

CREATOR GUIDE



WELCOME! P.2

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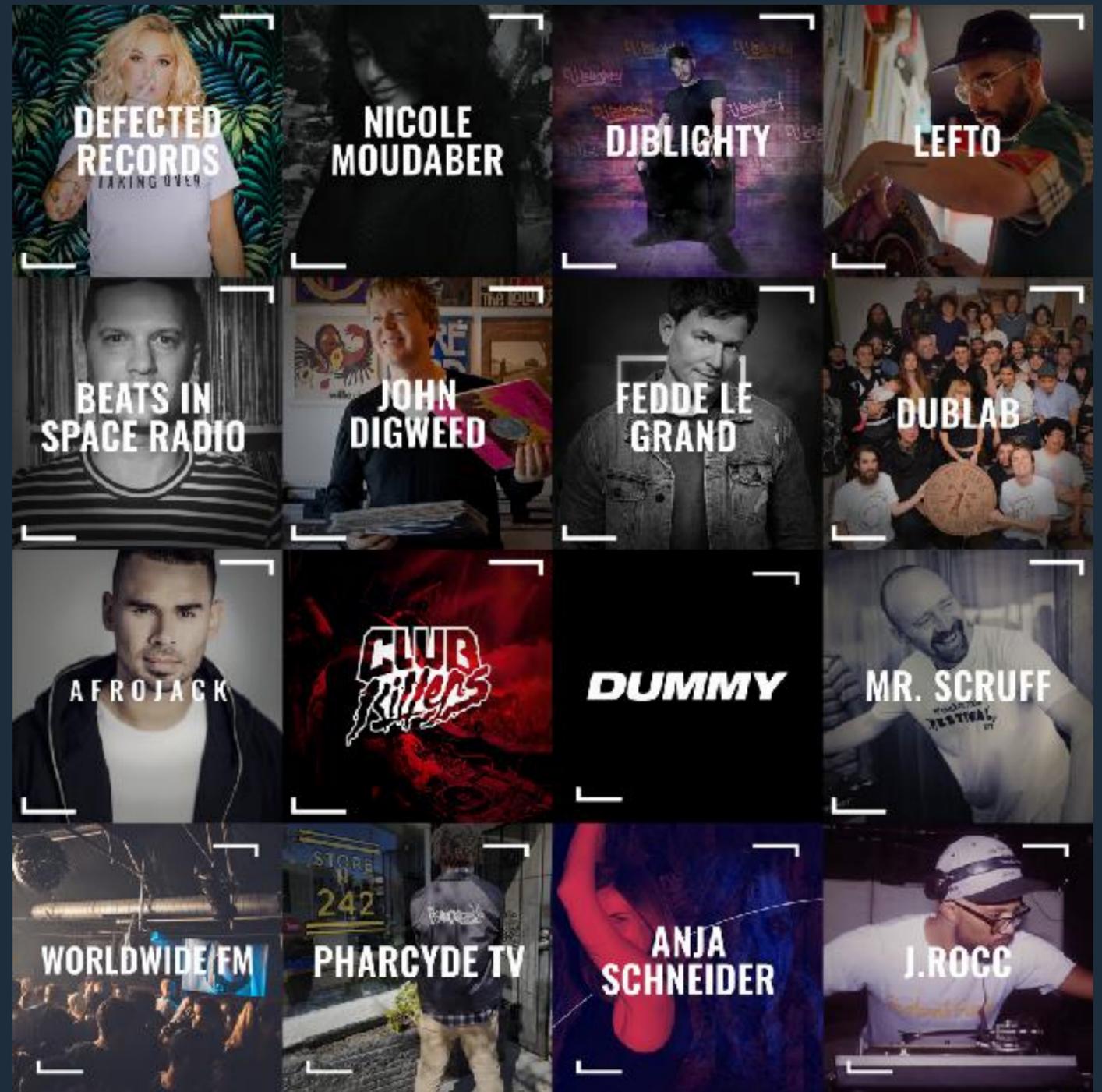
MAKE NOISE! P.22

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YOU'RE IN GOOD COMPANY

“

Over 1 million minutes of audio are uploaded to Mixcloud daily by creators like you – and listened to by fans worldwide.



YOU'RE AMONG THE FIRST ON MIXCLOUD SELECT

With Mixcloud Select, we're giving you the tools to earn from your shows and get to know your biggest fans. Think of it like a next generation fan club. Your fans subscribe to directly support you, plus all the music and artists you play.

We're building this fan-to-creator model in partnership with you- but you are in control of your own channel. Your success depends on how much you put into it.

From publishing your page, to promoting your channel and getting paid, follow the tips in this guide to hit the ground running.

With love,
Team Mixcloud

EARN MORE



TAKE CONTROL



GET CLOSER



WHAT FANS ARE SAYING ABOUT SELECT

“

Support the creators that make the mixes you listen to.

“

If you enjoy quality music content, this is a way to give back in a responsible way.

“

Mixcloud Select allows me access to exclusive content and more listeners to the mixes by my favourite DJs.

“

You can pay to subscribe to a creator's specific music channel and they get paid directly.

FIRST, LET'S TALK MONEY

With Select, your fans pay a small monthly fee to subscribe to your channel. You set your own price, starting from 2.99 in respective currencies. Your fans can choose to pay more if they wish.

The higher your price, and the more subscribers you get, the more you make. Pretty great, right?

From the small monthly pledge your fans make, a first cut goes toward the artists, songwriters and underlying rights holders played in your shows. Plus, a small transaction cost.



You get 60% of what's left after royalties.

Mixcloud is a licensed platform, which means revenue flows in all the right directions via royalties to the artists who are featured. Keeping things running comes at a cost, which is why the remaining 40% goes to Mixcloud.

This isn't just about money. Together, we're building a fair and sustainable ecosystem for audio culture so we can all keep creating and listening.

Let's break that down even more...



