

The Art of Music Business (Reggae Edition)

Book One: Branding & Storytelling

CHAPTER SIX WORKBOOK



The Rhythm of Owning Your Art

*The garden may be shared, but the fruit
belongs to the one who grew it.*

—The Rhythm of Wisdom

CHAPTER SIX

The Rhythm of Owning Your Art

Ownership is not always visible from the outside.

Some artists appear successful while quietly surrendering control. Others build slowly while strengthening the foundation beneath every release, partnership, and opportunity.

The difference is rarely talent.

It is structure.

This workbook is designed to help you examine where your power actually lives:

- in your catalog,
- in your audience access,
- in your agreements,
- in your release systems,
- and in the architecture supporting your growth.

Because visibility alone does not create sustainability.

Control does.

Not control rooted in ego.

Control rooted in clarity.



The artists who last are often the artists who understand:

- what they own,
- what they license,
- what they protect,
- and what happens if systems around them suddenly change.

Ownership is not only about income.

It is about preserving the ability to move intentionally through your career without losing authority over the work you created.



How to Use This Workbook

Move carefully.

Answer honestly.

Notice where uncertainty appears.

This workbook is not designed to shame gaps in your structure.

It is designed to reveal them clearly enough that you can begin strengthening them intentionally.

Some sections focus on:

- release systems,
- ownership,
- catalog control,
- audience access,
- partnerships,
- and infrastructure.

Others ask deeper questions about dependency, leverage, and long-term sustainability.

Both matter.

As you move through these exercises, resist the urge to answer aspirationally.



Answer based on:

- current systems,
- current agreements,
- current access,
- and current control.

Awareness comes before protection.

And protection begins when ownership becomes visible.

**Companion Workbook for *The Art of Music Business (Reggae Edition): Book One*
— *Branding & Storytelling***

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Presence with Power

Some artists build visibility.

Others build infrastructure beneath visibility.

The difference becomes visible over time:

- in ownership,
- in audience control,
- in partnerships,
- and in the ability to expand without losing identity.

In this section, you will observe how structure quietly reinforces authority through disciplined control of narrative, release systems, collaborations, and audience access.

Pay attention to:

- where ownership signals appear,
- how partnerships are framed,
- where audiences are directed,
- and how independence can coexist with expansion.

Notice the difference between:

- filling a container,
and
- shaping one.

Because presence may create opportunity.

But structure is what protects it.



Research Assignment

Studying Presence with Power

Let's study Protoje. His career is not defined by volume. It is defined by control.

Control of narrative. Control of partnerships. Control of how and where his voice moves.

Your role is not to scroll.

Your role is to analyze how presence becomes power.

You can find his platform links at backstageblueprint.org/spotlights.

Your Task:

Trace Ownership Signals

Visit at least three platforms — Instagram, YouTube, Spotify, press interviews, or his official website.

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Look for evidence of infrastructure.

Does he promote releases through his own channels first?

Is there clarity around label partnerships (In.Digg.Nation Collective, RCA, etc.)?



Do collaborations feel aligned with his message — or opportunistic?

Study Narrative Framing

Choose one interview and one promotional post.

How does he describe his work?

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Is he positioned as a trend participant — or as a cultural contributor?

Does media coverage mirror his own language and framing?

Observe Platform Control

Notice how announcements are structured.

Does he send people back to owned spaces (website, mailing list, ticket links)? Or does everything live exclusively inside social platforms?

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Look for Collective Strength

Study collaborations like *Who Knows* with Chronixx.

Does the partnership amplify both artists without diluting identity?

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Is there evidence of shared movement — not just shared visibility?

Write short paragraphs answering these:

Where does presence become power in Protoje's career?

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What signs indicate he is shaping the container — not just filling it?

This is not about copying strategy.

It is about recognizing structure.

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Reflection:

Now turn the lens inward.

If your visibility expanded tomorrow — would you have structure to sustain it?

Where does your audience live?

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What do you own outright?

What would happen if a platform disappeared next week?

Presence creates opportunity.

Power protects it.

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Journal Prompt

Your Current Architecture

What you have built so far may be incomplete—but it is not invisible.

Take a quiet moment to look at your structure as it exists today.

This is not about judgment. It is about clarity.

Answer honestly:

Who currently owns my master recordings?

Under what entity are my releases structured?

Where does revenue flow first?

What audience data do I directly control?

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What partnerships define my expansion?

Where do I feel strong?

Where do I feel uncertain?

Where do I feel dependent?

Uncertainty reveals structural gaps.

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The Ownership Blueprint Worksheet

Before ownership becomes power, it must first become visible.

Most artists move through the industry reacting to opportunities as they appear — releasing music when it feels ready, accepting partnerships as they arise, and expanding wherever momentum seems strongest.

But sustainable careers are rarely built through reaction alone.

They are built through structure.

This worksheet helps you map the structural foundations of your career.

By examining how your music is released, who controls your catalog, how audiences access your work, and how growth is designed, you begin to see the architecture that already exists beneath your movement — whether intentional or accidental.

Clarity is the first step toward control.

Use this blueprint to examine the four structural beams that determine where your power actually lives.

1. Release Vehicle

Do I currently have a personal label or release entity?

Yes / No

If yes:

What is its name?

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Is it legally registered?

Does it own my masters?

If no:

What steps would I need to take to create one?
(You might consider things like forming an LLC, registering a DBA, or setting up a distribution account. We'll walk through business formation in more detail in *Book Five: Planning, Credit & Financial Power.*)

Write your next action:

2. Asset Control (Catalog)

List your last five releases:

List your last five releases:

1.

2.

3.

