

Angela's Artist Advice

Angela Marie Eidenmiller is the ISSA Associate Director of Artist Relations. Over the past few years many of our Award Winning Artists have benefited from Angela's sage advice.

One of the greatest gifts ISSA gives its members isn't an award, a trophy, or even a stage—it's access to people who have already walked the road you're traveling.

That's the real power of this organization. It's a community where experience is shared, wisdom is freely given, and success isn't measured by how much you achieve alone, but by how many people you help along the way.

I know that because I've lived it. I'm still living it!

There are distinct moments in this business that change everything. For me, one of those moments happened in the parking lot of a Nashville recording studio. I was overwhelmed. I had questions, uncertainty, and no clear roadmap. So I did what ISSA has taught so many of us to do —I reached out. I literally phoned a friend from our ISSA community during a full-fledged freak out, hoping they might have a few minutes to point me in the right direction.

What I received was far more valuable than I expected. The advice was simple. ***"Take a deep breath, brew a pot of coffee, build a team, then get to work."*** At first, I smiled. Then I realized those four sentences contained one of the greatest lessons I've ever learned about succeeding in the music business- success isn't achieved alone.

Today, years later, I can honestly say that advice still anchors me in this wonderfully unpredictable industry. Whenever things become overwhelming, I remember those words and that's why I believe my own journey is a true testament to the power of ISSA and its members.

Until then, keep crushing goals, keep creating, keep connecting, and keep contributing! The world needs you and what only you can create.

Highest vibes
Your ISSA Sis,

Angela

The Music Business Blueprint will continue to grow beyond the Summit into a learning community for independent artists, a book, a masterclass program, and a value-growing, resourceful, affordable subscription service in September. But at this year's ISSA Summit, it is simply my gift to the ISSA community. It's the collection of lessons, strategies, mistakes, victories, and practical knowledge I've gathered throughout my journey in this incredible industry—much of it made possible because someone in the ISSA community was willing to answer a phone call from a nervous promoter in a recording studio parking lot.

Everything I'm sharing was freely given to me by people who believed in me.
At the ISSA Summit, I'm simply returning that gift to the ISSA family and feel honored to present *The Music Business Blueprint* as a complimentary casual session for every attendee who wants to learn what comes next after the song is finished.

We'll explore practical topics like building the right team, developing your brand, creating a marketing strategy, building meaningful industry relationships, identifying revenue opportunities, and making intentional decisions that move your career forward.

My hope is that you'll walk away with ideas you can begin putting into action immediately—whether you're releasing your very first single or your fiftieth album.

This Summit session isn't about selling you anything. It's about serving you.
It's about sharing what I've learned in hopes that you find the value you're looking for as an independent artist. If one idea sparks a new opportunity…. If one strategy helps you avoid a costly mistake…. If one conversation leads to your next breakthrough…

...then every minute we've spent together will have been worth it. That's what ISSA has always been about. Artists helping artists. Professionals encouraging professionals. A community that believes success is even sweeter when it's shared.

This is where I'd remind everyone why choosing to attend the Summit, the Pre-Party, 8th Annual Awards Show, and After-Party isn't for Awards Finalists alone—there's massive value in every hour for everyone throughout those four days!
I can't wait to see you all in Atlanta to continue this conversation in person and spend time investing in your journey just as others once invested in mine. Because that's what ISSA does. We celebrate one another. We encourage one another. We teach one another. And together, we build something far greater than careers. We build a community.

So if you're joining us at this year's Summit, I hope you'll pull up a chair, ask questions, share your own experiences, and leave inspired and empowered.
You bring the dream. I'll bring the blueprint. The coffee will be hot. The conversation will be real. The blueprint is a map. Because finishing the song...
is where the business begins!

Why This Happens

When your music is delivered to streaming services and social media platforms through your distributor or Fingerprinting Service Provider (FSP), it's added to a massive content identification system.

Think of it as a digital fingerprint.

Every time someone uploads content using your music, platforms like Facebook and Instagram compare that audio against their fingerprint database. If there's a match, the system checks whether that use is authorized. The problem is that the system doesn't automatically know you're the owner.

It simply recognizes that someone uploaded copyrighted music. That "someone" just happens to be you.

The Good News

Believe it or not, this is actually good news. It means your music is being protected. Without these fingerprinting systems, anyone could upload your music, monetize videos with it, or claim it as their own without your permission.

The copyright match tells you your FSP is actively watching for unauthorized uses of your recordings. In other words, the security system is working. It just doesn't recognize the homeowner standing at the front door.

So... What Is Whitelisting?

Whitelisting is simply giving permission in advance for certain accounts to use your protected music without triggering copyright claims. Once your Facebook Page, Instagram account, YouTube channel, or TikTok profile is whitelisted, those accounts are essentially placed on the "approved users" list. The fingerprinting system sees the match, checks the approved list, and allows your content to stay online without interruption.

How Do You Get Whitelisted?

Every distributor and rights management company handles this a little differently, but the process usually looks something like this:
* Log into your distributor or rights management dashboard.
* Look for sections labeled Rights Management, Content ID, Social Media Monetization, or Whitelisting.
* Add the URLs or usernames of your official social media accounts.
* Save your changes before posting new promotional content.

Some companies process whitelist requests immediately, while others may take a day or two to update across platforms.

Organizations don't change lives. People do! ISSA has never been just another music organization or awards show. It's a family of artists, songwriters, producers, promoters, radio personalities, photographers, managers, venue owners, publishers, and industry professionals who genuinely want to see one another succeed. When someone asks for help, someone answers. When someone celebrates a victory, we all celebrate. When someone stumbles, there is always someone willing to help them back up. That kind of community is priceless.

As I've grown in this industry, I've realized that success isn't built on one giant breakthrough. It's built through hundreds of intentional daily decisions made consistently over time. Which brings me to something I'm incredibly excited to begin sharing with all of you…

THE MUSIC BUSINESS BLUEPRINT

The song is finished. You've poured your heart into the lyrics. You've found the melody. You've spent countless hours writing, recording, mixing, mastering, and finally releasing your music into the world. Now what?

For many independent artists, this is exactly where the journey unexpectedly comes to a halt. They believe the hardest part is over, when in reality, an entirely different job is just beginning. *The Music Business Blueprint* is a roadmap for building your business after the song is complete.

It isn't about writing songs. It's about building a career around the songs you've already written. Think of it as the map that begins where the creative process of your product ends and your business entrepreneur skills engage full steam ahead. Your great song is your product. Every successful product needs a business strategy behind it. It needs branding. Marketing. Relationships. Distribution. Live performance opportunities. Licensing. Merchandise. Fan engagement. Media outreach. Social media. Email marketing. Multiple revenue streams. Most importantly, it needs a team that believes in the vision.
Without a blueprint, it's easy to spend years working hard without making meaningful progress.

With one, every decision has purpose. Every relationship has value. Every opportunity becomes part of a larger strategy. As many of you know, I've had the privilege of wearing several hats throughout my career—artist manager, promoter, marketer, campaign manager, fundraiser, copywriter, photographer and so on, which led me here to serving you as Associate Director of Artist Relations for ISSA.

Every role has reinforced one simple truth: Nobody succeeds alone! Every successful artist has people who believe in them, challenge them, encourage them, and open doors they could never have opened by themselves. That's the real blueprint. It's community. It's collaboration. It's showing up. It's doing the work. And sometimes…

It all starts with one phone call from a recording studio parking lot. *PASSING IT FORWARD.*