FAN

PLEDGES TO SUPPORT

(≈ THE PRICE OF A COFFEE)



ARTISTS & SONGWRITERS

≈65%

≈30%



TRANSACTION FEE

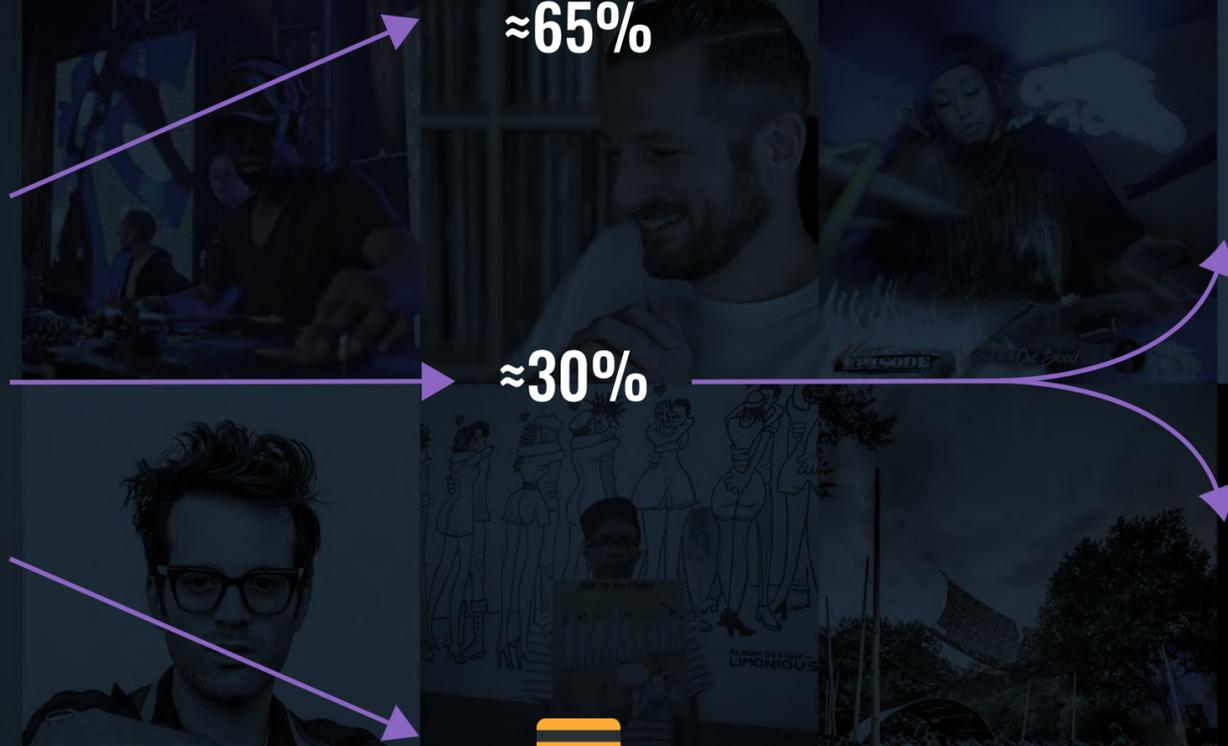
≈5%



CREATOR
60%



MIXCLOUD
40%



WELCOME!
GET STARTED!
MAKE MORE!
MAKE NOISE!
YOUR FANS!

YOUR CHANNEL, YOUR TEMPO

After accepting your invite to join, it's time to set up your Mixcloud Select page. Click the link in your email invite to get started.

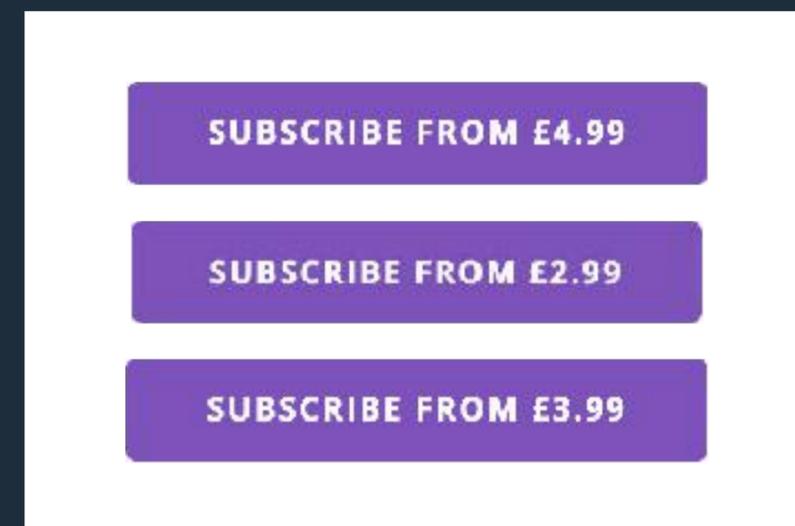
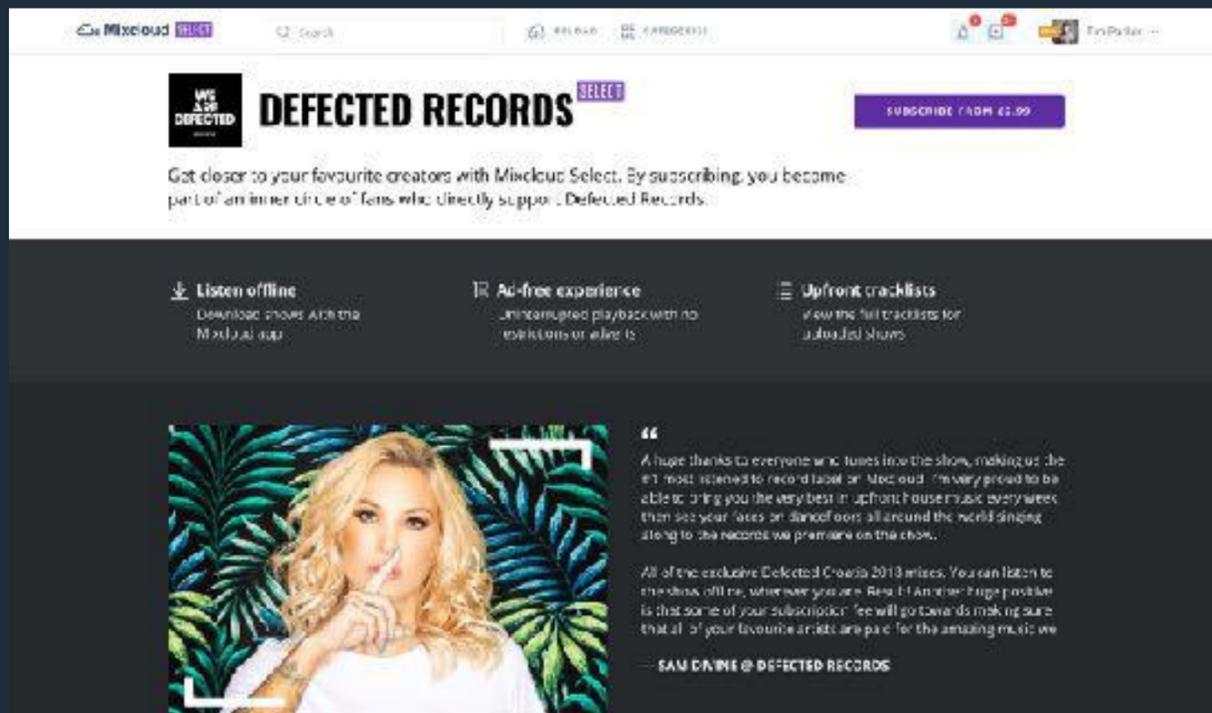
Your page includes a personal message from you and highlights your recent public shows and exclusives. Think of this as the shop window to your channel. Use it to promote to your fans and encourage them to support.

