# License Your Song in 7 Days: The Starter Kit

**By Aaron Davison, Founder of The Sync Lab**
www.thesynclab.com

---

## Welcome

If you've ever listened to a scene in a show or film and thought, *"My music could fit there,"* you're absolutely right. Sync licensing isn't just for major label artists anymore. Independent musicians all over the world are landing placements in TV shows, films, ads, and video games every single day.

This guide walks you through the same process I've used and taught to hundreds of artists. In seven focused days, you'll take one song from an idea on your hard drive to a polished, pitch-ready track that supervisors can actually use.

Each day builds on the last. By the end of the week, you'll have everything you need: a professional mix, alternate versions, complete metadata, a one-sheet, and a pitch that's ready to send.

# Day 1: Choose the Right Song

Not every great song is right for sync. The best sync songs tend to be emotionally clear and lyrically flexible. They help tell a story without getting in the way of the dialogue.

When you listen to something like *"Home"* by Phillip Phillips or *"Ends of the Earth"* by Lord Huron, notice how both tracks evoke a strong emotional tone. They're not complicated, but they make you feel something specific. That's exactly what supervisors look for.

On the other hand, songs with hyper-specific lyrics, like names or places, usually don't get placed as often because they only work in very specific scenes. The goal is to write and choose songs that can fit many different stories.

If you're torn between two songs, pick the one that feels more cinematic. Imagine it in a scene. Would it fit during a reflective montage, a final moment of victory, or a reunion between two characters? If so, it's probably a strong candidate.

**Assignment:** Write down two sentences that describe your song's emotion and the kind of scene it could accompany. For example:

"It's a reflective indie folk song about finding peace after struggle. It could work in a TV drama during a moment of realization or healing."

---

# Day 2: Polish Your Mix

In sync, a song that sounds unbalanced or cluttered will be skipped after ten seconds. Supervisors and editors need tracks that sound clean and professional from the first note.

You don't need a thousand-dollar studio. You just need clarity and emotion. Compare your mix to songs that have been used in syncs within your genre. Listen to *"Youth"* by Daughter from *13 Reasons Why* or *"Holocene"* by Bon Iver from *The Judge*. Both have a warm, natural sound that leaves space for dialogue.

Play your mix quietly. If it still sounds full, it's likely in good shape. Avoid over-compression or excessive reverb. Focus on dynamics, tone, and simplicity.

If you're not sure whether your mix is there yet, get a second opinion from a trusted engineer or peer who understands sync. Sometimes a few small EQ tweaks make all the difference.

**Assignment:** Spend one day improving your mix. Then bounce a new version and label it clearly, like *SongTitle_Mix_v2.wav*.

---

# Day 3: Create Alternate Versions

Editors love flexibility. Having multiple versions of your song ready can make or break a placement.

At a minimum, you should export the following versions:

- Full version
- Instrumental
- TV mix (no lead vocal, just background harmonies)
- 60-second edit
- 30-second edit

Look at how *"Breathe Me"* by Sia has been used in multiple shows and commercials. The song's structure and emotional progression allow it to work in short or extended scenes. That versatility is key.

Think of your song like a toolbox. The more versions you have, the easier it is for an editor to cut it into a scene without needing extra work.

**Assignment:** Export and label each version. Keep them together in a folder titled *Sync Versions*.

---

# Day 4: Tag and Organize Metadata

Metadata is what makes your music discoverable. Without it, even the best track can get lost in a library.

Add this information to every file:

- Song title
- Artist name
- Email address
- Genre and subgenre
- BPM
- Mood words like hopeful, introspective, driving, or emotional
- A short description such as “a cinematic pop song about hope and new beginnings”

Supervisors often search by mood, not by artist name. For example, a music supervisor might type “uplifting indie pop with female vocals” when looking for a track for a commercial. If your metadata includes those words, you’ll show up in the results.

**Assignment:** Add this information to your files and keep a separate document listing all your metadata in one place. Name it *SongTitle_Metadata.txt* and save it with your audio files.

---

# Day 5: Register and Protect Your Song

Before you pitch anything, make sure your rights are clear and your song is registered properly. This ensures you get paid when your track is used.

Register your song with your PRO (ASCAP, BMI, or SESAC). Confirm splits with any co-writers in writing. You can also register with the U.S. Copyright Office or through SongTrust to manage global royalty collection.

If your song ends up in a show like *Outer Banks* or *Selling Sunset*, you'll earn both an upfront sync fee and backend royalties. But you'll only receive those payments if your song is registered and claimable.

**Assignment:** Complete your registrations today. Save confirmation emails and store them in your project folder.

---

# Day 6: Create a One-Sheet

A one-sheet is your professional calling card. It's a single page that quickly tells a supervisor or library everything they need to know.

Include your artist name, song title, genre, mood, a two-sentence description, and a streaming link. Keep it simple and visually clean.

If your song sounds like something that could appear alongside *The Lumineers* or *Coldplay*, say that. References help supervisors place your sound.

Here's an example of a good description:
"A cinematic indie pop song about perseverance and growth. Perfect for scenes of triumph, renewal, or reflection."

Design your one-sheet in Canva or Google Docs and save it as a PDF.

**Assignment:** Create your one-sheet and add it to your project folder.

---

# Day 7: Pitch Like a Pro

Now that everything is ready, it's time to reach out.

Pick one legitimate company or contact from **The Sync Lab's free directory**. Research them before emailing. If they represent upbeat pop, don't send a moody acoustic track. Match their catalog's vibe.

Keep your message short and respectful.

**Example email:**

Hi [Name],

I'm an independent artist with cinematic indie pop songs that might fit your catalog. I have a new track that's one hundred percent cleared and ready for sync.
You can stream it here: [Your Link]

Thanks for taking the time,
Aaron

Then track your submission. Whether they reply or not, you're building relationships. Consistency is everything. Many placements come from repeat submissions.

**Assignment:** Send one email today. Mark it in your submission tracker.

---

# Bonus: Common Mistakes to Avoid

1. Pitching songs before your rights and splits are clear.
2. Sending attachments instead of links.
3. Overproducing your mix so it competes with dialogue.
4. Skipping metadata.
5. Giving up too early.

Everyone in sync starts where you are now. The difference between those who succeed and those who don’t is persistence and professionalism.

---

# Next Steps: Join The Sync Lab

You've just completed a real sync licensing workflow. You've taken a song from concept to completion, and you now have a system that you can apply again and again.

If you want to take things further, join **The Sync Lab** today..

## Premium Members Unlock

- Deep-dive **video courses** covering advanced sync licensing, pitching strategies, and contracts.
- A continually updated **Music Licensing Directory** with new listings each month.
- An **AI Resource Section** that shows you how to use modern tools to write, produce, and pitch faster.
- **Contract templates**, submission trackers, and monthly **Sync Licensing Trend Reports**.
- Weekly **mastermind sessions** and a private community for ongoing support.
- And much more!

**Join today:**

👉 https://www.thesynclab.com/pricing.html

---

© 2025 The Sync Lab | www.thesynclab.com