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Nobody likes a guy who keeps sending out tons of demos.

— *deadmau5*

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## CHAPTER RECAP

Joel started out probably a lot like you—making tracks at home, wondering if he'd be able to turn his passion for music into a career. He didn't even plan on being a superstar. He figured working as an engineer, or any other job where he could work with sound would be a great way to make a living. Now he's made it as a producer, runs his own label, and has to sign the next generation of up and coming EDM artists. Along the way, he's formed some strong opinions on what producers should be focusing on to jumpstart their careers.

Focus on putting a great package together, and don't worry as much about bombarding the world with your music. Make sure your songs sound great, that you understand your brand and image, that you invest in your studio and stage show when you can, and that you're prepared to present labels with a professional, market-ready package.

While you're doing that, get involved in the music world. Meet real people who have the same passions as you do. Real-world personal connections are always worth more than cold submissions. That's how deadmau5 got discovered and how deadmau5 discovered Skrillex. The rest is history.

## TAKE IT FURTHER

- Check out [Rez](#), the newest artist on Joel's label. Pay attention to her art, her image and how it all fits together with her music to make something EDM fans will want to buy. Can you tell why Joel signed her?

## SUBCHAPTERS

- ▶ Labels are Looking for the Total Package
- ▶ The Truth About Getting Signed
- ▶ Invest in Yourself
- ▶ Making Music Your Full Time Job
- ▶ Define Your Brand
- ▶ The Secret to Selling Yourself: Don't

## NOTES

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## 18 STARTING YOUR PRODUCING CAREER

- ▶ Listen to deadmau5's breakout hit "[Faxing Berlin](#)" again. And get to know Pete Tong, the British radio DJ who gave it its first airplay on [his BBC Radio show](#).
- ▶ And if you still don't know, but would really like to, you can find out how deadmau5 came up with his stage name [here](#).

## ASSIGNMENT

- Think about your brand and do some market research. Come up with one word or one image (something you can put on a coffee mug) that lets people know who you are. Now share that word or image or logo with other people in your network and the class community, and see what meanings they take away from it. How does it make them feel? Is your message getting across the way you expected?

## NOTES