

EMIXING.COM - FROM ROUGH TO MIX

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e@mixing.com

Get Your Songs eMixed!

Thank you

Thank you for your interest in eMixing.com

The following pages describe exactly what you can expect when having your songs "eMixed". They also contain a step-by-step explanation on how your song goes from a quick rough mix in your studio to a full-fledged final mix.

Feel free to jump back and forth through this document and revisit it when you have any questions. Most of them you will find answered here, the rest I will be happy to answer personally. Please contact me at info@emixing.com.

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Introduction

Maybe I heard people saying: "If I only had one more day in the studio..." or "It's just a rough mix..." one time too many. Or maybe I sat in a studio waiting for a mix to be done one time too many.

Let's face it: From the artist or producer's point of view, mixing is a pretty passive endeavor. You wait around for hours, only to be asked at the end how you like it. And just when you thought you had it right, it sounds completely different at home, but you spent everything in your budget and can't fix it.

Enter **eMixing.com**

Imagine getting your songs mixed by a seasoned mixer with major label credits who gets a great mix fast and then will not stop working until you love the mix in every detail, all while you can take as much time listening at home, in your car or wherever you feel comfortable listening to music.

Imagine being able to finish a mix as speedy as in a couple of days or making changes 3 months down the line.

Imagine no surprises because the studio time, the media, and even the return shipping are included in the quotes. Budget-friendly package deals are available, and first-time clients experience risk-free mixing with special introductory deals and a full guarantee.

Imagine a happy mixer because he didn't have to abandon the mix when time was up :)

Features

Every song gets the royal treatment and the 110% attention it deserves. Period.

Additionally, every song mixed here at eMixing.com features the following:

Mix-Til-U-Love-It: I pride myself on getting a great mix fast, but you are the artist, and you have a vision. I will not stop tweaking and revising the mix, until you are satisfied with every detail. The mix is not done until you approve it.

Free USPS Express Overnight Shipping: I will ship the finished mix anywhere in the continental US and will give a shipping discount for international clients.

All-In Rates and No Hidden Charges: You will never be billed more than the quote I gave you before I started mixing. And you can add optional services at any time in the process.

All media included: For every song we mix you will get a reference CD with all prints to listen to. You will also get a DATA DVD with all prints, perfect for going to mastering.

Backup and Total Recall for one year: In addition to the CDs and DVDs you receive, I will keep your song backed up for at least one year. Nothing is ever lost.

Just Ask: Need an extra print? Just ask. Need another Reference CD? Just ask. Lost the data DVD and need another copy? Just ask. (You get the picture).

5 Prints standard: You don't have to be married to one version of the mix. I print every mix in 8 different versions: Main Mix, Vocal Up, TV, Instrumental, Accapella

EMixing.com - From Rough To Mix

Step by Step

There are a couple of things we need to go over that make the eMixing experience painless for you and me. In the end, the less technical issues I have to deal with, the more time and effort I can spend making your songs sound their best.

So, without further ado, here are the 5 steps of eMixing.com that I call "From Rough To Mix". Enjoy.

Step 1: Saving The Date

Alright, let's say you really like the idea of eMixing.com and my discography and read "From Rough To Mix" already (in a twisted time-warp) and I answered all of your questions. So you go, I wanna do this! How do we get started?

Basically, the booking process works like this: You contact me and tell me about the project and what time frame for finishing it you have in mind. Then we settle on a date for every song to get mixed. I normally try not to book more than a song per day, because I want to make sure that I can get it right for you as fast as I can. Every song will get the royal treatment and the 110% attention it deserves at eMixing.com. Period.

Please keep that in mind if you have multiple songs to mix, as I can't have 10 songs done in 3 days, and that's a good thing. If you're under time pressure the most I will do is 1 and a half songs per day. That ensures the utmost quality in mixing that I offer.

Once we have the dates for the mixes, which I conveniently will call "mix days", we need to agree on the "data arrival day", which is at least one day before the mix day of the particular song. See an explanation below.

I will then quote you a price. If you read the "Features" section of this document, you already know that the rate I

quote is all-in with no hidden charges; you will never pay more than I quoted you before we started. There is one single exception to this rule, which is described in step 4. I promise, it's the only one.

Every job at eMixing.com requires that you pay half of the balance in advance.

Step 2: Preparing files to send

Now that we booked a date for me to mix your songs, you should create a rough mix of the whole song. This will be my reference in case of a question of overall approach to the song. This rough mix should include all the latest changes and should include all the tracks to be heard in the final mix. It would also be helpful for you to tell me if there is anything that you particularly love about the rough mix that I should definitely try to keep for the final mix. And if you just plain hate the rough mix, let me know too...

