

## **What is Music-Xray?**

*Music Xray is a platform where artists can submit their music directly to Industry Professionals. When you submit to an opportunity, your track goes directly to the decision makers: no middle-men, no pre-screeners, just a direct link between artist and Industry Professional. Only verified and vetted industry professionals can post opportunities on the site. Our staff filters all postings to ensure they're accurate and relevant. We never allow services to be sold or solicited on the site, so you can submit with confidence. They represent a wide variety of backgrounds, experience, and genres. From Grammy-winning producers and prominent music supervisors, to sound engineers and career coaches, Music Xray provides you with a direct connection to the top tier of the industry.*

*There is no limit to how many songs you can upload to Music Xray. In fact, we encourage you to upload your entire song catalogue. The best way to have all of your songs in your Music Xray account is to integrate it with SoundCloud by using the auto-import feature. Alternatively, you can directly upload songs in mp3 format to the site.*

## **What is the 45 day Listen and Response Guarantee?**

*At Music Xray, we guarantee that your submission will be listened and attended within 45 days. We feel that this gives the Music Industry Professionals on our site enough time to consider submissions in relation to others they've received, while keeping artists in the loop. If the deadline has passed, and you have not been contacted by the Industry Professional or a member of Music Xray's support team, please send an email to [support@musicxray.com](mailto:support@musicxray.com). We will follow up directly to make sure it gets resolved, or you will receive your money back (both the transaction fee and submission fee)!*

## **Do my songs have to be professionally recorded, or can they be of demo quality?**

*The quality of the song recordings does not always matter on Music Xray. It's important to read the descriptions for an opportunity before you submit to get a feel for what types of tracks the industry professional is looking for. Sometimes an industry professional is looking for finalized songs for radio play, sync licensing, or film placements and the tracks should be of a very high calibre. The description will usually denote that they're seeking "Mastered tracks" or "High quality submissions only". Other times industry professionals might be seeking songs for other recording artists they work with to record and perform. In this case, demos are often acceptable.*

## **What is the Music Xray fee structure?**

*With Music Xray, there are no monthly or yearly membership fees. The first time you ever submit a song: you will pay a \$4 transaction fee, the submission fee set by the Industry Professional, and an additional \$10 just for the first submission of that song.*

*Why must you pay \$10 for the first submission of a song? This \$10 charge is for a service called "Diagnostics" - a GPS-like tracking system for your song. For each specific song, you pay this fee just once. But each time you submit to an opportunity with a **new** song, the \$10 charge will be required.*

*Each song is assigned its own permanent link, or URL. You can copy and paste this link anywhere you so choose, online, to share your song that is hosted Music Xray. You can also integrate your Facebook account with your Music Xray account, so that each time you upload a new song, it is automatically posted to your Facebook wall.*

### **Does Music Xray take a cut of deals?**

*No. We do not take any portion of any deal reached as a result of our site. We let you keep all the money you make from any deal. If you encounter any questionable material within a contract, we suggest you consult an entertainment lawyer or contact our customer support team at [support@musicxray.com](mailto:support@musicxray.com).*

### **What is an EPK and how can I create one?**

*"EPK" stands for Electronic Press Kit. It is a place where you can list all of your songs in an online, album-type format. In an EPK, you can arrange the songs however you'd like, and add/remove as many songs as you'd like. Also, each EPK has its own unique URL.*

*To create, or manage an EPK, select the "dashboard" tab within your artist account. From here, select the "Manage your EPK's" link. Next, you can upload an image to be the header of your portfolio; just select "choose file" to upload an image from your computer. You can also name each EPK, and assign each one its own unique URL.*

*To edit which tracks appear in your portfolio, select "manage songs & edit this portfolio." You will then be able to drag and drop songs from the right-side column into the grey box to create an EPK. You can also re-order them by dragging them around within the box.*

