

WHICH DOLLAR IS THIS?

When the beat switches, the contract decides what you keep.

EVERY NO I TURNED INTO MY OWN YES

Every opportunity pays in one of four forms. Identify each one before you sign.

FEE

COMPENSATION

Payment for labor: the session, the cue, the campaign.
Immediate, finite, and non-recurring.

ROYALTY

DEFERRED INCOME

Income tied to use: performance, mechanical, neighboring rights. It exists only if the work is registered, reported, and collected.

OWNERSHIP

TITLE

Title to the master, the composition, or the intellectual property. The only value that persists after the engagement ends, and its holder decides what happens next.

AUDIENCE

DIRECT DEMAND

People who seek your work without an intermediary. It is the source of negotiating leverage, and it is what makes a refusal credible.

THE EXERCISE

TAKE ONE REAL OPPORTUNITY AND IDENTIFY EVERY FORM OF VALUE IN IT.

A sync offer, a production credit, a feature, a brand engagement, or one line of your group's rollout plan. Complete the row. An empty box is the question to ask before you sign.

THE FORM	AMOUNT AND TIMING	WHO COLLECTS, AND HOW IT IS VERIFIED	WHAT SURVIVES THE ENGAGEMENT
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FEE

ROYALTY

OWNERSHIP

AUDIENCE

Complete your row and send it to me at kovas@artschoolrebellion.com. I read every submission.

01

*Which rights transfer at
signature?*

02

*What remains yours when the
engagement ends?*

03

*If this opportunity falls through,
what is your beat switch?*