PRO TIP 💰

The price you set directly impacts how much you earn.

- Are you regularly uploading shows?
- Are your fans super engaged?
- Will you upload additional exclusive content?

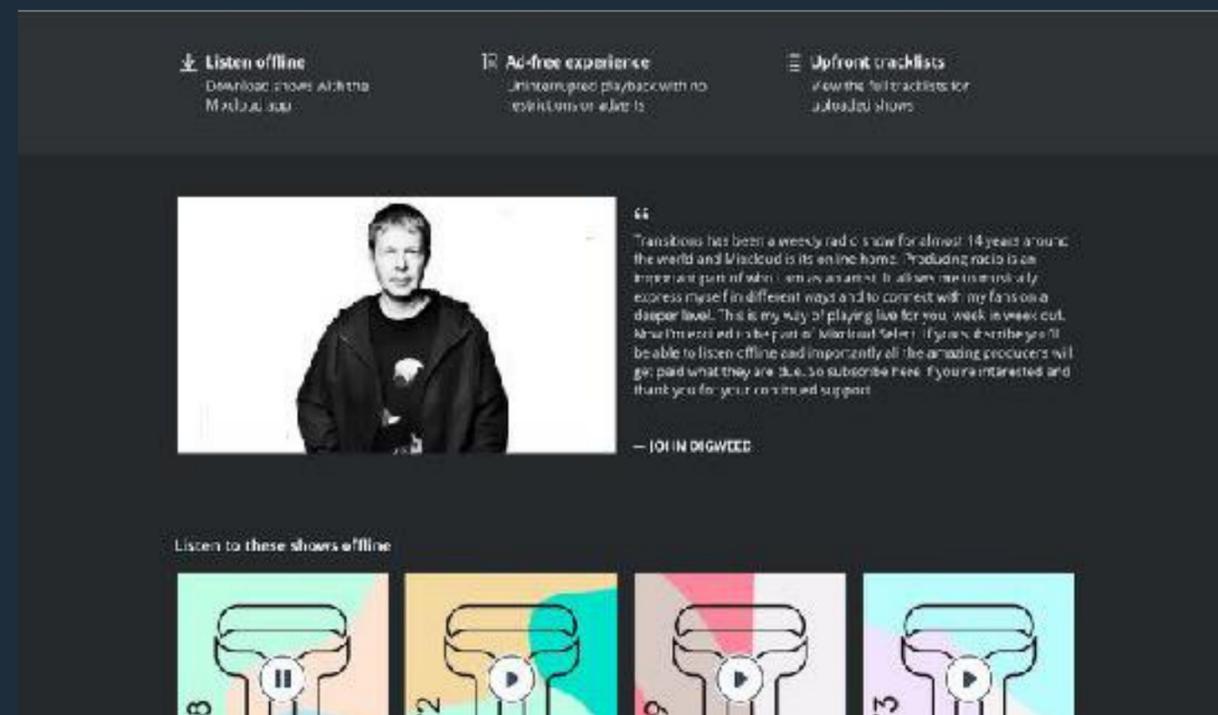
If you answered yes, feel confident to charge more.



GET YOUR STORY STRAIGHT

Your fans already love what you're doing. When you're setting up your page, it's important to get your message to them right. Think about why the support matters to you. Come up with a plan for how you'll reward your subscribers for supporting you and put it into your message.

Leave the technical stuff to us. The most powerful messages emphasise a creator's emotional connection fans, the music and the culture.



PRO TIP

How to write your note to fans

- ✓ Describe the shows you regularly upload
- ✓ Say why the support matters to you, plus the artists you play
- ✓ Mention what you'll use the money for
- ✓ Talk about how you'll reward your supporting fans
- ✓ Describe the creative process behind your shows
- ✓ Avoid copy-pasting what's on your profile already
- ✓ Keep it human and authentic

TAKE A NOTE FROM JOHN DIGWEED

“

Transitions has been a weekly radio show for almost 14 years around the world and Mixcloud is its online home. Producing radio is an important part of who I am as an artist. It allows me to musically express myself in different ways and to connect with my fans on a deeper level. This is my way of playing live for you, week in week out. Now I'm excited to be part of Mixcloud Select. If you subscribe you'll be able to listen offline and importantly all the amazing producers will get paid what they are due. So subscribe here if you're interested and thank you for your continued support. - **JOHN DIGWEED**



TAKE A NOTE FROM DUBLAB



Dublab is a non-profit online radio station dedicated to the growth of music, arts and culture. We've broadcasted from Los Angeles since 1999, focusing on fostering a sustainable community of creative individuals. Our programming has expanded to include art exhibits, films, events, and record releases. Subscribe to our Mixcloud channel to find a handpicked selection of our favorite recent dublab DJ sets, featuring a wide range of genres and styles. By subscribing, you'll help us further our mission of sharing freeform radio transmissions with an international audience. Thank you.

