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As a forty-plus-year music industry veteran, I've done it all. From fledging music, roadie, studio engineer, publishing agent, and for the past 15 years, the owner of Brand O' Guitar Company. With Brand O' and a talented team, we have created thousands of music-related promotions for some of the world's biggest brands. Our reputation for new and unique programs and products has made us the leader in this market segment.

At the core, just like many of you, I am a songwriter/musician. Yet, I've seen so many changes in the music industry, from the decline of vinyl records and the rise of the CD to the extinction of physical media with the growth of streaming. Some may argue that the renaissance of vinyl records is bringing that format back, but the total sales of less than 7% paint a different picture. In fact, studies show that less than 50% of vinyl record buyers have a turntable and purchase primarily to own something tangible from an artist.

With the global pandemic, we have all seen numerous changes and the creation of new technology like the digital business card. One night as I contemplated using this new technology in the music space, I created TapTunes. The two things I found needed for musicians were, number one, money, and number two, the lack of a physical connection between the artist and the fan. I remember, as a thirteen-year-old, holding a Deep Purple album cover while listening to Ritchie Blackmore's Stratocaster. This is the coolest thing ever, and I was hooked.

TapTunes fills both voids by providing artists with the most significant compensation in a label distribution deal. It also gives the fans something they can collect and physically interact with. Many have asked, "why would someone buy my music when they can get it for free?" My answer is, "why are you giving it away for free?" I've gone the streaming route, and although I have over 15,000 fans in Indonesia, the monetary compensation is nearly nonexistent.

TapTunes is something unfamiliar, and creating a new form of media is monumental. Still, two particular components guarantee TapTunes considerable success. Those components are our relationships with brands consistently looking for creative promotions and the social benefit of supporting emerging artists.

Our goal at TapTunes is to build a diverse roster of artists to distribute on our patent-pending TapTunes program and expand exposure through the multi-billion dollar promotional products industry.

If you're interested in this ground floor opportunity and share the vision, email me your contact information at gino@taptunes.com.

A handwritten signature in black ink, appearing to read "Gino Gavoni". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Gino Gavoni
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No upfront cost or 360 deals

There are no setup costs, media purchases, or marketing reimbursements charged to TapTunes artists. Instead, TapTunes produces the cards and offers them to consumers, with the most significant portion of the gross retained by the artist. As a result, artists incur no cost.

Submit and upload as much of your music as you like

You choose the tracks and the release of your music. Artists can create custom albums for specific events or offer limited edition releases. TapTunes only reviews your submission for technical errors or intellectual property standards before releasing it.

Sell TapTunes Cards online with a customized Artist landing page.

We create a custom landing page for each TapTunes artist with song samples and a secure website for fans to purchase your collectible TapTunes albums.

The Industries Highest Commissions and Royalties

Artists receive the industry's highest royalty rate from the gross sale on all sales made on TapTunes.us and 100% of the wholesale sales made from your website or merchandising platform. In addition, artists also retain 100% of their mechanical royalties.

Wholesale TapTunes Cards

If you would like to sell or give away TapTune cards at your gigs or on your website, they are available at an extreme wholesale discount, and you can purchase as many or as few as you need.

Online Artist Tip Jar

Each album listing includes an artist tip jar where fans can add \$1.00 - \$100.00 to show support. Artists receive 100% of all tips minus applicable Local, State, and Federal taxes, credit card, and processing fees. Artist's tip typically equates to 90 cents per dollar.

Social Media and TapTunes Radio

TapTunes features Artists in ongoing Facebook, Instagram, and LinkedIn social media advertising campaigns and exclusive inclusion on TapTunes Radio podcasts.

Promotional Partnerships

TapTune Artists can include their songs for consideration on promotional album releases by National Brands that typically generate substantial sync licensing revenue.



What is TapTunes?

TapTunes is an innovative record label for emerging artists to elevate distribution and increase financial gain.

What makes TapTunes unique?

There are multiple benefits TapTunes presents to its artist roster, including:

- Patent pending Tap Card media that works on all modern cell phones.
- Artists receive the most significant compensation for the sale of their albums.
- TapTunes has extensive relationships with leading global brands that present opportunities for extensive promotional distribution.

How much does it cost an artist?

Zero, it costs nothing for an artist to sign with TapTunes.

Do I have to share ownership or publishing?

Artists retain 100% copyright ownership and publishing plus, you control what you want to release.

How do I make money?

Unlike streaming, which generates nearly nothing, TapTunes relies on the online selling of physical Tap Card albums as a revenue generator. Artist albums typically enjoy 25% of the gross sale plus a 10-cent royalty on each song. In addition, TapTunes songs receive inclusion in our exclusive sync licensing library and, if selected for inclusion in promotional compilations, have the potential to earn thousands of dollars.