Think about a couple of songs that you like by other artists that are similar to the ones you want me to mix. Let me know what you like about those reference songs. It can be as specific as the vocal sound or simply the vibe of the song. This will help me understand what kind of direction you want to go in. If you can't find any songs, no sweat, I'll know what to do.

After you have the rough mix, you will prepare the files to send to me. Because it's getting a little technical here, I put a nice tutorial at the very end of this document called "**Appendix: Mix Preparation Guidelines**". There we go from big steps to the nitty gritty.

Once prepared, you can send the data via FedEx, UPS or USPS Priority or Express or upload via the internet.

When the data arrives here I will double-check that everything is in working order and nothing is missing and also ask you any questions about the songs that are not imminently clear.

It's very important that the data arrives on the date we agreed on so I have time to prepare it on my side. If the data does not arrive on the agreed date or is missing data, the mix might be pushed back to a later date.

Step 3: Mixes and Revisions

Once the data is all verified and ready to go I can start to mix your song. I might call you or send you an email if I run into anything that's not self-explanatory. But normally by this point I'm in mix mode.

Once I have the mix where I think it's ready for some outside input I will upload a high-quality mix to a secure website. Then you will receive an email with a link, which should make it very easy to download the mix wherever you are. As long as you are on a good Internet connection the download time is minimal. At this point I recommend burning the mix to a CD so you can listen in all kinds of environments, like the car, a friend's house, your stereo, you name it.

Right now the ball is in your court, you can take as much or as little time as you want to listen. I pride myself on getting a great mix fast, so very often my clients like the first version I send them. But in the end you are the artist and you have a vision. Listen carefully and start a list of things that come to mind and once you have it, send me an email with any changes that you would like to have made.

I will then incorporate these changes and make a new reference that I will upload for you the same way as before. Then you can listen again and you request more changes. We'll just work back and forth until you love the mix.

Step 4: Approval and Printing

No mix is finished until you approve it. Once all the revisions are made and you like the mix, you can send me an email saying that you sign off on the song. If we're in the

middle of mixing a few songs for you, you can sign off on the songs individually until you have approved all of them. Once you approve a song, I will print it, which means, I will make at least 5 versions of the song, which are:

Main Mix, Vocal Up, TV, Instrumental, Accapella.

For every song that is mixed here at eMixing.com, you will get an audio reference CD with all the prints as well as a data DVD with all prints in 24bit WAVE format, which is perfect for your mastering engineer.

I can't stress the importance of a good mastering engineer, who can get the most competitive loudness and sound. Your project will definitely benefit from professional mastering. Please ask me for recommendations.

One more thing about the approval: If you approve the mix and I have printed the versions, any additional changes to the mix will still be possible, but at that point will result in an hourly charge. That is the only exception to the all-in rate I'm offering. But please, make as many revisions as you wish up until you approve the mix.

Step 5: Delivery And Backup

Once the song is printed as described above, I will make CDs and DVDs and get ready to ship them to you via overnight USPS Express, which I is included free in the rate for your mix. If we're still mixing other songs for your project, I might keep finished songs and ship all of the songs on the same day at my discretion.

At the same time I will make two more copies of all the data and prints that will stay with me as a backup for at least a year. Anytime in that year we can make more changes to the mixes, make more copies of the CDs for you or replace data if it got lost. Depending on what you need there might be additional charges for these services, but the backup is included in your all-in rate for the mix. All blank media for the backup are included as well.

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Once you receive your package in the mail, please send me an email confirming that you received it and that the CD and DVDs are okay. The back end of your balance is due at that time.

That's all there is to it. Five easy steps from your rough mix to a finished mix ready for mastering. I can't think of a more painless and artist friendly way to finish a record that leaves you completely content with the mixes for your music.

Because it's that important.

e@mixing.com

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FAQ

Q: I would love for you to mix a project for me for a major label. How would we go about that?

A: I would be happy to work on your project. Please contact me at info@emixing.com .

Thank you for asking.

Q: I need to have my project mixed in a big studio with a big SSL console or I would like you to record my project. How would we go about that?

A: I would be happy to make that happen for you, as I'm well versed with all kinds of popular consoles and big studios in general. This is not really what eMixing.com is about. But please contact me with your inquiry at info@emixing.com and we'll talk about your project.

