



VISION & STRATEGY

MAJOR MIXING

The primary goal of Major Mixing is to be musicians' best friend, offering expert mixing and mastering services alongside a comprehensive range of music-related support.

We prioritize musicians' growth, providing not just technical expertise but also indispensable advice for navigating the dynamic music industry.

Major Mixing aspires to create an enjoyable and healthy working environment where collective efforts in creating music contribute to inspiring joy, combatting life's challenges, and making the world better.

Our Mission

At Major Mixing, our mission is deeply rooted in the belief that amidst the rise of AI and automation, creative professions, especially in music, will forever remain uniquely human.

Our primary offering lies in expert mixing and mastering, complemented by a comprehensive suite of services that includes recording assistance, help with music and arrangement creation, and, finally, guidance on the distribution of an album or a single.

We envision ourselves as not just a service provider but as the best friend to a musician.

We are more than just a studio, we are committed to being a guiding force in musicians' lives, providing not only technical expertise but also indispensable advice on growing a career and thriving in the dynamic music industry.

Our true mission is to be the best friend and the catalysts for musicians' growth.

OUR VALUES

At the core of our values lies a deep appreciation for creativity and the belief that work should be, first of all, an enjoyable and fulfilling process. Our commitment is to maintain a workplace where everyone feels valued, inspired, and actively contributes to the projects and the vision.

We pride ourselves on a team of highly skilled employees, who, beyond their technical prowess, embody our core belief in a healthy lifestyle and enjoyable and creative working process.

While experience is paramount, in hiring and assigning a position to a team member, we equally prioritize the alignment of a person's passion with their role in the company. We select and allocate roles based not only on the expertise but also on the passion and psychological suitability of a person for each specific role.

We create a working environment where collaboration thrives, preferring synergy to hierarchical structures in favor of a friendly, family-like atmosphere.

Our values celebrate the individual's enjoyment of their work, fostering an environment where creativity flourishes and stress dissipates. Our commitment is to maintain a workplace where everyone feels valued and inspired, and actively contributes to the shared vision of elevating musical artistry.



Client-Centric Policy

Our client-centric approach is rooted in a commitment to more than just fulfilling requests. We aim to do all we can for the suc-

It's not just about providing professional musical services, it's about advising our clients on choices that will benefit the project and the client's career.

cess of each particular project that is brought to us as well as help our clients succeed in building their careers.

We strive to become the best friend to our clients, offering insights and recommendations

that go beyond the expected. This may include suggesting innovative approaches or encouraging creative choices that may have been overlooked by the client. And this sometimes means guiding them towards opportunities they may not have considered before, all in the pursuit of their artistic evolution.

Our goal is to build lasting partnerships by not just meeting but exceeding the expectations of our clients, enhancing their artistic journey and contributing to their success.



Collaborative Culture

At Major Mixing, our organizational structure defies the traditional constraints of hierarchical norms. Despite the existence of a management hierarchy and dedicated managerial personnel, our commitment to inclusivity and open communication prevails.

Our work environment is all about synergy, not hierarchy. Here, every employee is not just encouraged but welcomed to bring forth their ideas, ensuring that every voice is heard, regardless of position or title.

Our emphasis on a tribal structure is a testament to our belief that every individual is uniquely positioned to contribute to our collective success. By cultivating a culture of open-

ness, collaboration, and mutual respect, we ensure that every member of our tribe feels valued and empowered to play a vital role in the growth and innovation of our company.

In our unique tribal structure, there is no perceived gap between an employee and the CEO. We've intentionally cultivated an environment where the exchange of ideas flows seamlessly, fostering a collaborative atmosphere where insights from all levels are valued.

Wellness and Productivity Initiatives

At Major Mixing, we are committed to fostering a workplace culture that prioritizes the holistic well-being of our team members. Our Wellness and Productivity Initiatives are designed to empower employees in their personal and professional lives.

Healthy Dietary Practices

We encourage our employees to nourish their bodies with healthy food choices.

Our emphasis is on prioritizing unprocessed products and maintaining a well-balanced diet. Consuming nutrient-rich foods not only fuels physical health but also supports mental well-being, contributing to sustained energy levels and focus throughout the workday.

We promote the importance of staying adequately hydrated, recognizing the profound impact that proper hydration has on overall health and cognitive function.