How and when do I get paid?

An artist can select ACH, PayPal, Venmo, or Zelle as a payment preference. Funds electronically deposit on the 15th of the following month's sales.

Is there a long-term contract?

Considering the benefits provided by TapTunes, we ask artists to commit to a two-year (24-month) contract to produce and distribute our patent-pending Tap Card media exclusively. Consequently, artists can still stream on the platform of their choice or enter into a standard recording contract allowing for distribution on vinyl, magnetic tape, or CD.

Can an Artist participate in corporate sponsorships without signing a contract?

To protect our corporate clients and publishing partners from certain copyright liabilities, TapTunes requires that all artists understand and accept all terms and conditions. In addition, the two-year period allows us to facilitate projects frequently planned for release many months in advance.

Why would anyone pay for my music when they can get it for free?

Great question. Why are you giving it away for free? Fans will pay for a sense of ownership regarding their favorite artists. The recent surge in vinyl record sales illustrates this perfectly, considering fifty percent of buyers don't own a turntable and only purchase the album for the art.

How do I start?

Visit: taptunes.us/join.



TapTunes Artist Royalty Schedule

TapTunes sells all albums direct to consumer for \$9.98.

Artists receive 25% or \$2.50 of the album sale plus an additional 10-cent mechanical royalty for each song on the album.

Example: An album with 5 songs receives a one-time royalty payment of $\$2.50 + 0.50$ or \$3.00 per album sold.

In addition, we have added an artist tip jar where the artist receives 100% less applicable local, State, and Federal taxes and online processing fees.

*Required deduction from tips is typically 6-10 percent based on the sale area.

Artists can select Bank ACH, PayPal, Venmo, or Zelle as their deposit method.

Royalty payments from the previous month's sale are electronically deposited on the 15th of the following month.

The artist is responsible for all taxes and will receive proper documentation at the end of each fiscal year.

Wholesale Album purchase and sales

An artist may purchase albums for resale directly from TapTunes at \$2.98 or 30% of the current retail price, whichever is less. Then, the artist can sell, give away or auction these albums for whatever they like and keep 100% of the profit.



The First Ten Seconds

I've done it all as a music industry veteran for nearly five decades, from musician, singer, writer, and producer to roadie, salesman, promoter, and now record label owner. As a result, my attic is full of boxes containing memorabilia, including demo tapes, backstage passes, autographs, gold records, and a slew of record company rejection letters.

Every songwriter thinks they have a hit song at least once, but only some eventually get professionally recorded. Likewise, your music may be the greatest ever written, but if you don't follow a few simple guidelines, it most likely will never get heard. Yes, I know, musicians are rebels who live outside the box and play by their own rules, and this may be a benefit later on, but business people tend to stay straight and narrow, and the music business is the "music business."

Here are my tips for getting your music career to the next level.

1. Follow the rules (for now).

If a record label or producer asks you to submit your music a certain way, do it that way. You may think it's more accessible to email or message your submission, but this will hurt you more than anything. Decision-makers have a lot going on and rely on a system to keep things organized. So stick to the recording industry's standard process. Going against it shows that you need to respect their time and expertise.

2. Make sure your music is radio quality.

Music consumers have highly trained ears from listening to professionally produced songs most of their life. Your song lyrics might be tremendous, and that guitar riff is incredible, but if it stands up to a different quality than most listeners have come to enjoy, it will just get passed over. Modern technology has enabled almost anyone to produce close-to-broadcast-quality recordings. The days of record labels shelling out cash for expensive studio time are long gone. Therefore, if you are presented with an offer involving funding recording time, it is likely a 360 deal you should avoid at all costs.

3. Get to the point.

Long intros may set the mood for epic compositions that include transcending highs and lows and may be great for well-established artists. But, remember you are just starting out, so give them what they want. Listeners want to be told a story and sing along; music touches people's emotions and heals souls. Drawing someone in with an experience they can relate to is powerful magic that is the foundation of any great song.

4. Have a hook.

Just like the story is the foundation of a song, the hook is the key that opens the door to the listener's imagination and is the phrase that reignites the spark that triggers the feelings they felt the first time they heard it. Think of all the great songs you cherish, you may not be able to recite every verse and chorus at a moment's notice, but you remember the hook forever.

Based on what I've shared, the decision to catapult your song into the stratosphere is usually made in the first ten seconds. Making music is magical, but remember, the music business is the "music business" and is not for everyone. I hope this helps you in your musical journey and you continue to create, if not for many but for at least yourself.

Gino Gavoni
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