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Subject: Where to send demo CD?

Posted by [Kaleb](#) on Tue, 08 Mar 2011 03:41:27 GMT

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I'm getting set to record a demo CD in the near future, mostly singer/songwriter type stuff. Where do I start and who will listen when it comes times to get out there?

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Subject: Re: Where to send demo CD?

Posted by [Adveser](#) on Tue, 08 Mar 2011 09:27:21 GMT

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The bottom line is to send it to as many labels as possible. If they like it, they'll sign you. If they say they liked it and don't sign you, they didn't like it. It's really as simple as that. Certain labels want an act that plays shows consistently and some labels couldn't care less if you can't reproduce the music AT ALL, ever. No one begrudges a performer who performs constantly, so take that into consideration.

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Subject: Re: Where to send demo CD?

Posted by [Kaleb](#) on Wed, 09 Mar 2011 00:25:40 GMT

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So, there's not really any hard and fast rules to how this is done? There's no trick to getting noticed or something that might for sure turn them off?

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Subject: Re: Where to send demo CD?

Posted by [Adveser](#) on Wed, 09 Mar 2011 00:34:13 GMT

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Kaleb wrote on Tue, 08 March 2011 16:25 So, there's not really any hard and fast rules to how this is done? There's no trick to getting noticed or something that might for sure turn them off?

Not really. If they can market and sell it, they'll sign it. They don't really care about the particulars. Not every label goes after the same market and some can't market without a live show, so there is one label out there doing it your way, it just has to be good enough for them and you will probably have to compromise in some way to make them happy.

If you want to make a statement, you have to have A LOT of money to throw around and it probably won't matter in the end.

If someone seriously wants a record deal you have to find the label that seems to be doing what you can provide and keep track of them for a period of time and tailor the demo to them. That is a lock.

I wouldn't worry about getting noticed. They notice music and they make everyone else notice the

spectacle that surrounds it. If you have a gem of an idea for a gimmick or image, it can help, but they like to figure that out on their end, if applicable.

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