SURFSUP / PRODUCER BUSINESS

MAKE IT COUNT

A practical starting point for your producer business.

Choose your direction

Write one 90-day goal you can influence: finish six strong records, improve your mixes, or build three repeat client relationships. A placement is an outcome; finishing and sharing good work is an action.

Know what you bring

List three strengths and one skill to improve. Pick ten references. Compare arrangement, sound selection and energy, then choose one improvement for your next beat.

Build a repeatable week

Make, finish, organize and connect. Example: two sessions creating, one finishing, one preparing files, and one focused outreach session. Track completed work, not only hours spent.

Your first action

Choose one unfinished idea. Finish a clean bounce this week, name the files clearly, and write down what improved. Momentum starts with something you can show.

PROTECT THE WORK

Understand the agreement before the release.

Licensing comes first

SURFSUP sounds are not royalty-free unless a specific license explicitly says so. Read the license supplied with each pack. Confirm commercial use, credit, clearance, splits and any limits before releasing work.

Composition and recording

A song can involve rights in the composition and the recording. Keep track of who contributed and what each person agreed to. Do not assume a producer fee settles every right.

Agree before uploading

Discuss ownership percentages, producer credit, fee, royalties and delivery expectations with collaborators. Put the agreed terms in writing. Get qualified advice for contracts or unclear ownership.

Keep a project record

Store the project name, contributors, contact details, agreed splits, source sounds and license version together. Save the signed agreement beside the final files. Do not redistribute pack files as your own sample library.

WORK LIKE A BUSINESS

Make working with you easy.

Present a clear offer

Explain what you provide, what files are included, how many revisions are included and when delivery is due. Quote work before starting and confirm payment terms in writing.

Deliver clean files

Use consistent names such as Artist_Song_Producer_V01.wav. Keep BPM and key per file when relevant; values can vary within a pack. Include stems only when agreed. Keep backups in two separate places.

Connect with intention

Send a short introduction with a small, relevant selection of work. Say why it fits the artist. Record the date and follow-up plan. Respect a no and avoid repeated messages without a response.

Track the money

Record income, expenses, invoices and payment dates. Separate business records from personal spending. Ask a qualified professional about your own tax responsibilities rather than copying someone else's setup.

YOUR NEXT 30 DAYS

Use the guide as a working routine.

Week 1: choose and organize

Choose a goal, audit your strongest work, and organize projects and licenses. Identify one bottleneck you want feedback on.

Week 2: finish and improve

Finish two ideas. Compare them with your references and apply one specific improvement. Write down what changed.

Week 3: share thoughtfully

Prepare a small portfolio and reach out to a few relevant contacts. Keep a simple relationship log and document any collaboration terms.

Week 4: review and repeat

Review finished work, feedback, replies and income. Keep what helped and adjust what did not. Choose next month's goal. Use member drops and guidance to support that goal, rather than collecting files without a plan.

Bring a useful question

For a Deep End inquiry, share your current experience, placements, goals, strengths, biggest obstacle, examples of your work and the support you expect. Specific questions lead to more useful direction.