

Music Monetisation Handbook (For Independent Rappers)

What This Is

This is a practical, step-by-step handbook to help you turn your music into income—without relying on streams.

By the end of this, you'll have:

- One direct-to-fan sales setup
 - One licensing offer
 - One clear, paid music offer
-

How To Use This Handbook

Move section by section.

Don't read everything first.

Implement as you go.

Each section ends with an action. Complete it before moving on.

PART 1: SELLING DIRECTLY TO FANS

Goal

Set up a simple system where fans can buy your music directly.

Step 1: Choose What You're Selling

Start simple.

Pick ONE:

- A single (exclusive or early release)
- A 2-3 song pack

- A full project (EP/mixtape)

Rule

Don't overcomplicate this.

Done > Perfect

Step 2: Package The Product

Turn your music into a clear offer.

Include:

- Title of the release
- Cover artwork
- File format (MP3/WAV)
- Short description (what makes it different)

Example

"3 unreleased tracks. Not dropping anywhere else."

Step 3: Set a Price

Keep it simple:

- Single: Low price
- Pack/EP: Mid-range
- Exclusive: Higher price

Key Principle

Price based on **access + exclusivity**

Step 4: Choose a Platform

You need a place to:

- Upload your music
- Set a price
- Accept payments
- Deliver files automatically

Use This Tool

- Use Bandcamp to build a music-focused storefront and sell your music catalogue directly

Upload your music, set your price, and enable automatic delivery.

Setup (Do This Now)

1. Create an account
2. Upload your track or project
3. Add cover art and description
4. Set your price
5. Enable instant file delivery

CTA

Use the link provided to sign up and launch your first product now.

Bandcamp: <https://bandcamp.com/>

Step 5: Connect Payment

Make sure:

- Payments go directly to you
 - Buyers get instant access after purchase
-

Step 6: Launch It

Don't wait.

Post it.

Tell your audience:

- What it is
 - Who it's for
 - Why it's limited
-

Example (Direct Sales)

Offer: "Late Night Pack"

- 3 unreleased tracks
- Only available for purchase (not on streaming)
- Price: Mid-range
- Platform: Gumroad

Positioning:

"3 tracks I'm not dropping anywhere else. Only for those who really listen."

Action

Set up ONE product and make it live.

PART 2: LICENSING YOUR MUSIC

Goal

Turn your existing music into repeatable income.

Step 1: Select Tracks To License

Pick 3–5 tracks that:

- Are clean (no uncleared samples if possible)
 - Fit multiple moods (background-friendly)
-

Step 2: Define Licensing Types

You need two options:

Non-Exclusive License

- Multiple buyers
- Lower price
- Limited rights

Exclusive License

- One buyer only
 - Higher price
 - Full usage rights (defined clearly)
-

Step 3: Define Usage Rights

Be clear on:

- Where the music can be used
- Whether monetisation is allowed
- Credit requirements

Clarity = fewer disputes

Step 4: Create Simple License Descriptions

Example:

“Use this track in YouTube videos, podcasts, and content. Credit required.”

Keep it simple and understandable.

Step 5: Upload To Licensing Platform

You need a place where:

- People can discover your music
- They can buy licenses easily

Use These Tools

- Use BeatStars to upload and license your music
- Use Airbit as an alternative licensing marketplace

Upload your tracks and make them available for licensing immediately.

Setup (Do This Now)

1. Create an account
2. Upload 3–5 tracks
3. Add tags (mood, genre, use case)

4. Set pricing for non-exclusive and exclusive licenses
5. Publish your tracks

CTA

Use the link provided to start uploading your music and get it in front of buyers.

BeatStars: <https://www.beatstars.com/>

Airbit: <https://airbit.com/>

Step 6: Make It Discoverable

Add:

- Keywords (mood, genre, use case)
- Clear titles

Think like a buyer, not an artist.