### **What is S2O (Sonic Opportunity Matching)?**

*S2O is a tool designed for artists to receive better opportunity matches. After your music is uploaded to our website, our system performs a sonic analysis of your tracks. We analyze the acoustic properties and mathematical patterns in your music. We send you an email telling you if any Industry Professionals are currently seeking a song like yours. For as long as your song remains in our database, (unless you remove it) we will alert you any time any Industry Professional is seeking songs with characteristics similar to your songs. This way, you're bound to be keyed in to the highest percentage of relevant opportunities.*

### **What is Fan Match?**

*Fan Match does two things: It lets potential fans hear your music; and it keeps you in touch with fans so you can build relationships that matter. Fan Match is an automatic artist-to-fan matching feature, which tells musicians the exact number of potential fans that we can identify for them from among the tens of thousands of fans, who have already signed up to discover new acts.*

*When music fans sign up on the site, they tell us what music they're currently into and we observe their evolving tastes over time. Then, we cross-reference our fan database with the music uploaded by artists into Music Xray. And in order to target potential*

*fans, we need you to enter a genre and three similar artists for each one of your tracks.*

*Once you have a potential fan's attention, it comes down to your music. We only send your music to people who are into your style and genre, so if your music is great, chances are you'll turn the potential fans into actual fans. How? If they "fan" your song, you will receive their email address and be able to validate each fan by viewing their Facebook profile. We even make it easy for them to tip you real money if they appreciate your track!*

### **How does fan targeting work and how much does it cost?**

*For every \$1 you spend, we target 3 potential fans for you. There is a minimum of \$20, which allows you to target 60 fans. So, if every potential fan we target becomes an actual fan of yours (meaning they agree to give their email address to you), the cost per fan would be \$0.33 per fan. Right? You would acquire three fans for every dollar you spent, so about 33 cents per acquired fan.*

*As always, it all depends on how much the potential fans like your music; and we target them based on their taste. So, if your music is good, you've got a good chance of getting good results.*

### **What are transaction fees?**

*Transaction fees differ from submission fees. For every single opportunity on Music Xray, there is a constant transaction fee of \$4. Even if the opportunity is listed as free by an entity or professional, you will see a Music Xray submission fee for \$4. The service fee is not charged by the entity accepting submissions; however, they can control whether or not it is charged. The \$4 mandatory fee works as a circuit breaker and enables these professionals to continue to effectively handle unsolicited submissions.*

### **Why does Music Xray allow Industry Professionals to charge submission fees?**

*You only pay when you decide to submit a song to an opportunity, and the prices for each submission vary depending on who the Industry Professional is and what they are offering. The submission fees on our website are affordable and will be listed on each Industry Professional's dropbox. Many times, they opt to charge a submission fee because they will either be unable to attend to the many submissions received within 45 days, or they want to ensure artists submitting are only sending their best material. This is also to deter people from submitting songs that are not their original compositions.*

### **How do I submit to an industry professional?**

*Login. Select an opportunity that interests you. Choose a song from your Music Xray account. Add a message to go along with your submission. Select payment type - which goes through PayPal. Submit.*

## **BOOK REVIEW**

*“Maximizing Music Xray: Pitch Your Songs DIRECTLY To Music Industry Pros!”  
(Kindle Edition)*

Just read the book this morning, and loved it! I think it offers valuable insight not only into Music Xray's business model, but also into the music industry in general. This information is especially critical to writers/artists who are just beginning to expose their work, as it tells them what NOT to do as well as what to do. Obtaining access to a music industry professional/decision-maker who can make something happen with your music can be quite challenging, so you want to be sure you can deliver the goods when you have the opportunity! That means making your product as good as it can be by getting feedback along the way from like-minded artists/writers, songwriting organizations, etc. (not just family members who love everything you do). The book offers up several suggestions on how to do this.

I think Music Xray itself offers numerous opportunities that are legitimate, so it's a great vehicle by which to place your music. I echo the comments in the book in saying that the better job we as artists do in submitting/targeting quality material, the longer music industry professionals will continue to be open to receiving material through this channel.

The book does a great job in explaining the ins-and-outs of Music Xray. I learned several new things myself and I'm sure I'll will refer to it often!

**To read about Music Xray success stories -**

See <http://www.musicxray.com/success-stories>