

HOW IT WORKS

We record the audio on location (IBS) and film on location shortly thereafter. You have 2 hours to record your track and roughly 3 hours to record the video. So please make sure you set aside at least 5 hours to complete your #GMF.

Audio

First things first, the rules:

1. Say your name
2. Shout out Incubation Box Studio or IBS
3. Be yourself
4. HAVE FUN!!!

There are two ways to approach the #GMF, with an original track or a cover track better known as "Jackin for Beats".

1. Original Track:

With this version we ask that you only prepare one verse (12 - 16 bars) and one hook (8 - 12 bars). You must also send us the original music at least one day (24HRs) before your session along with the name of the producer who made the music.

The reasoning behind a limited version of the original track is viewers do not know your track/style. While your fans might know your style very well and look forward to your new music the goal of the #GMF is to attract new fans. Only giving a limited amount with your original track offers new viewers a small taste to get them excited to listen to the rest of your track/music.

TIP: The best way to take advantage of this version would be to perform a track you have yet to release. Next, time the release of your new track after the #GMF has come out. This helps build anticipation for your new song!

2. Jackin for Beats (Cover Track):

With this version we ask that you come prepared with 24 bars or more (We encourage you to do more but please keep it within 3 minutes). If you have the instrumental please send it to us at least 24HRs before your session. If you don't have the instrumental already downloaded please let us know which instrumental you are choosing so we can prepare it for your session before hand.

A NOTE FOR AUDIO RECORDING:

Please come with all lyrics memorized! While freestyling off the top is something that we GREATLY respect it does not work well with syncing to video when your lyrics are not memorized. You will make our lives so much easier if you know your material ahead of time.

ALL #GMF TRACKS WILL BE MIXED AND MASTERED FOR #GMF PURPOSES ONLY. IF YOU'D LIKE TO MIX AND MASTER THE ENTIRETY OF YOUR ORIGINAL TRACK YOU WILL BE CHARGED FULL SESSION PRICE.

**You will receive a rough copy of the audio track after your session. You will also receive the mix and mastered version once completed. We ask that you do not post that track anywhere until the final video product goes live.*

Video

Please come CAMERA READY! We will not have enough time for hair and makeup. The audio recording is done first so if there are articles of clothing that can be quickly put on and taken off that is perfectly fine but the transition from audio recording to video recording is fairly seamless. We move quickly and expect you to be able to keep up!

We have 5 colored backdrops for you to choose from: White, Ash Grey, Brick Red, Sun Shine Yellow, and Olive Green. Let us know ahead of time which backdrop you'd like to use. Here's a hint, you will want to plan your outfit according to the backdrop color you want.

There are 4 Main Shots that we do:

- Close Up (focusing in on the lyrics and facial expressions)
- 3/4 Shot (focusing on hand performances and subtle movements)
- Moving Shot (focusing on excitement of the track)
- "Vibe" Shot (we focus on your personality and how you move to the music).

There are 2 takes of each shot. So, if you think you did not give your best performance on the first take, not to worry, there's another take coming right up! And always keep in mind that the videographer will ask you to do a couple more takes if he/she sees something they liked in your performance and wants you to do more of.

After the needed shots have been captured you have a small photoshoot right after. These shots are for promotional use towards your #GMF.

WHEN WILL IT BE POSTED:

Please give us at least 2 - 3 weeks to assemble your video. We are known to work pretty quickly but for the #GMF series we do enjoy taking our time. This produces a better outcome for you so please be patient with us. If you have special requests as to when the video goes live there will be an additional fee depending on how close the release date is from the initial filming.

We host the #GMF exclusively on our YouTube page and will give you one week notice before the video goes live. The date we set is typically on a Friday at 9am. Once we give you your date you will also be given promotional items:

- 30 to 40 second clip for Social Media wall post
- 15 second clip for Social Media story post
- One #GMF promo picture

PLEASE NOTE:

We do NOT give out the raw footage. We only give out the full #GMF clip after it has been released on our YouTube page. Please do not ask.