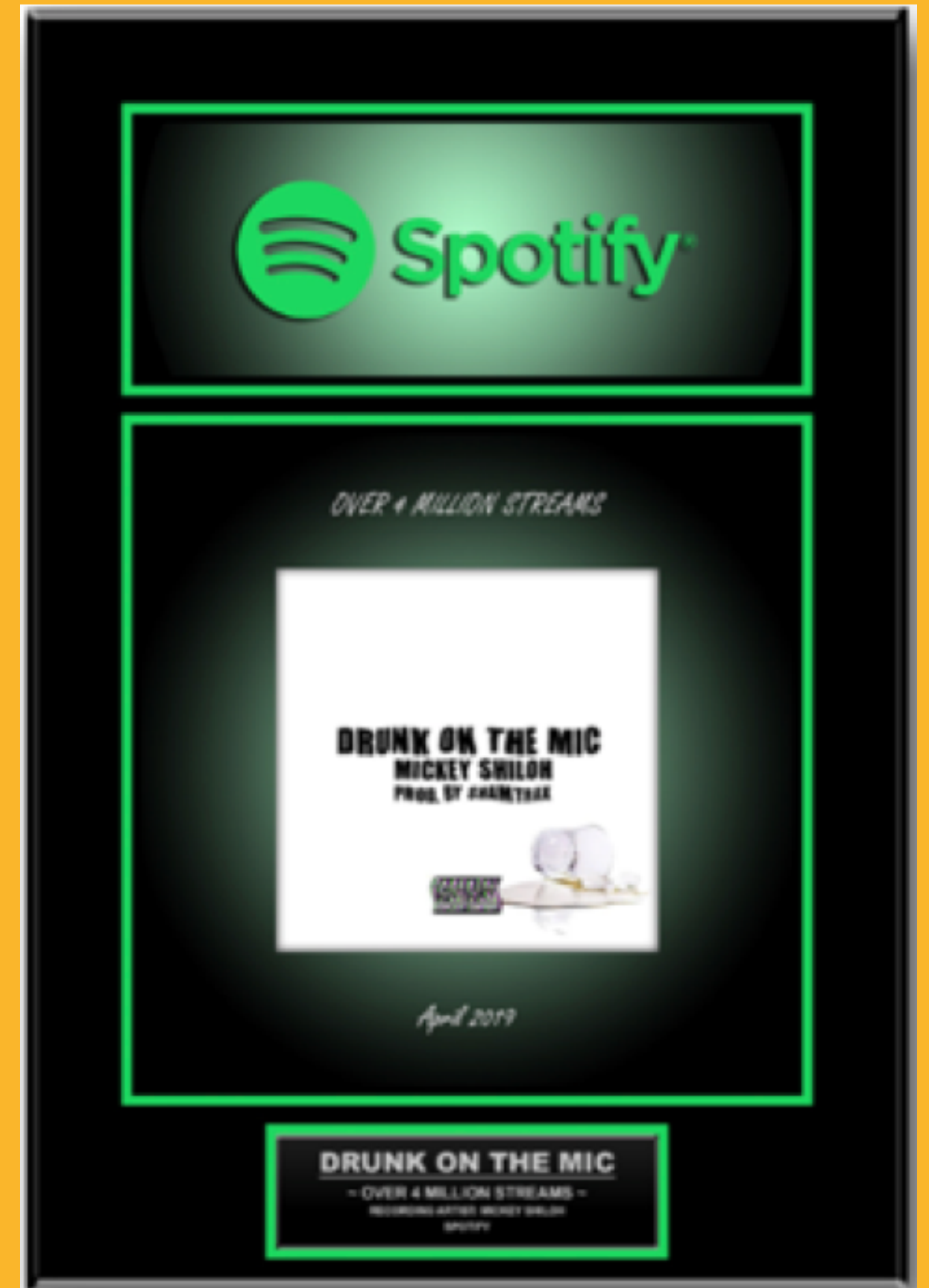
\$200 per mix/master by professional  
engineers (if needed)

WHEN YOU REACH A MILESTONE!

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**Option to order a custom plaque  
once you reach a streaming  
milestone with us (100,000 -  
1,000,000+ streams).**

Usually \$189, but 10% off for our artists.





**ACCESS ALL OF THE SERVICES  
AVAILABLE TO YOU AT:  
[WWW.HRDRV.COM/ARTISTSERVICES](http://WWW.HRDRV.COM/ARTISTSERVICES)**

# MEET THE TEAM

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YOU ARE MORE THAN WELCOME TO  
REACH OUT AND CONNECT TO OUR TEAM  
MEMBERS ON THEIR SOCIALS OR EMAIL,  
HOWEVER THEY WILL ALWAYS REFER  
YOU BACK TO [SUPPORT@HRDRV.COM](mailto:SUPPORT@HRDRV.COM)  
TO TALK BUSINESS AND COORDINATE  
SERVICES.