Q: I'm not sure how to prepare the song to be ready to send to you. Can you help me?

A: After reading the "From Rough To Mix" steps, check out the Appendix, "Mix Preparation Guidelines", which is a technical, step-by-step primer that should address all the questions you have. If you have more questions after that, please email me at info@emixing.com

Q: What kind of studio setup do you work with?

A: At the moment, I'm running an Apogee clocked fully blown ProTools HD Accel rig with some analog outboard processors, analog summing and pretty much all the plug ins I could ever want. What's even more important, though, is my experience and literally hundreds of songs mixed. Add a nicely tuned control room, and you got quite an impressive package. Please go to emixing.com and click on "Studios" for more information.

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Contact and Booking

For more information and booking, please email me at info@emixing.com.

For more information about me, Richard Furch, please go to www.emixing.com.

You can also request a sample of my work and get answers to any questions you might have.

I look forward to talking with you about your music.

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Appendix: Mix Preparation Guidelines

The following few major guidelines ensure that I can make the most of the time in the studio, minimizing technical problems. In the end they will save us a lot of hassle and will result in the best mix possible. You might want to print these pages to have them handy while preparing the songs.

I prefer to mix from ProTools files in Mac format, or Mac/PC compatibility enforced. In case you worked on a different DAW before (Logic, DP, Sonar, Nuendo etc.) I will also accept consolidated audio files for each track, all starting at the same time, so I can easily line them up.

I will not accept any type of tape media, be it digital or analog. If your project is on tapes, please have it transferred to a digital data format of your choice, preferably ProTools, which as of now is still the industry standard.

IMPORTANT: Whatever data you give me should be backed up beforehand. I will not be responsible for any lost data as a result of not doing this.

Preparation Guidelines:

For these guidelines I assume you have your project on a ProTools system, ready to be mixed (that includes all editing and tuning). I suggest you make your backup before moving any further, so you can always start from a safe place.

1. Create a roughmix of the whole song and burn it to an audio CD. If there are multiple songs, they can end up on the same CD. This will be my reference in case of a question or overall approach to the song. This roughmix should include all the latest changes and should include all the tracks to be heard in the final mix.
2. Save your session as a new session, for instance “(songtitle) mix preparation”
3. Record all plug-ins that are **ESSENTIAL** to the sound of an instrument to an adjacent track, name the original track “(trackname)NOFX” and the new track “(trackname)wFX”. Then make the original track inactive. If the output of the plug-ins is stereo, you should bounce to a stereo track or two mono tracks. If you have any special settings that you might want to tweak in the mix, leave that plug-in and write a little note in the comments view. Please be aware that though I have most cool plug-ins out there, I might not have the particular plug-in you’re using. That’s what the bounce is for. Alternatively, check with me if I have the plug-in.

4. In the file menu, please go to “Save Session Copy in...” and save it as “(songtitle) FOR MIX” as a 24bit session in a new folder or onto the harddrive you’re going to send me. I prefer WAVE files, but all file types are fine, just make sure it’s not 16bit. If your session was 16bit to begin with, your computer might start crunching some data now while converting all the files to 24bit. This will copy this session and all audio files needed to the new location. The reason for having a 24bit session even if you recorded only in 16bit is that I will print the mixes back into the session, so they should be going to the best resolution possible.
5. If you burned this session to DVD-R or CD-Rs, please disconnect the source harddrive, then copy the session back to another harddrive and see that it opens fine without asking for missing audio files. If you want to send me a harddrive, please copy the session to the harddrive you’re going to send me, then disconnect the source harddrive, and see that it opens fine from the new harddrive. This way you can ensure that I get all the files I need.

That’s it. Thank you so much for your help in doing this.

I have run into all kinds of situations before, including wrong sessions, missing files, you name it. These quick guidelines make sure that I have what I need and can spend the least amount of time troubleshooting and the most of the time making your song sound great.

With any questions, exceptions or suggestions please feel free to contact me or my assistant.

info@emixing.com

Users of other digital audio workstations:

Please read the suggestions for ProTools sessions and see if you can implement them in any way using the capabilities of your DAW.

Please merge or consolidate every single audio track starting at the exact same time so they all line up when put into a new ProTools session. You should export them as 24bit WAVE files at the sample rate you originally recorded at. As far as plug-ins are concerned, please follow the suggestions described earlier. If you have no means to create a ProTools session, you can give me these merged files and I will create the session myself. Thank you.

(pew...,that's all, you made it, thanks for reading...)

now...

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