Example (Licensing)

Track: "City Rain"

- Non-exclusive license: Lower price (YouTube/podcast use)
- Exclusive license: Higher price (full rights)

Positioning:

"Use this for cinematic content, storytelling, and moody visuals."

Action

Upload at least 3 tracks with defined licensing options.

PART 3: LEVERAGING EXCLUSIVITY

Goal

Create urgency so people actually buy.

Step 1: Choose Your Exclusive Angle

Pick ONE:

- Limited-time release
- Limited quantity
- Private (not public)

Step 2: Define The Rule

Examples:

- "Available for 7 days only"
- "Only 50 downloads available"
- "Only for email subscribers"

Step 3: Gate The Access

You need a system where:

- Not everyone can access it
- Access is controlled (payment or email)

Use These Tools

- Use Systeme.io to capture emails and gate access to exclusive drops
- Use BeatStars to host and sell exclusive drops directly to artists

Control who gets access and how they get it.

Setup (Do This Now)

1. Create an account
2. Set up a simple landing page
3. Connect email capture or payment
4. Upload your exclusive music
5. Restrict access (email or purchase required)

CTA

Use the link provided to set up your first exclusive drop.

Systeme.io: <https://systeme.io/?sa=sa0161572023c44325dd9977e72949c59583f8bbb3>

Step 4: Communicate Scarcity

Tell people clearly:

- What they're getting
- Why it's limited
- When it disappears

Step 5: Close The Offer

When it's done... remove access.

Scarcity only works if it's real.

Example (Exclusivity)

Drop: "7 Day Tape"

- Available for 7 days only
- Only accessible through email signup

Positioning:

"This project disappears after 7 days. No reuploads."

Action

Launch one limited or private drop.

PART 4: BUILD YOUR FIRST OFFER

Goal

Combine everything into ONE clear income stream.

Step 1: Combine The Elements

Your offer should include:

- Music (product)
 - Access (how they get it)
 - Reason to act now (scarcity)
-

Step 2: Write The Offer Clearly

Answer:

- What is it?
 - Who is it for?
 - Why should they care?
-

Step 3: Keep It Simple

If someone needs to think too much... they won't buy.

Step 4: Launch

Put it in front of your audience.

Don't wait for perfect.

Example (Full Offer)

Offer: "The Archive Series Vol.1"

- 5 unreleased tracks
- Only available for 14 days
- Delivered via email after purchase

Positioning:

"A collection of tracks that won't hit streaming. For real supporters only."

Action

Create and publish ONE complete offer.

PART 5: TOOLS (WHAT YOU'LL NEED)

You don't need many tools.

Just the right ones.

You'll need:

- A platform to sell music directly
- A platform to license your music
- A way to collect payments
- A way to capture emails
- A way to deliver exclusive drops

Build This Stack (Simple Setup)

- Use Gumroad or Bandcamp to sell your music
- Use BeatStars or Airbit for licensing
- Use built-in payments (Stripe/PayPal) to collect money
- Use Systeme.io to capture emails and run exclusive drops

Start simple. Expand later if needed.

24-HOUR LAUNCH PLAN

If you want to move fast, follow this:

Hour 1-2

- Choose your product (single, pack, or EP)

Hour 3-5

- Set up Gumroad or Bandcamp
- Upload your music and pricing

Hour 6-10

- Upload 3 tracks to BeatStars or Airbit for licensing

Hour 11–15

- Set up Systeme.io
- Create a simple exclusive drop (email or paid)

Hour 16–24

- Announce your offer
- Post it on your platforms
- Drive people to your link

Done is better than perfect.

IMPORTANT

Every tool mentioned in this handbook has a link provided alongside it.

Use those links to:

- Sign up
- Set up your system
- Launch your first income stream

Don't just read this.

Click the links. Set it up. Launch.

FINAL NOTE

Most artists never do this.

They stay in “posting mode.”

But the moment you:

- Sell once
- License once
- Get paid once

Everything changes.

Because now it's real.

And once it's real...

You can scale it.