

Greyscale Artist Management Toolkit

An original, in-house toolkit for managing artists, tours, releases, marketing, and money — built for Greyscale Music Group, TechYes, and Snooko. Every template here is original work you fully own and can edit, rename, and reuse.

On the spreadsheets: `.xlsx` files are pre-formatted with headers, sections, and live formulas (totals, splits, profit). Open them, save a copy per project/artist, and fill in.

On the agreements: Every file marked *(Template)* is plain-English and bracketed for you to fill in. They are **starting points, not legal advice** — have an entertainment attorney review anything before it's signed.

1 — Startup Kit

Sign artists and stand up the business properly.

- **Artist Management Agreement (Template)** — the management contract
- **Artist Onboarding Checklist** — everything to collect when you sign someone
- **Guide - Starting an Artist Management Company** — the playbook
- **Music Business Plan Template** — fill-in business plan
- **Contact Directory.xlsx** — industry CRM starter
- **Genius Zone Task Audit.xlsx** — what to keep / delegate / automate / drop
- **Competition Analysis Worksheet** — size up comparable artists
- **Industry Trends Questionnaire** — stay current

2 — Recording Kit

Release records like a label.

- **Album Budget Template.xlsx** — full project budget with totals
- **Song Master Metadata Sheet.xlsx** — ISRC/UPC/writers/splits per track
- **Shipping Cost Matrix Sheet.xlsx** — physical product shipping costs
- **New Release Checklist** — phased release runbook
- **Distribution Guide** — how distribution works & how to choose
- **ISRC & UPC Code Guide** — codes explained
- **The Artist Album Cycle** — writing → release → tour → reset
- **Co-Writer Split Sheet** — songwriting splits + agreement
- **Lyric Sheet Template** — layout for lyric sheets
- **Label Copy Template** — the label's master record per recording
- **Publishing Admin Agreement (Template)**
- **Sync Licensing Agreement (Template)**

- **Producer Agreement (Template)**
- **Record Labels & A&R 101, Publishers 101, Music Supervisors 101**

3 — Touring Kit

Book and run profitable shows.

- **Booking Advance Sheet.xlsx** — one sheet per show, all the details
- **Tour Itinerary Template.xlsx** — day-by-day routing
- **Tour Budget.xlsx** — income/expense/net with formulas
- **Tour Reference Notes.xlsx** — post-show log to inform the next booking
- **Asset Inventory Template.xlsx** — gear tracking
- **Merchandise Revenue Tracker.xlsx** — merch sales & profit
- **Tour Booking Guide, DIY Tour Management Guide, Set List Creating Guide, Stage Plot & Input List Guide**
- **Show Booking Email Template** — outreach that gets replies
- **Personnel Doc, Run Sheet Template, Promoter Agreement (Template)**
- **Booking Agents 101, Talent Buyers 101, Tour Managers 101**

4 — Marketing Kit

Build audience and launch releases.

- **Content Calendar.xlsx** — plan & track posts
- **Release Campaign Timeline.xlsx** — 8-weeks-out → release → sustain
- **Social Growth Tracker.xlsx** — weekly follower/stream KPIs
- **Playlist & Press Pitch Tracker.xlsx** — pipeline of pitches
- **Marketing Plan Template** — goals, channels, budget
- **EPK Template** — electronic press kit
- **Press Release Template**
- **Playlist & Press Pitch Email Template**

5 — Money Kit

Track and collect every dollar.

- **Cash Flow Tracker.xlsx** — 12-month income/expense/net
- **Royalty Income Tracker.xlsx** — every payout source
- **Commission Tracker.xlsx** — management commission, auto-calculated
- **Music Revenue Streams Guide** — every way music makes money
- **Royalties & Registration Guide** — register everywhere, leave no money uncollected

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