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4. _____

5. _____

For each, ask:

Who owns the master?

Are rights licensed or transferred?

Do I control reissue decisions?

If ownership is unclear, that is your first priority.

Write one action you will take to clarify your catalog status:

3. Access Architecture

Where do I directly collect audience information?

- Website
- Email list
- Direct ticketing platform
- Merch customer database

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- Fan club structure
- None

If a major social platform restricted my reach tomorrow, how would I communicate with my audience?

Design one new owned access point I will implement:

4. Expansion Design

List your current or potential partnerships:

For each, ask:

What rights am I granting?

For how long?

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What do I retain?

What happens when the agreement ends?

Write one partnership I need to review or clarify:

Ownership Stress Test

Answer these in full sentences:

If I stopped recording tomorrow, would my current structure still generate leverage?



If a platform removed me, would my audience remain reachable?

If a deal ended, would my authority remain intact?

If the answer to any of these is no, structure must be strengthened.



Ownership Protection Checklist

Before releasing music publicly, confirm that the foundation of ownership is in place.

These steps help ensure your work is protected and that you receive the income it generates.

Composition Registration

Have you registered your songs with a Performing Rights Organization (ASCAP or BMI)?

Are you listed correctly as the songwriter or composer?

Have you confirmed your songwriter share percentages with collaborators?

Publishing Administration

Have you set up a publishing administrator to collect royalties globally?

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Are your songs registered with accurate metadata and ownership splits?

Master Recording Ownership

Do you know who owns the master recordings of your music?

If collaborators or producers are involved, are the ownership terms clearly documented?

Distribution

Have you selected a distributor for your music releases?

Are the artist name, credits, and release information consistent across platforms?



Copyright Protection

Have you considered registering your music with the U.S. Copyright Office?

Do you keep organized records of your songs, recordings, and agreements?

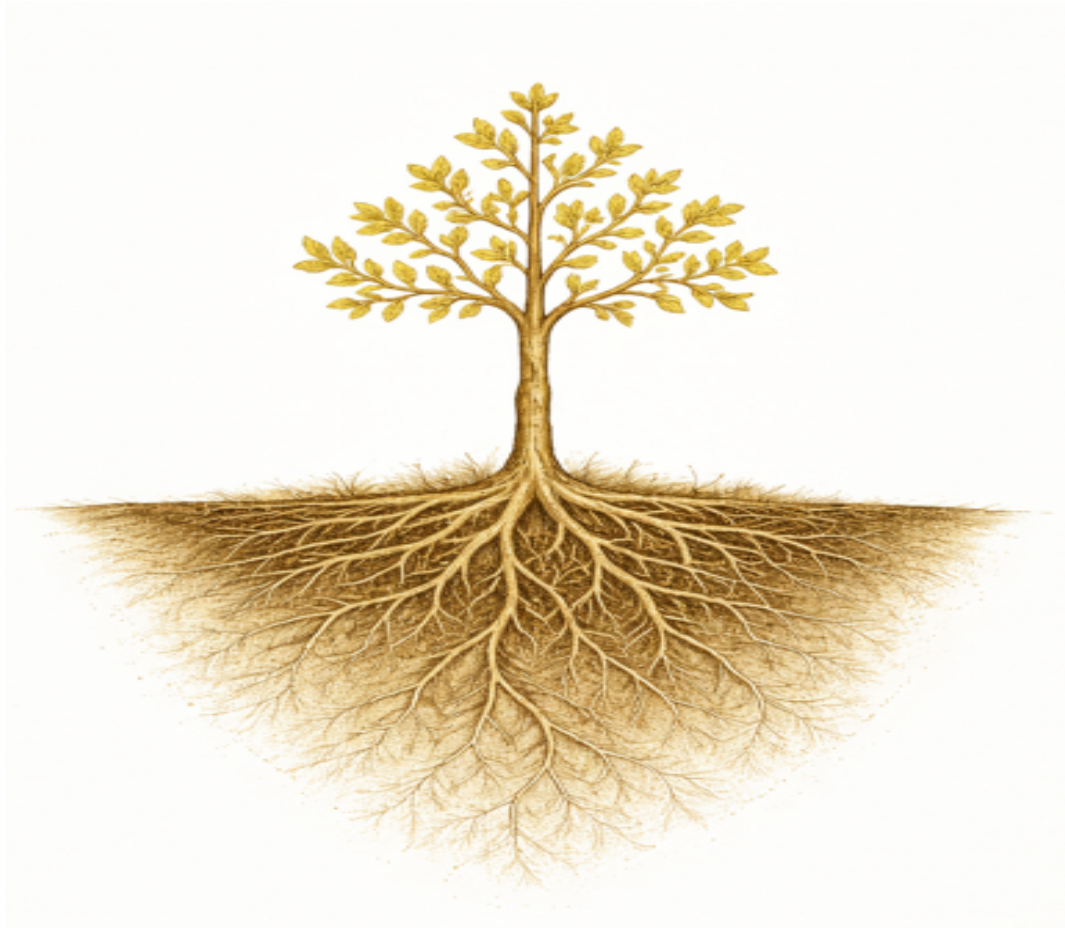
Ownership is not only about control.

It is about protection.

The artists who understand their rights are the ones who can sustain their careers over time.

In our future book (The Art of Music Business (Reggae Edition) Book Four: Contracts, Publishing & Protection) we will dive deeper into the concept of ownership as it pertains to ownership in the music industry, in particular, ownership assets.





Fruit shared without roots protected rarely feeds the tree for long.
Ownership is not separation from others.
It is stewardship of what you were entrusted to grow.

— **The Rhythm of Wisdom**