**Mickey Shiloh**

CEO & FOUNDER

[mickey@mickeyshiloh.com](mailto:mickey@mickeyshiloh.com)



**JHNY**

A&R, Engineer & Support

[jhny@bdrmrecords.com](mailto:jhny@bdrmrecords.com)



**ITZ\_GIBZ**

Graphics

[youngrulahmedia@gmail.com](mailto:youngrulahmedia@gmail.com)

ENGINEERS: Source, JHNY WZDM, Matt Montanez, Josh Woods, Nkdvk  
Jeffrey Tanner, Trev Case, Ray Champion

# STEP 1: JOIN DISTROKID

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We will be distributing all of your music with HRDRV through [distrokid.com](https://distrokid.com).

Distrokid collects your streaming royalties for you and you can cash out at any time by logging in and hitting BANK at the top right.

Distrokid is only \$19.99/year (even less if you sign up with our special link)

Reminder: You are never required to release your music through us. But if you upload music on your own, you are NOT permitted to list HRDRV as the label.

# STEP 2: SOCIAL MEDIA CLEAN UP

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Please, clean up your socials. Archive any old selfies, flyers, and/or low-quality photos. Anything of you eating food or drinking just doesn't look good, sorry. As artists we always want to bring our best foot forward and show the world we are about the art- not the Hennessy, blunts, and Chipotle burrito we ate for lunch.

Check your follower-to-following ratio. If you are following way more people than are following you, it doesn't look professional. Consider unfollowing people that you don't engage with often or at all. They'll understand, and if not... that's not your problem.

If you need additional help or suggestions on cleaning up your social media profile, please let us know. We'll offer our feedback. Contact: [support@hrdrv.com](mailto:support@hrdrv.com)

# STEP 3: GAIN ACCESS TO YOUR MUSIC PORTALS

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In order to track your streams and demographics across different streaming platforms, you will need access to all of your artists portals. The main four you should gain access to are:

1. Spotify for Artists
2. Apple Music for Artists
3. Shazam for Artists
4. Pandora AMP for Artists
5. If you'd like access to your Tidal profile, email [support@distrokid.com](mailto:support@distrokid.com)

# ADDITIONAL RESOURCES TO CONSIDER

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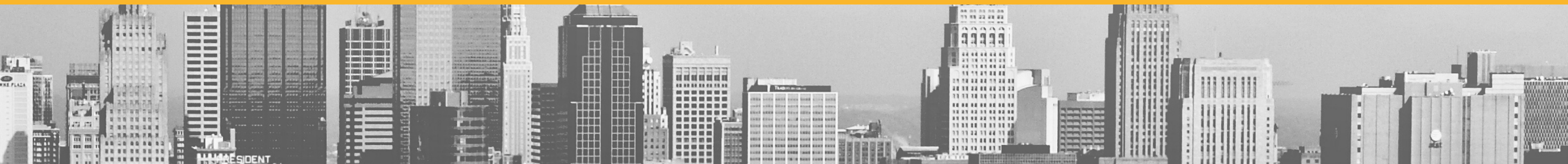
## CREATE DOPE CONTENT ON THE GO

Try free apps like WordSwag, StorySwag, Canva, Filto, VHS App, etc to quickly create high-quality content for your social media. There are tons of other apps that can help make an ordinary post extraordinary and professional. Browse your App store!

## COLLECT OTHER MUSIC ROYALTIES

Join a Performance Rights Organization such as BMI or ASCAP if you have not already. They will collect your mechanical and performance royalties for your releases.

Join a non-exclusive publisher such as Songtrust. They collect your composition streaming royalties (whereas Distrokid only collects your recording streaming royalties). Email us for discount code!



# READY TO RELEASE YOUR MUSIC?

Let us know what areas you need help with in order to finish your music. If you need us to do your cover artwork or mixes we will need at least 2 weeks notice.

1

## GREAT MIX/MASTER

Quality mixes are crucial.

As a paid member your mix/master rate with HRDRV is \$100.

If you are a free member, your mix/master rate is \$200.

Visit: [hrdrv.com/mix](https://hrdrv.com/mix)

2

## GREAT COVER ARTWORK

Cover artwork is incredibly important. It is the first thing your fans see.

As a paid member you get 3 free cover artworks per month.