- DUBLAB

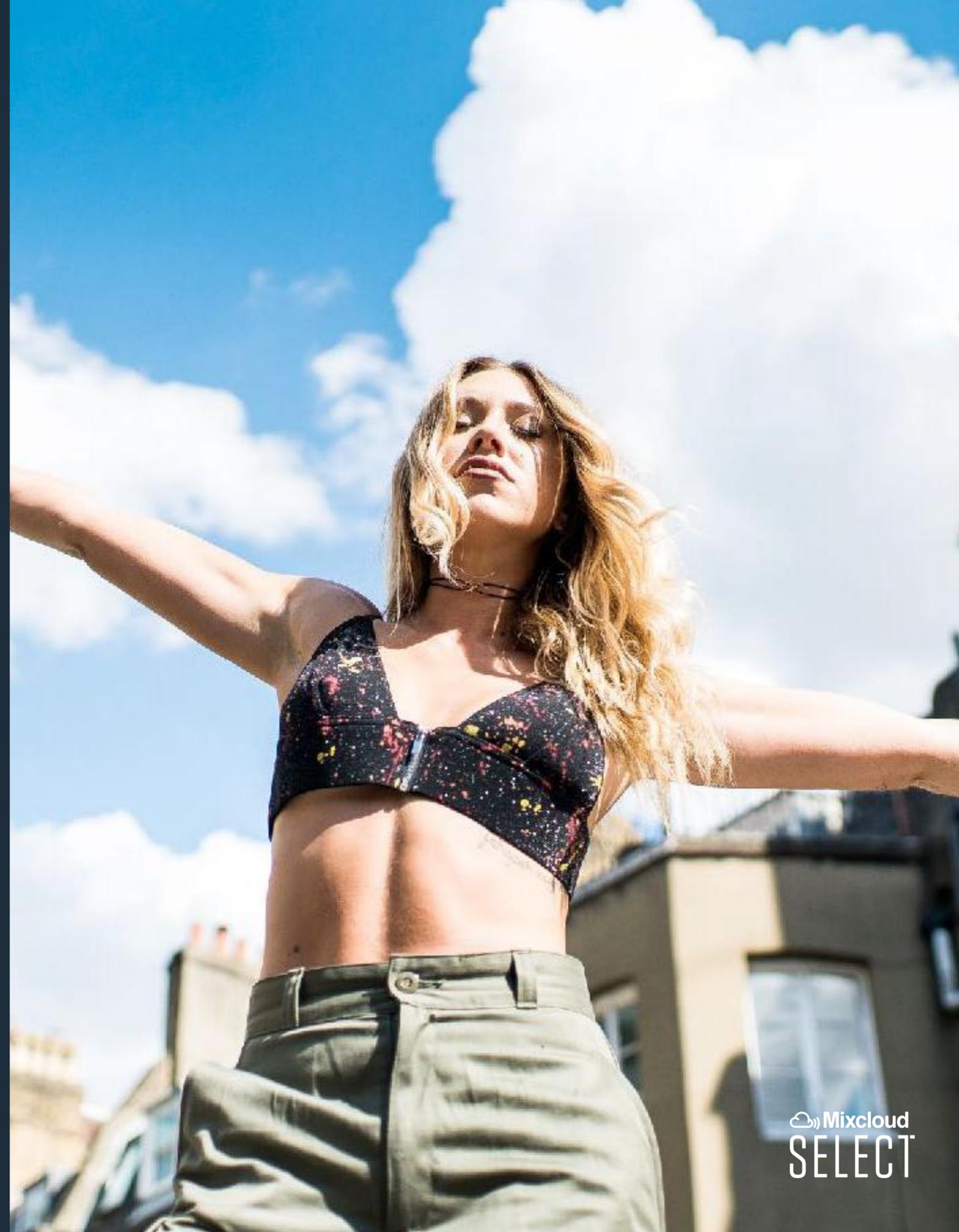


TAKE A NOTE FROM JAYLI (HEDKANDI)

“

I am inviting you to escape to my Jagged Jungle for a monthly selection of the best new tropical and tribal music with favourite classics and occasional ID tracks. I'm based in London and of Canadian and German decent. I'm always travelling to find new inspirations, digging into discographies, uncovering music to share with you.

Your support means the world to me, your likes, shares, comments and subs are appreciated! Your donations will bring you the best shows, in the highest quality form and support the artists. - **JAYLI**





WOW. I can't thank you enough for subscribing and supporting! YOU are the reason that DJs like myself are able to continue sharing our art to the rest of the/world... don't ever think that goes unnoticed! Cheers, friend!

- MATTHEW LAW

SET UP YOUR PAGE

CHOOSE YOUR LOOK

Pick a quality image that represents your channel and brand. Avoid duplicating what's already on your Mixcloud profile.

SAY THANKS!

When writing your thank you note, make your fans feel special. Welcome them to your inner circle.

HIT PUBLISH, GO LIVE

As soon as you hit publish, you will be up and running on Select. One week later (give or take), all your Mixcloud followers will get an email announcing you're now on Select.

WELCOME!
GET STARTED!
MAKE MORE!
MAKE NOISE!
YOUR FANS!

REWARD YOUR FANS WITH EXCLUSIVES

A Select exclusive show will be visible by everyone, but only your subscribers will be able to listen.

Uploading exclusives is a powerful way to get your fans to subscribe, because they want to get full access. The most successful creators on Select are using exclusives regularly.

You can choose how and when to use exclusives to reward your fans with extra shows. You're in control.

DO

Make a show exclusive in your first week or month to show you're on Select.

DON'T

Make shows exclusive if they are available to listen elsewhere for free! Not a good look.



