



## **IMPORTANT CHANGES IN THE SONGWRITING ACADEMY**

Hi mentors, please take a moment to read this update to a few processes here at TSA. These cover a number of areas but primarily how you engage with our students and can earn from doing so, for private studio work and 1:1s. In addition we have a new community and some exciting new services for 2024.

We have also improved our internal systems to have a more holistic view on our students and their work on demos and releases so all mentors will have a clear view on students songs, releases and work with other TSA faculty members.

**(As a reminder, your mentor agreement has always included the terms that you will pay 20% commission to The Songwriting Academy for clients referred to you by The Songwriting Academy. We spend a huge amount on advertising (as much as £50,000 in a single month) so as well as paying you directly for your time we rely on commissions back for referrals for customers that we acquire through our marketing).**

### **1. The Studio**

**The Studio is the part of our website where you can sell your skills to our students for the usual 20% referral fee commission due to TSA.**

- All studio fee request forms will now come directly to you, which will speed up the booking process and give you more autonomy.
- You will now have complete control over negotiating your fees, arranging your sessions and taking payments from the customer directly.
- At the end of each month send us a report outlining all paid work with TSA customers. This includes all TSA customers **(see LIST A below)**
- TSA will invoice you for 20% referral fee, of the gross income you have received from paying customers (past, present and future).
- Please look through your records and report **any and all paid work** with TSA customers **(see LIST A below)** including, but not limited to:
  - Co-writes
  - Productions

- Session work
    - Piano/keys
    - Guitars
    - Bass
    - Vocals
    - Programming
    - Sound Design
    - Mixing
    - Mastering
  - Coaching/mentoring
  - To improve the customer experience, we have implemented a comprehensive tracking system that closely monitors our customers' activity, including coaching sessions, co-writes, productions etc. Please contact us if you need clarity on any customers.
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### **LIST A | TSA Customer Definition**

Any customers introduced to you by The Songwriting Academy including but not limited to, any customers who have been involved with:

- The Studio
  - 1:1 Meetings
  - Song Feedbacks
  - Songwriting Retreats
  - Song Camps
  - Bootcamps
  - 555 Courses
  - Any other TSA courses or programs
  - TSA promotions, paid or otherwise
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## **VERY IMPORTANT**

Our new customer tracking measures have identified multiple unreported mentor projects to us. If you have done any paid work for TSA students/customers that you have yet to report to us for referral fees, please do so by 10th November, 2023.

**Failure to do so will be considered a breach of your Mentoring Agreement with us and we will no longer be able to include you in the TSA faculty.**

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## **2. NEW: Additional 1:1 Coaching Sessions**

We will now be allowing customers from our community to book 1:1 coaching sessions with you directly through **The Studio** platform. (these are additional 1:1 sessions which are not part of an annual platinum program)

- 1:1 Coaching Sessions will be made available to customers as **ONE HOUR** sessions only
- You will be able to set your own fees for 1:1 coaching however there will be a minimum fee allowable of £100 per one hour session.
- Enquiries will now come directly to your email from The Studio.
- You will be responsible for responding to enquiries, negotiating fees, and scheduling your own 1:1 coaching sessions.
- At the end of each month, along with any Studio sessions, report to TSA how many 1:1 coaching sessions you have had, with whom, and fees received.
- TSA will invoice you for 20% referral fee, of the gross income you have received from paying customers (past, present and future).
- Coaching notes will still need to be added in the current mentoring platform <https://mentors.thesongwritingacademy.co.uk/> so you are all able to see previous sessions that customers had with other mentors, and provide continuity of coaching.
- We can provide you with our standard Terms and Conditions if you wish to present these to the customers.

### **Tips**

- Set up your own scheduling system e.g. Calendly, Google Calendar, Microsoft Calendar, Acuity, etc.
- Set up your own payment system e.g. PayPal, Wise, Revolut, etc.
- Make sure the customer pays upfront and at least 24 hours before the booked session

### **IMPORTANT**

**Any undeclared sessions will be considered a breach of your TSA agreement with us and we will no longer be able to include you in the TSA Faculty.**

### **3. Platinum Program Student 1:1 Sessions**

These will remain the same and will be booked as normal through Acuity. Your mentoring fees will remain the same and be paid the same way. Mentoring sessions will still be 30 minutes long and Anna P will still be on duty to help with any booking issues.

### **4. Songwriting Academy Community**

- Our community which was previously known as “The Arena” has had numerous upgrades and will now be reopening on Monday November 13th, and known as “The Songwriting Academy Community”.
- It’s a free community/platform for ALL songwriters where people connect to each other, making it accessible to anyone in the world.
- It looks and operates similarly to Facebook. Customers can direct message, post videos, pictures, and links, and start threads.

**We are running ad campaigns to promote the free community, as well as approaching multiple partners and organisations who collectively represent millions of creatives. This should result in a massive community of creatives looking for help and advice from mentors like you, bringing in 1:1 bookings, recording sessions, cowrites, etc.**

#### **Tips**

- We encourage you to get involved in the community even if just for 5-10 minutes a day, responding to threads, posting up what you’re working on etc., and building relationships with new customers from around the world so they can get to know you and feel motivated to book sessions with you!
- Please encourage other people to join this FREE TSA community e.g. large bodies of people, universities, etc. (more potential 1:1s and co-writes for you).

### **5. Monthly Meet-Ups**

Members of the global Community will also be invited to free monthly meet-ups on the last Wednesday of each month. We encourage you to join in the monthly meet-up sessions, even if for a few minutes, so new customers can get to know you and book you for sessions!. The first meet-up will be on **Wednesday, November 22, 2023**.

### **6. Masterclasses**

Weekly Sunday Masterclasses (with Mentor fees) will continue as normal, so if you’d like to get involved please contact Anna P [platinum@thesongwritingacademy.co.uk](mailto:platinum@thesongwritingacademy.co.uk)

## **7. NEW in 2024: Artist Release Programs**

Starting in January 2024 we will be launching a new series of 6-8 week programs, helping artists, writers and composers prepare and release their music into the world of streaming, sync and composition libraries.

These will be paid-for programs and we will be looking for mentors to get involved as:

- Co-writers
- Producers
- Mentors
- Class Leaders
- Support Coaches

All of these roles will bring guaranteed income for the mentors involved. Please let Anna P know if you would like to be considered for these roles.

[platinum@thesongwritingacademy.co.uk](mailto:platinum@thesongwritingacademy.co.uk)

## **8. 2024 Retreats**

Next year we will be hosting retreats in Spain as well as an exclusive high-end retreat based in a top residential studio (location TBC) with a small select number of students, TSA mentors and resident producers. Please let Anna P know if you would like to be considered for these retreats.

[platinum@thesongwritingacademy.co.uk](mailto:platinum@thesongwritingacademy.co.uk)

## **9. Replay Video**

There were some great questions and discussion points during the meeting last week, which you may find useful. If you would like to watch the replay use this link.

<https://vimeo.com/879346162/92f8d62027?share=copy>