As a free member you get 1 free cover artwork per month only on a song we release.

Visit: [hrdrv.com/art](https://hrdrv.com/art)

3

## MUSIC METADATA & UPLOAD

You will need to send us your official song or album title, collaborator's government names, email addresses and royalty splits, genre you'd like your music classified under and your preferred release date.

Visit: [hrdrv.com/upload](https://hrdrv.com/upload)

4

## SIT BACK, PROMOTE & CREATE

After a release, it's time to promote your record and keep creating. Consistent, high-quality content is the only way to cut through the oversaturated music market of today.

Let us know how we can help you continue to evolve!

# WHAT HRDRV IS NOT

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**WE ARE NOT A PR COMPANY.** Meaning you will still have to promote your music yourself. We do of course promote our artists' music on all of our channels, however our main focus is distribution administration and providing the best creative services to make your music product shine sonically and aesthetically.

**WE ARE NOT A BOOKING AGENCY.** Meaning we do not book you shows or tours. We do however present opportunities for our artists to perform at HRDRV sponsored events, parties, and tours.

**WE ARE NOT A MANAGEMENT COMPANY.** Meaning you can seek management elsewhere. You are never obligated to share your personal plans for your music with us, although we would love to hear about them and help you reach your goals! If you are seeking guidance from our CEO, Mickey Shiloh, you do have access to her private consult calls at [www.hrdrv.com/mickey](http://www.hrdrv.com/mickey) (password: mickeyshomie)

**WE ARE NOT A PUBLISHING COMPANY.** Meaning you must sign up with a PRO like BMI or ASCAP to collect your performance royalties.

# REFER OTHER ARTISTS TO HRDRV AND EARN!

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We have an incredible referral program! If you have any artist friends that would like to partner with HRDRV too, bring them over and get paid for referring.

The artists you refer will receive a 7% discount when they sign up with your unique promo code. You will then earn a one-time payment of 15% of their subscription. That means \$12 for every artist that signs up on a monthly plan using your code, or \$105 for every artist that signs up on a yearly plan using your code.

Please let us know if you would like an affiliate code.

There is no limit to how many artists you can refer, although we always prefer quality before quantity.

NOTE: If your affiliate earnings exceed \$600/year we will need you to fill out a W-9 Tax Form in order to continue our affiliate partnership.

# LABEL PARTNERSHIP OPPORTUNITY

**DO YOU HAVE YOUR OWN RECORD LABEL?**

**DO YOU HAVE AT LEAST ONE ARTIST OR A ROSTER OF ARTISTS?**

By partnering with HRDRV, your artists will have access to all of the creative services they need instantly. They simply sign onto our site and request services with the touch of a button.

You sit back and collect 15% commission on their sign up, and earn 5% of their streaming royalties on every song or album upload.

Your artists retain 90% of their streaming royalties - we don't even touch their publishing! This is a win-win for everyone.

What a label partnership with HRDRV looks like:

Co-releases under "HRDRV & Your Label Name"

Get instant earnings on your artists' sign ups

Get recurring revenue on your artists' streaming royalties

HRDRV does all the customer service and admin for you

# TERMS OF OUR AGREEMENT

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## YOU'VE ALREADY ACCEPTED THESE TERMS ON COMPLETION OF YOUR REGISTRATION

1. This partnership is non-exclusive and lasts as long as YOU want it to. There are no hidden agendas and we will not lock you into something you don't want to be a part of
2. HRDRV does NOT own your publishing or collect your publishing royalties.
3. If you are a monthly subscriber you can cancel your membership at any time. HRDRV does not offer refunds.
4. If you are a yearly subscriber you are committed to the year you already paid for, however if you wish not to use our services during the remainder of your membership that is okay. HRDRV does not offer refunds.
5. You are NOT required to use our creative services, such as artwork, visualizers, etc. (They are available for free and discounted rates as a courtesy to you).
6. HRDRV has the right not to release music that is poorly mixed/mastered, is slanderous, overly violent or offensive, and/or does not have quality cover artwork.
7. HRDRV's percentage of streaming royalties or subscription rate may be subject to change in the future, however we will never make a change without your permission. If you do not approve of policy changes you are welcome to walk away from the partnership no questions asked.
8. If you are on a paid plan, HRDRV will receive 5% of streaming royalties on all songs or albums you release with us, perpetually, unless you ask us to remove the song(s) or album(s) from our label. If you have signed up as an artist associated with another label, an additional 5% of streaming royalties will be retained by the label you are associated with.
9. If you are on a free membership, HRDRV will receive 10% of streaming royalties on all the songs or albums you release with us, perpetually, unless you ask us to remove the song(s) or album(s) from our label.
10. HRDRV will retain 10% streaming royalties on all songs or albums uploaded as a one-off single or album deal.
11. If you request us to delete any of your song(s) or album(s) from stores we will do so immediately, no questions asked.
12. All of the artwork and graphics you receive from HRDRV are yours to keep forever.
13. By accepting these terms you agree to never upload a single or album on your own and list HRDRV as the record label. You are welcome to upload/release your own music whenever and wherever you'd like, but never listing HRDRV as the record label if it has not been uploaded and distributed by us.
14. By accepting these terms you agree not to share your HRDRV discount codes with anyone outside of the HRDRV partnership. Sharing your affiliate code is of course okay and encouraged.
15. If any of our terms are violated HRDRV has the right to remove your music from all stores and cancel your HRDRV membership effective immediately.
16. HRDRV receives a small percentage on any licenses of songs distributed by us (percentage is negotiable on a case-by-case basis).
17. If monthly subscription is canceled, you cannot renew membership for at least 6 months.