Selective Hearing Episode 001 - Fresh Hip Hop

by Brooklyn Radio **SELECT EXCLUSIVE** Follow

37:09



BEST WAYS TO USE SELECT EXCLUSIVES

Here's how we're seeing creators use exclusives successfully:

TEASER WINDOWS

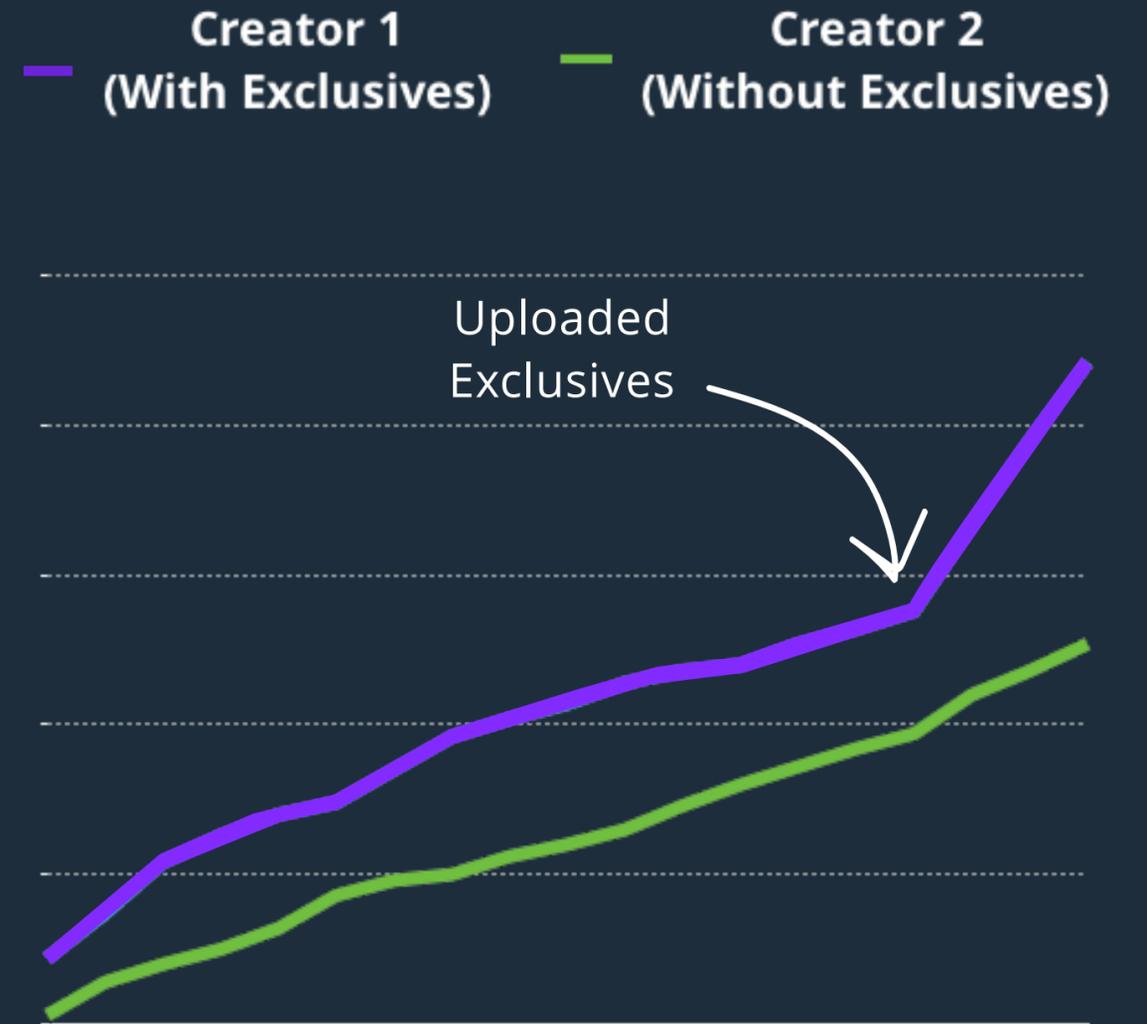
Keep your new shows exclusive for a limited amount of time, and then go public.

BONUS CONTENT

Upload extra or rare content like extended interviews, extra commentary, rare live sets or special guest mixes.

EXTENDED B SIDE

Create extended versions of your shows - make the first part free, and the second part exclusive.