Embracing a Drug-Free Lifestyle

At Major Mixing, we uphold a steadfast commitment to a workplace culture that prioritizes the health and well-being of our team members. Our policy strongly advocates for staying away from drugs, alcohol, and other addictive substances, promoting a lifestyle that aligns with physical and mental wellness.

We recognize that maintaining a clear mind is essential for creativity, focus, and overall job satisfaction.

Our commitment to a drug-free workplace extends beyond policies; it reflects our belief in creating a supportive atmosphere where each team member can thrive leading a happy and healthy life. We reinforce a culture that prioritizes individual well-being, personal integrity, and the shared success of our creative community.



Physical Exercise and Mindfulness Practices

We advocate for regular exercise as a crucial component of maintaining both physical and mental fitness. Our team is encouraged to engage in daily physical activities that suit their preferences, whether it be a brisk walk, a workout session, or any form of exercise that brings joy.

Additionally, we endorse the practice of mindfulness through activities like meditation. Daily moments of reflection and meditation aid in stress relief, self-awareness, enhanced focus, self-control, and the attainment of personal integrity.

These practices contribute not only to individual well-being but also to the overall positive energy within our creative workspace.

Prioritizing Restful Nights for Peak Performance

At Major Mixing, we recognize the pivotal role that quality sleep plays in achieving peak performance and overall well-being. To support healthy sleep patterns, we advocate for intentional practices designed to create an optimal sleep environment.

We suggest turning off screens one hour before bedtime. It's a simple yet effective strategy to mitigate the impact of an active day, giving your brain and body time to relax and prepare for a restful and rejuvenating sleep experience.

We encourage our team members to maintain regular sleep hours each day, ensuring a minimum of eight hours of uninterrupted, restorative sleep every night. Emphasizing the significance of creating an environment conducive to perfect healthy sleep, we encourage sleeping in complete darkness. This practice not only fosters melatonin production but also contributes to a serene atmosphere, allowing our team members to wake up refreshed and ready to embrace each day with vitality and focus.

Guidelines for Optimal Work Productivity

While work you love may sometimes become monotonous, plagued by procrastination and stress, it often stems from not applying the right approach to work and rest. To turn the work you love into a highly enjoyable and productive process, we advocate for a holistic approach, suggesting maintaining a healthy mental state and active use of the body during work.

These guidelines are crafted to lead you to a process where your work can be fully enjoyable: stress-free, creative, innovative, and with the highest productivity.

We Do What We Love

At our company, we redefine work as a fulfilling and enjoyable process, rooted in passion and love for what we do. We firmly reject the notion that work should be endured, irrespective of its difficulty or personal satisfaction.

If an employee finds their work not joyful and satisfying, we encourage this team member to explore adjustments in their working style that will transform their experience into one that is enjoyable and gratifying.

In our company, we believe in doing what we love and loving what we do.

Harmony with Your Body During Work

Recognizing that the body is not designed for prolonged immobility, we encourage regular breaks that involve relaxing movements, such as walking, stretching, or other exercises.

Avoid staying in one position for too long, and if possible, incorporate standing or moving into your work routine. Movement is essential to combat the strains of an immobile and tense body position. On the contrary, activities like walking are known to significantly boost thinking and creative abilities.



Maintaining Healthy Breaks

When during the day you feel you are losing your interest in work and concentration on the project, we encourage you to take a break. At this time you can take a walk, have a cup of tea or coffee, or do another type of simple activity while letting your mind relax.

Do not engage in another tiring task like, for example, watching YouTube. The urge to scroll through social media and other similar content during breaks disrupts concentration, adding strain to the brain and nervous system. We strongly discourage screen-watching breaks and recommend incorporating body movement and relaxing exercises instead.

During breaks, concentrate on clearing your mind through calming and relaxing practices, and restoring focus. This way, you'll soon regain interest in your project and be able to return to creative work.

This approach will not only elevate productivity but also enhance overall work satisfaction.



Role-specific Guidelines and Best Practices

Mixing Engineers

Our engineers are not mere employees tirelessly working on an endless queue of tasks; they are respected professionals who highly value both their craft and the client experience.

Our mixing engineers embody the fusion of respect and humility in their approach. While they command respect for their expertise, they remain humble and dedicated to serving the needs of our clients.

