



A license is a “grant of rights” from the owner (licensor) to a buyer (licensee) to do something otherwise impermissible or illegal.

**What can I License?**

- Photos/Stock Images
- Music/FX/Voice Clips
- Graphics/Designs
- Video/B-Roll/Demo
- Educational/Tutorials
- Templates/Presets
- Software/APIs/Plug-Ins
- Copywrite/Freelance



**Types of Licenses**

- Exclusive - only one licensee
- Sole - the licensee and licensor
- Non-exclusive - multiple licensees (open)
- Royalty-Free - one time fee, unlimited use
- Royalty-Bearing - ongoing fees for each use

**Benefits of Digital Licensing**

- Profit from Multiple Formats & Users
- Social Proof Your Brand
- Set Your Own Ownership & Usage Terms
- Create Renewable Opportunities



**Pricing Strategies - Value or Volume-Based?**

Value-based (premium v. standard), usage-based (pay-per-use v. blanket), bundle v. discrete, tiered, subscription-based, perception-based

**Where Should I Start?**

- Shutterstock/Getty
- Patreon
- Meta Markets (IG & FB)
- Udemy/Skillshare
- Self-Hosted (Etsy)
- Adobe Stock
- Artstation/Gumroad
- Epidemic Sound



**Boosting Your Revenue!**

- Diversify Your Content (Seasonal, Trends)
- Niche Your Content - Get Industry Specific!
- Offer Tiered or Customized Licensing
- Provide Various File Types/Formats
- Track & Follow Your Analytics!

**Using a 3rd-Party Platform?**  
 (Concepts To Know)

- Rights Granted & Sub-Licenses
- Content Submission Guidelines
- Exclusivity Rights/Options
- Revenue Shares (Percentages or Tiered)