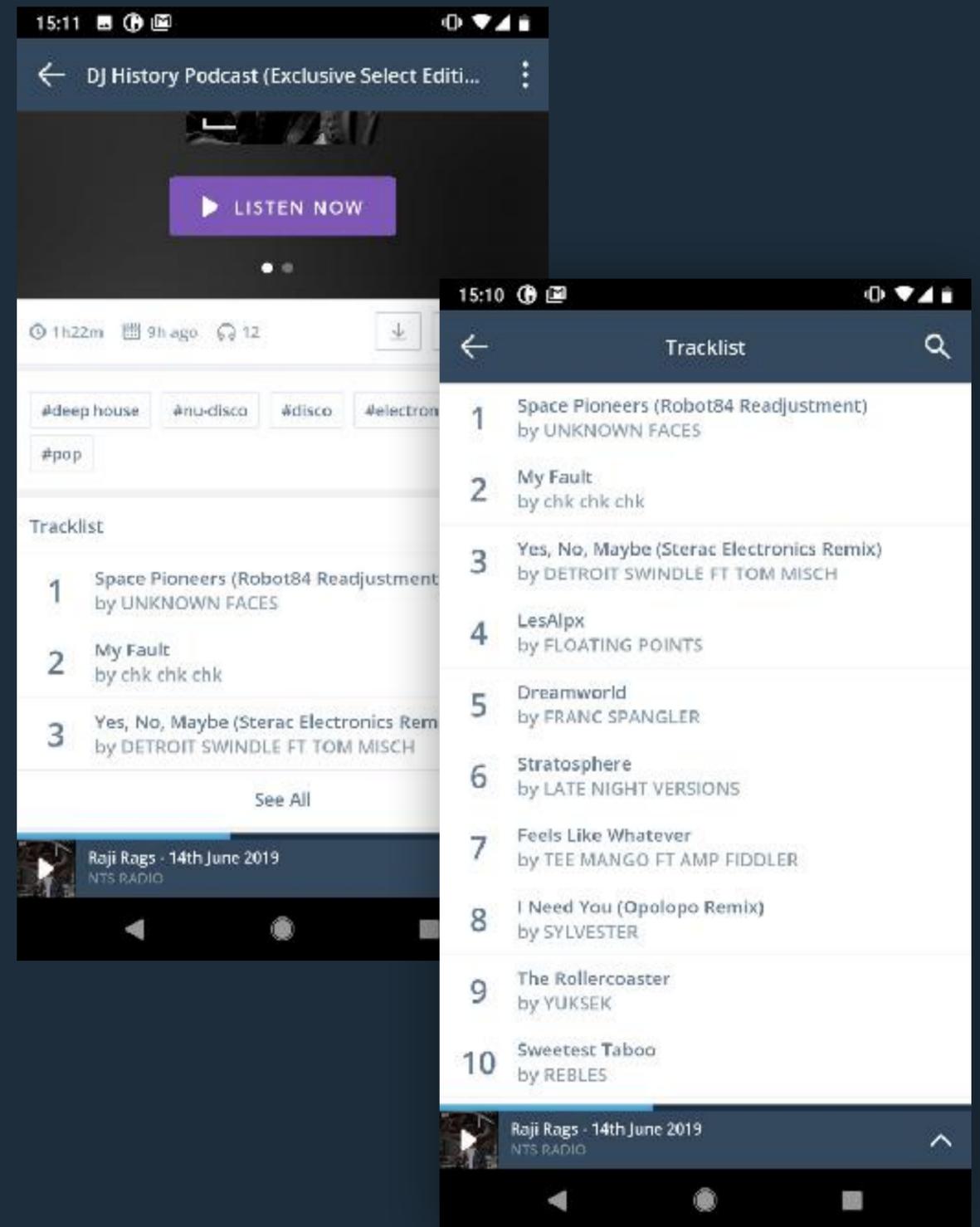


**CREATORS WHO USE EXCLUSIVES ARE 2X
MORE LIKELY TO GET SUBSCRIPTIONS**

PROVIDE YOUR TRACKLIST

As an extra benefit, your subscribers will be able to view the full list of music in your shows before they hit play... **but only if you provide a tracklist!**

Many early subscribers have said they value this feature when it's available. To give your fans the best experience, make sure you provide the full tracklist with timestamps when uploading your shows.



HOW TO BE A GOOD MIXCLOUD CREATOR



UPLOAD REGULARLY

The most successful creators upload daily, weekly or monthly. The more regular your shows are, the more your fans will engage and the more subscribers you will likely get.

TELL YOUR STORY

Take your listener on a journey in your shows, but also give them a good idea of what to expect before hitting play. Pick a strong title and include a summary in the description, always.

KEEP IT LOOKING FRESH

Grab your audience's attention as they're scrolling. Get creative and descriptive with your titles. Use new and interesting imagery that suits your personal brand.



BOXOUT FM

ANJA SCHNEIDER



CHARLOTTE DEVANEY



LEFTO



DEFECTED RECORDS



CLUBKILLERS

HOW TO BE A GOOD MIXCLOUD CREATOR

TAG RESPONSIBLY

Every show can have up to 5 tags. Help listeners find your show by tagging the genres that best fit. This will boost how your shows get discovered and help them enter the charts.

PROVIDE A TRACKLIST

Providing a timestamped tracklist of the music in your shows when you upload guarantees that your listeners get accurate track IDs. Always important, especially for Select!

CHECK YOUR SOUND

It sounds simple, but your sound quality is key. Check your shows for the levels and balance of speech and music. Make sure it all sounds good before you upload.

WELCOME!
GET STARTED!
MAKE MORE!
MAKE NOISE!
YOUR FANS!

ENGAGE YOUR FANS ON SOCIAL MEDIA

The secret to success of Select is simple: build an engaged fan community and they will want to support you. An effective way to do that is to use your social media channels to promote your presence on Select.

Make a splash with your first announcement, but don't stop there. Keep posting and promoting whenever you have something new to share.



GET SOCIAL

Use your Instagram, Facebook and Twitter pages as places to promote your shows and ask for support.

DRIVE TRAFFIC

Paste your Mixcloud Select link in your social media bios to drive traffic to your page.

USE HASHTAGS

Use #MixcloudSelect and other popular and relevant tags that can make your post more findable.

TAG @MIXCLOUD

Always, always tag us in your posts so we can help spread the word.

<http://mixcloud.com/yourusername/select>

SHOW YOUR HUMAN SIDE

Select is about bringing fans and creators closer. Giving your fans a peek behind the scenes into who you really are is a great way to promote that. Create and share some DIY videos – no need to get fancy.

GO BEHIND THE SCENES

Shoot some video footage in your studio, behind the decks or in your natural habitat.

BE YOURSELF

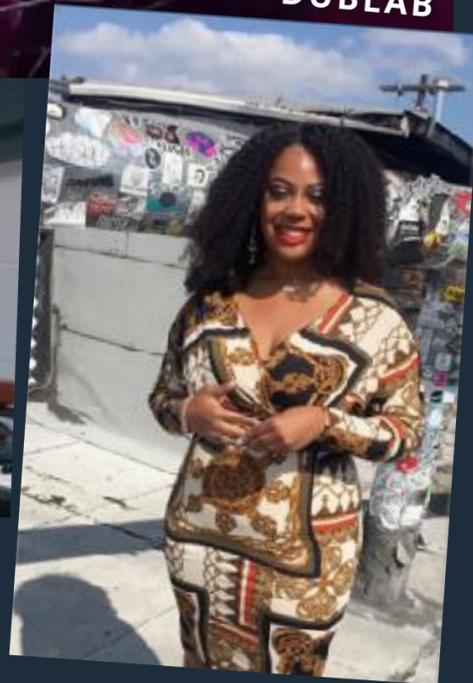
Your fans want to get closer to the human behind the shows. Let them get to know you.

TELL YOUR STORY

Talk about why their support matters and all that jazz

Got some great footage? Email it to select@mixcloud.com so we can feature you





SHOUT OUT IN YOUR SHOWS

Your fans are already listening. Shouting out in your shows is the most direct and effective way to get their attention.

