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### General

#### **How to sign up to FAFP's Newsletter?**

You are welcome to [subscribe](#) and [unsubscribe](#) to our newsletter, it's free to join and an automated process. If any difficulty arise feel free to [contact us](#).

The frequency of our newsletter is variable based on when several projects are accomplished and what we think is noteworthy. In other words you will not receive daily emails from us.

Another to way to stay updated is to use our [Blog](#) & RSS feed.

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#### **How to advertise on our website ?**

Simple,

1. Review our [ads rate sheet](#).
2. Choose the solution matching your needs.
3. Booking a placement (payment can be done through Paypal to expedite the process)
4. Your ad appears on our website according to your plan

Note: Pricing include a structured discount according to the length of your marketing efforts (ie. one month free for a year campaign)

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#### **Do you provide multi lingual support?**

Our team/network is composed of several overseas natives, we support several languages: English (US, UK, AU, NZ), French (France), Spanish (latin America), Korean, Filipino (Tagalog).

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### Music

#### **Will I have creative control ?**

Once again if we signed you, it is because we liked what you do. Based on the nature of our

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approach, signature is/will be a long process. where over a period time we will evaluate the way you work. From that point you will have framed creative control of your projects (to think about).

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### **May I submit a demo ?**

Yes, Because we work exclusively in digital formats, we do not accept physical mail for this matter. Therefore please download this [release form](#). Fill it out, date & sign, then email it to us along with your mp3 (2 max).

You can also send us your social network link (s) (i.e Myspace, Facebook etc...) In both case add a note with what would be your ambitions and expectations. Hopefully this portal page(s) will have all information (bio, interesting facts about you, tour/gigs, photos, and/or video). In this latter case the release is not necessary.

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### **As a Face A Face Prod artist, would I have an advance ?**

Since we are engaged as establishing new vision and business model, we will do our best to make sure you are not in debt before you did anything, therefore as it is a self explanatory word, an advance is just that: an advance.

We want to see you make money and we want to make money. The sooner the project's cost is recouped, the sooner you will see money coming your way and we will see it coming our way. We signed you means we believe there's a potential of success, by limiting the level of expense (including the advance) we are increasing the chances of profit.

This come also with the condition that you as an artist we will be accountable to do your best effort being proactive towards any opportunity to expose yourself to new/wider audience.

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### **How to license our songs' catalog ?**

Please download/review our [Master License Request form](#) and submit it to us.

We are one stop shop, the process is simple and fast to accomodate difficult schedule.

Some of our masters are available as stems to allow more flexibility.

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## Video

### **How much does a Music Video cost to produce ?**

Larger record labels spend on average between \$60,000 and \$150,000 for an average Music Video production. The Fancier with Fx the larger the budget. Artists like Janet Jackson or Celine Dion will spend much more.

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### **What if I am an Indy Artist and don't even have \$10,000!!**

We love to produce music videos, yet a lot of indy artists/labels don't have that kind of cash in hands. We are using alternative formats to produce them to look as if like they cost \$70,000 but the actual cost start around \$6,000. With the digital age we can shoot DV/ HD and make your video look just like it was shot in film. Contact us for info.

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### **How will a \$5K music video compare to a \$150K video ?**

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While we believe our work stand pretty well against the \$150k videos, we actually don't pretend to compete with bigger budget project. Our focus is placed where we are: Niche , independent market. However we are using creatively these eventual financial limitations to our advantage (good story/concept etc.). Our goal is to assist your music to get exposure, eventually signed, if not by us with some other labels. Once you're signed, the label could increase the budget. Hopefully, we can be there to work on your second music video as well.

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### How is production organized ?

We have a crew of world-class seasoned producers involved in the film/television production industry for years. Starting with a song, then a treatment and concept for the video, a storyboard. Once that is that is completed locations are scouted, shoots are scheduled and the actual production will start.

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### How long does it take to produce a music video ?

Once the concept is nailed down and locations set as to where we will shoot, the actual shooting will take place in 2 (two) long 12-14 hour days. Usually a weekend is the best time for everyone. After shooting is complete and dailies are screened, editing takes place. That process is on average 2 weeks. So we like to say count on 3/4 weeks.

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### How do we pay for the video ?

We use the one-third rule. One third upon agreement, one-third at the completion of photography and the last third when the finished tape is delivered to you.

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### What if we have changes that we want to make ?

Cause of our thorough pre-production, all details are exposed before shooting begins. Once the concept is agreed upon, all involved parties has a precise idea as to what the final video will look like. We will provide the artist or group with a DVD copy of what the project is looking like at different stages in post production. At that time, for a certain period of time all input would be considered. Once the project is edited only under extreme circumstances would we re-edit. In the unlikely event we have to re-shoot, additional charges will apply.

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### **Why would I spend so much on a music video ?**

There's no secret why a record label wants to spend as little as possible on new independent artists. For an indy artist it is a long term investment and a matter of credibility. Ultimately the message that is sent is: I'm taking my career seriously and I'm willing to do what it takes to have it moving forward (ie: finance your video(s) the same way you already probably did with the record/album) it is just a step further. A music video shot in professional format or DV definitely creates a sense of professionalism. A label looks at it as one less thing they have to pay for in releasing your music. You become attractive if a label has limited expenses to expose your act. That along with the simple fact that you are immediately ready for national and international television exposure on networks like MTV. You will own the master of your video and be able to use it as you wish (ie: sale on iTunes and other portals) In the real world the bottom line is money!!! Finally If you are not able to bet on and/or believe in yourself, who will?

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## EPK

### **What is it exactly?**

The EPK we offer is an online document that will summarize various aspect and information about an artist, an event, a project. It has a great flexibility and can include your social networks links, Bio, tour dates,, album(s) info, songs/Mp3s, Photo gallery, contact info, video can be inserted as well. The custom design can target either your audience and/or industry people (with links to download copy - Hi-res pictures mp3s etc (particularly convenient for press people, you provide them your EPK's link then they will have access to your project's files through various formats/resolutions, helping them to do their work more efficiently, in return it will provide you more exposure etc...)

You provide us the raw components such as the copy, hi-res pictures, mp3s, etc.. and will assemble your EPK in a professional way that will enable you to market your project online more efficiently. If you think an element ( ie pics/ video/ audio) could be missing, in most cases you can create it for you.

For further information and delivery requirements please [contact us](#).

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