Music Marketing for the DIY Musician Creating and Executing a Plan of Attack on a Low Budget Music Pro Guides

By Bobby Borg

Hal Leonard Books. Paperback. Book Condition: New. Paperback. 368 pages. Dimensions: 8.9in. x 7.2in. x 0.6in.There has never been a greater need for practical DIY marketing advice from a musician who has been there and succeeded than nowat a time when new technologies make it more possible than ever for musicians to attract attention independently and leverage their own careers, and record industry professionals look exclusively for developed artists who are already successful. Written by a professional musician for other musicians, Music Marketing for the DIY Musician is a proactive, practical, step-by-step guide to producing a fully integrated, customized, low-budget plan of attack for artists marketing their own music. In a conversational tone, it reveals a systematic business approach employing the same tools and techniques used by innovative top companies, while always encouraging musicians to stay true to their artistic integrity. Its the perfect blend of left-brain and right-brain marketing. This book is the culmination of the authors 25 years in the trenches as a musician and entrepreneur, and over a decade in academic and practical research involving thousands of independent artists and marketing experts from around the world. The goal is to help musical artists take control of their...

READ ONLINE
[5.72 MB]

Reviews

Very beneficial to all category of folks. We have study and that i am sure that i will planning to go through yet again again in the future. Its been printed in an extremely straightforward way in fact it is just soon after i finished reading this pdf where actually changed me, alter the way i really believe.
-- *Emmett Mann*

Comprehensive information! Its this sort of great go through. It really is rally interesting throgh studying time. I am just quickly can get a satisfaction of looking at a created pdf.
-- *Alexandra Weissnat*