- If you talk in your shows, talk about Select
- Create a script for your radio show hosts
- Create a jingle to break up a mix
- Put a bespoke message at the start or end
- Hype up your exclusives in the description
- Do guest appearances and cross promote

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CHECK IN TO YOUR DASHBOARD

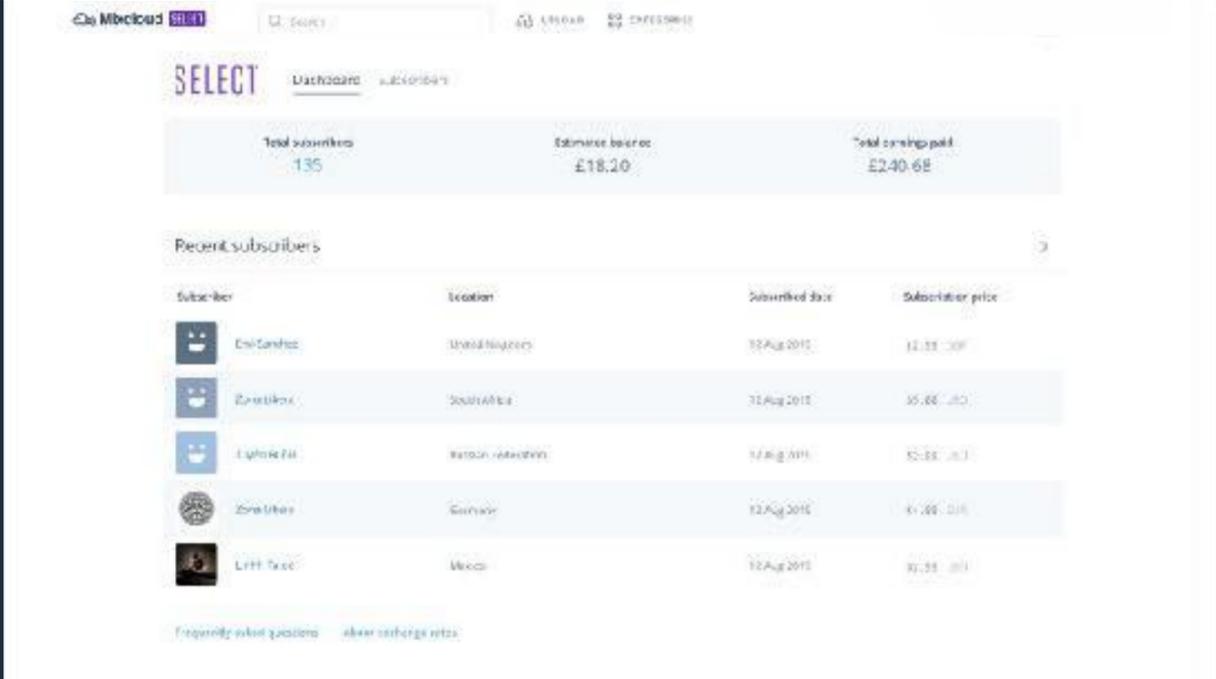
TRACK YOUR PROGRESS

Your Select dashboard lets you keep track of how many subscribers you have, who they are and how much you're earning. This is also where you can make edits to your page. Find your dashboard in the top right drop down under your Mixcloud name or add "dashboard" at the end of your URL.

GET PAID

Select subscription payouts are made on a monthly basis, provided your estimated balance reaches a certain amount.

Check our **Help Centre** at help.mixcloud.com to get the full breakdown on payments and currency conversions.



The screenshot shows the Mixcloud Select dashboard. At the top, there are navigation links for 'SELECT', 'Dashboard', and 'Subscribers'. Below this, there are three summary cards: 'Total subscribers' (135), 'Estimated balance' (£18.20), and 'Total earnings paid' (£240.68). A section titled 'Recent subscribers' contains a table with the following data:

Subscriber	Location	Subscribed date	Subscriber price
Eni Cardiac	United Kingdom	13 Aug 2015	12.99 GBP
Zentibox	South Africa	13 Aug 2015	35.00 ZAR
Ephraim Zai	Western Australia	13 Aug 2015	12.99 AUD
Zentibox	Germany	13 Aug 2015	6.99 EUR
LHH Tacc	Mexico	13 Aug 2015	32.99 MXN

At the bottom of the table, there are links for 'Frequently asked questions' and 'View exchange rates'.