The first priority for our engineer is each client's success. This means giving the best chance for a song to become popular and helping a client grow a career in the music industry.

Walking the Extra Mile with a Client

Our engineers go beyond the ordinary, taking the extra steps needed to assist our clients.

While working on a project, we not only consider the client's specific requests but also evaluate what the project requires that the client might have overlooked.

Production help

We offer our help in improving the recording and production process if needed. By answering questions and providing assistance in areas where our clients lack knowledge or experience, we help them grow their careers.

Complimentary services

We may provide complimentary services when we find it practical, such as free mastering for a mix we've just created or additional mixing assistance for a mix with flaws sent to us for mastering, or others. While the decision to offer bonus services rests with us on a case-by-case basis, we ensure that each project receives close professional attention, and we do everything in our power to contribute to its success.

Supplementary notes

As our engineers engage in mixing or mastering and send the finalized project to the client, they always include supplementary notes. These notes contain recommendations for potential improvements in the recording, instrumental parts, vocals, overall musical composition, or other aspects. We provide this professional advice with the aim of assisting them in their future projects or refining the current one.

Collaboration for Recognition and Growth

As artists bring their new songs to us, our goal is to take those songs to the top industry level, utilizing our extensive experience and skills, and to provide the most assistance possible. After a successful first project, artists frequently return with more songs. Collaborating with us helps new artists establish their careers in the music world.

We aim to retaining clients and fostering our successful long-term relationships. It's a strategy that has proven to be the best both for us and our clients.

Seeing new artists gain recognition and grow their businesses is deeply rewarding, and our clients' rise to fame is a success story for us too.

Equal Attention for All

At Major Mixing, we defy conventional industry norms by treating every order with the same level of attention and care. We do not assign hierarchies to orders, giving an order from a new artist and an order from a famous musician equal attention.

We recognize that today's emerging talent can become tomorrow's superstar. Understanding that genius and celebrity often emerge from unconventional beginnings, we refrain from judging artists based on stereotypes or preconceived notions.

In our commitment to equality, we extend the same quality of work, communication, and attention to detail to every client, regardless of their current status or fame.

We wholeheartedly support the unique creativity of every artist, even if we don't fully understand it. Our dedication to looking beyond initial impressions ensures that we foster an environment where talent can flourish without judgment or bias.

Staying Up-to-Date

Our mixing engineers are consistently learning and stay updated on industry trends.

In our dynamic musical landscape, being an expert in all the new trends, rules, requirements, and emerging talents is paramount for our engineers.

Being an engineer at Major Mixing means having a commitment to continuous learning. This ensures that our team is always well-versed in the latest industry developments, guaranteeing a cutting-edge approach to every project.



Addressing Occupational Hazards

In the world of mixing engineering, one's hearing is a vital tool. Every audio engineer in our company is required to prioritize their hearing health, maintaining a healthy balance between work and rest for their ears.

It's crucial not to strain the ears by consistently working with high volumes during mixing. Allowing the ears to rest and minimizing exposure to loud noises during non-working hours is equally important.

Simultaneously, maintaining overall health by preventing inflammation, caring for cardiovascular health, and promoting good blood circulation in the brain contributes to precise hearing.

Also, regular check-ups with an ear doctor are strongly encouraged. Since hearing is the primary and valued instrument for an audio engineer, they must actively combat occupational hazards in this regard.

Fostering Positivity

In the realm of audio engineering, maintaining a positive mindset is instrumental. A positive outlook not only enhances client satisfaction but also contributes to the overall well-being and productivity of a mixing engineer.

At our company, we understand that a positive attitude can create a healthy work environment, leading to improved creativity, effective collaboration, heightened job satisfaction, and the overall success of our projects.

Assistants

All the recommendations we give to audio engineers also apply to engineers' assistants. However, assistants have a more organized role, forming the foundation for a mixing engineer's work. If an assistant can't stick to the schedule and perform their tasks

with precision and following the rules, it puts the engineer's work in jeopardy. Therefore, for this role, we select individuals who are highly disciplined, patient, and can handle routine tasks with consistent diligence.

In our company, we establish internal standards for working with tracks and organizing

multitracks in a DAW, ensuring that both engineers and assistants adhere to these guidelines.

It's essential to emphasize that the role of an assistant is not subordinate to that of an engineer. They work collaboratively, with the engineer considering the assistant's advice when beneficial, and the assistant following the engineer's requirements. Both must adhere to internal project standards, and in case of disagreements, consult the team.