# Find Us On Social Media



[facebook.com/groups/hrdrv/](https://facebook.com/groups/hrdrv/)

Join or private facebook group  
to connect with other HRDRV  
artists and producers



[@hrdrvrecords](https://twitter.com/hrdrvrecords)

Engage with us on twitter!



[@hrdrv](https://instagram.com/hrdrv)

We regular post new releases  
and updates! Stay locked in with  
us.

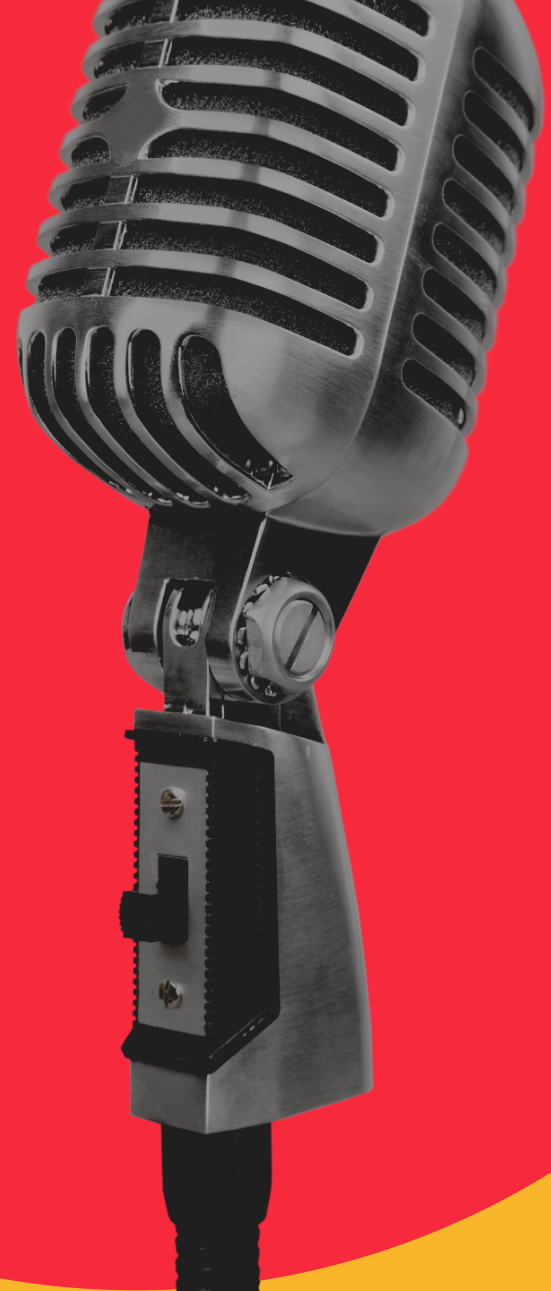


**FREE BONUS!**  
**DOWNLOAD MICKEY SHILOH'S EBOOK**  
**"HOW TO MAKE SIX-FIGURES AS AN INDEPENDENT MUSICIAN"**

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[mickeyshiloh.com/ebook](https://mickeyshiloh.com/ebook)

USE CODE: HRDRVFAM



# GET IN TOUCH WITH US

Email Address

[support@hrdrv.com](mailto:support@hrdrv.com)

Mailing Address

11271 Ventura Blvd #165,  
Studio City, CA 91604

Frequently Asked Questions

[www.hrdrv.com/faq](http://www.hrdrv.com/faq)

**THANK YOU FOR BEING A  
VALUABLE MEMBER OF HRDRV!**