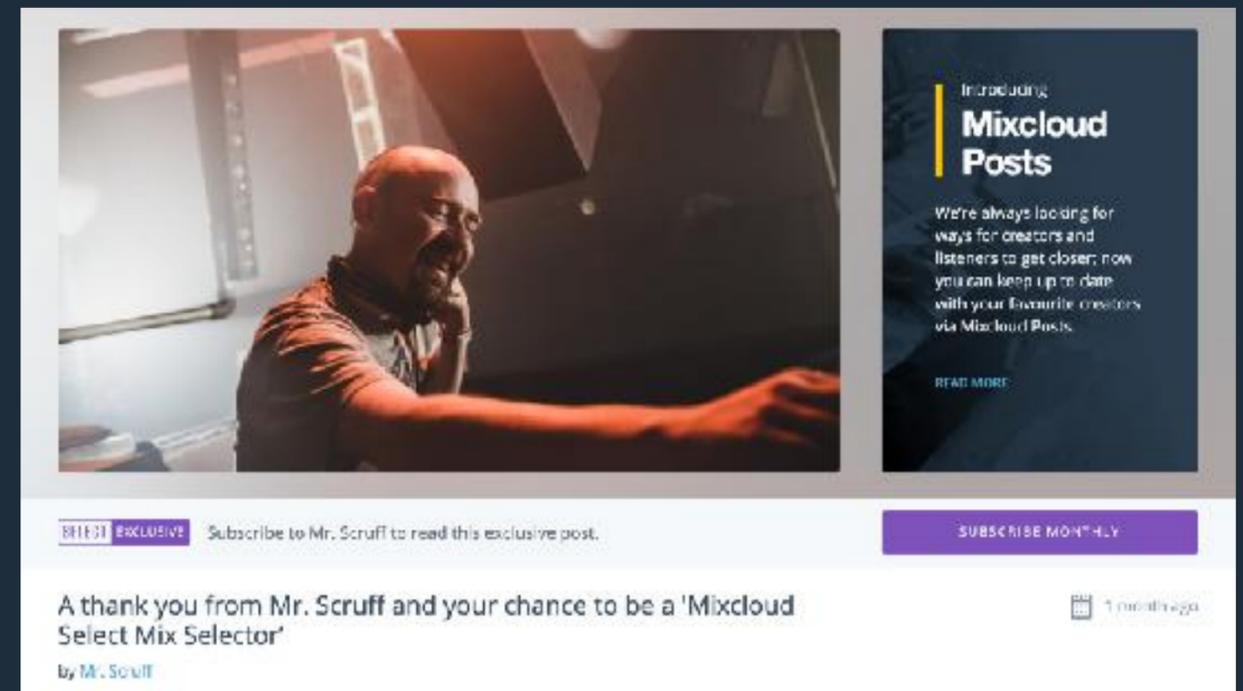
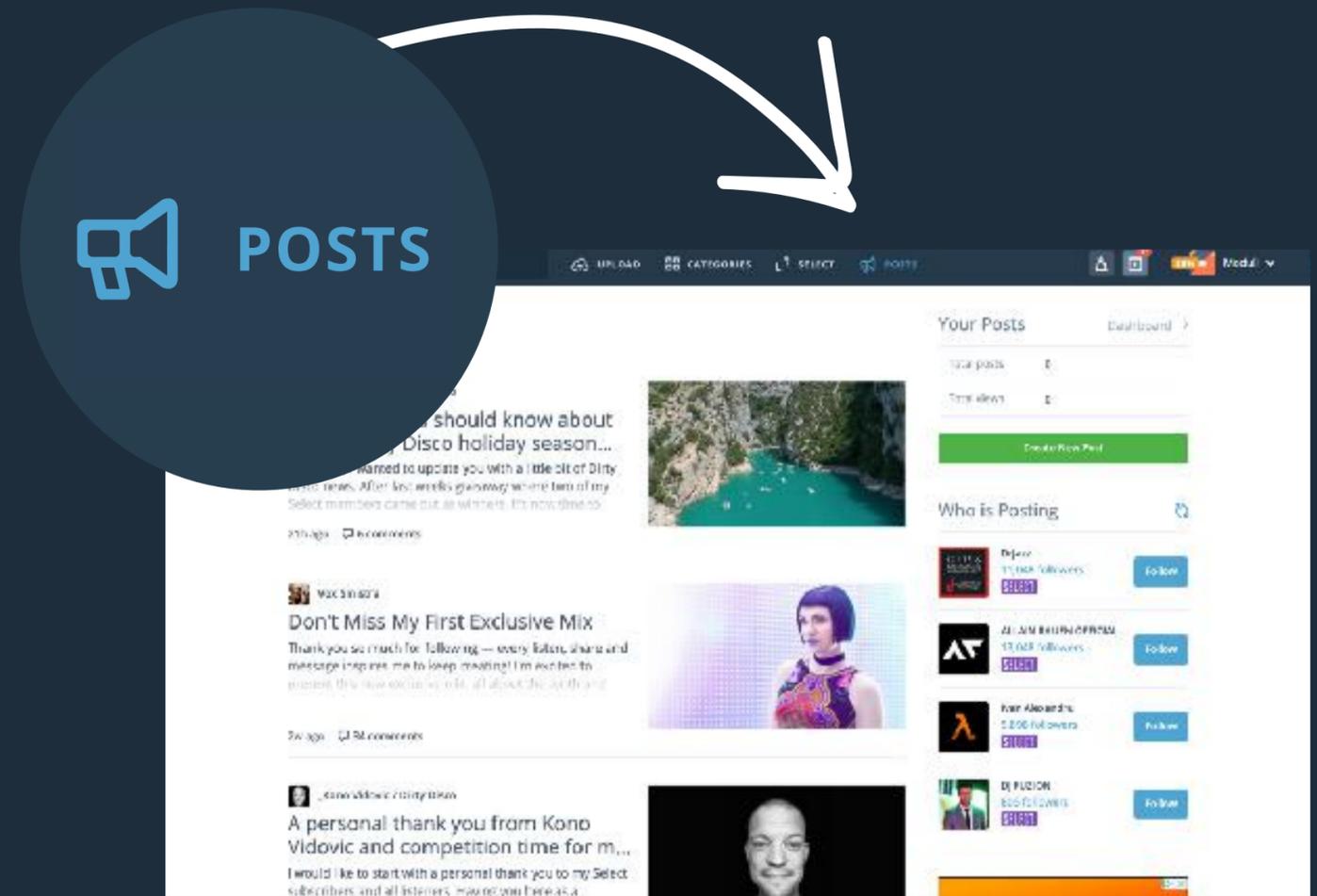
<http://mixcloud.com/yourusername/dashboard>

KEEP YOUR FANS POSTED

As a Mixcloud Select creator, you can use Posts to directly communicate with your core listener audience on Mixcloud. This is a powerful tool to engage in conversation with and get closer to your fans

You can choose to make a post public for all your followers to see, or exclusive for your Select subscribers' eyes only.

Create a Post by clicking on the main Mixcloud Nav or finding it in your Select dashboard.



START THE CONVERSATION

DO

- Post when you're new to Select
- Reply and engage with fans who comment
- Be considerate and kind, always

DON'T

- Spam or add to the noise
- Be offensive or negative
- Forget your common sense

TIPS ON WHAT TO POST

- Talk about what makes your shows special
- Give a glimpse into your life and craft
- Go deeper into scenes you care about
- Give rewards like tickets or merch
- Announce exciting upcoming projects
- Ask your fans for feedback
- Encourage fans to support you on Mixcloud Select



Dj Milly 28m ago

Subscriber

This whole 6 CD set was amazing. I especially loved CD 5 track one - "get real"!



KEEP ENGAGING

You're now building your own inner circle of fans who directly support you to keep doing your thing. That's epic!

Your fans will be rewarded with a better listening experience on your channel that lets them listen without limits, download your shows to listen offline and avoid ads.

What's more important, however, is what **YOU** give them.

RECAP

- Upload Select Exclusives to boost subscribers
- Use Posts to engage with your fans
- Include upfront tracklists
- Keep track of your subscribers on your Dashboard
- Keep shouting and sharing the love

A young woman with dark hair in braids, wearing a blue button-down shirt and large black headphones, is smiling warmly at the camera. She is in a recording studio, with a desk, a laptop, a large black speaker, and various pieces of audio equipment visible in the background. The lighting is warm and focused on her.

THANKS FOR LISTENING

Questions? Feedback?

Visit help.mixcloud.com or email select@mixcloud.com