A crucial responsibility of an assistant is to handle client-requested revisions. During this process, the assistant should consult with the engineer on significant project changes and seek guidance when questions arise.

When communicating with clients about revisions, an assistant should listen attentively, maintain a positive attitude, and understand the client's needs. This approach ensures that revisions result in the best-sounding project.

Editors

The primary role of our editors is to edit the vocal and other parts of the project that require tuning. Editors are highly organized team members because the completion of their work determines the success of the entire project. They must efficiently perform the tuning and deliver the ready tracks for mixing on time.

There is a specific recommendation for editors concerning the tuning process. The tuning process is considered good and complete when the tuned vocal



sounds beautiful and musical. Attention to detail is crucial in this process, selecting the correct tuning settings for the particular song and each note individually. We expect our editors to produce work where the vocal is perfectly tuned without losing its individual shades of beauty in the process.

The track must be tuned in a way that emphasizes the best in the vocal and showcases the unique beauty of the vocalist's singing style. Simultaneously, the tuned track should harmonize well with other elements of the song composition.

Client Support

Client support plays a vital role as the bridge between clients and our team of engineers and assistants. They serve as invaluable allies to the client, demonstrating qualities of friendliness and politeness.

The primary strength of a client support employee lies in their emotional stability. They skillfully assist the client, preventing emotions from affecting their approach.

The central task for client support is to objectively analyze client needs. Musicians, often driven by emotions, might express uncertainty or emotional chaos rather than providing a clear explanation of the changes they would like to see in the mix. In such instances, the role of a client support member is to clarify client concerns. Our ideal support member excels in developing constructive thoughts

in collaboration with the client, and tactfully reaching agreements while maintaining a calm and positive emotional state.

Content Creators

In our company, every piece of content we craft serves the purpose of assisting and educating

our valued clients. When clients pose questions, we can readily guide them to existing content. It can be a blog post, video, email, or other resources where their queries are thoroughly discussed and clarified.

The first task of our content creators is to document our company's working process comprehensively, ensuring that useful information about our work and answers to clients' frequent questions are readily available. By anticipating and addressing potential queries through our content, we have a repository of materials to provide immediate assistance and streamline our collaboration with clients.



Another crucial task of our content is to assist artists in the music production process and their growth in the musical world. As we navigate the journey of music creation together with artists, our goal is to be their unwavering allies in their career development and support them every step of the way. That's why our focus is on generating content that educates our clients on all aspects of music production, ranging from recording to distribution, marketing, and establishing a career as an artist. This content is developed based on our expertise in music production and our experience in co-creating success in the music world with our clients. Ultimately, all our content is designed to serve as a valuable resource for our clients throughout their musical journey.

HR

In our perspective, a team member is someone who embodies organizational prowess and responsibility and resonates with our belief that work should be an inspirational journey, not a mundane obligation. We value individuals who prioritize a healthy lifestyle, emphasizing both physical and mental well-being.

Prospective employees aspiring to join our team must align with the working style and guidelines we foster within the company, which are comprehensively stated in this document. We place considerable emphasis on the life experiences and developed character of potential team members. Preference is given to candidates with life and business experiences, encompassing both successes and failures. We value resilience and learning from failures, excluding those who persist in repeating the same mis-



takes. A blend of successes and failures, coupled with the ability to rise after setbacks, forms the foundation of a developed character, and such individuals are warmly welcomed to our team.

We seek motivated and creative personalities who are unafraid to share their ideas, becoming strong, responsible contributors to the team. When we observe alignment in character and life views, we then assess the candidate's expertise. While all our team members are highly proficient in their roles, we acknowledge that a qualified candidate may need additional training. In such cases, if the candidate's personality aligns with our team values, we gladly accept them and provide the necessary training within the company.

Ready to Collaborate?

As we conclude our company's vision and strategy, we emphasize our unwavering commitment to fostering a dynamic, collaborative, healthy, and forward-thinking environment. We are dedicated to transcending industry standards, continually learning, and walking the extra mile to deliver the best results for our clients. If you resonate with our values and believe you possess the qualities and skills that align with our vision, we welcome you to apply to join our team. We'll be happy to see you onboard.

**MAJOR
MIXING**