



Guerrilla Music Marketing Handbook: 201 Self-Promotion Ideas for Songwriters, Musicians and Bands on a Budget, Bob Baker, Spotlight Publications, 2007, 097148385X, 9780971483859, 179 pages. The classic guide to independent music promotion - now revised and updated. With this manual, you'll discover that music marketing doesn't have to be expensive or flashy to be effective. Whether you're promoting a fast-growing indie band, record label or solo act from your basement, the Guerrilla Music Marketing Handbook gives you the tools you need to get the most out of your music career. Within these pages you'll find: - Dozens of simple, high-impact ways to promote yourself, your band or your new release - Tips on how to double your music sales (in 90 days or less) - 25 ways to finance your next recording project, music video or major equipment purchase - The 29 most important elements in creating sizzling music publicity materials "The most directly applicable, start-tomorrow, creatively inspiring book I've ever seen on promoting your music!" -Derek Sivers, president of CD Baby "After applying many of Bob's ideas, and without any wholesaling or distribution, I sold more than 20,000 CDs and cassettes of my music over the last five years. Using his suggestions, I increased my fan base by 35% in just one year. Pretty good for a non-performing artist who does all studio work. Bob is the master of music marketing!" -Kris Lee-Scott, Hanai Music Don't create great music in the dark. Get the Guerrilla Music Marketing Handbook today. It's already helped thousands of artists get more exposure and generate more gigs and music sales. Now it's your turn to soak up these ideas and put them to work for you. Bob Baker is an indie musician and former music magazine editor dedicated to showing musicians of all kinds how to get exposure, connect with fans, sell more music, and increase their incomes. His other titles include MySpace Music Marketing, Killer Music Press Kits and What Every Musician Should Know About Self-Promotion. He also publishes a free ezine, blog and podcast at TheBuzzFactor.com..

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MySpace Music Marketing How to Promote and Sell Your Music on the World's Biggest Networking Web Site, Bob Baker, Jul 30, 2006, , 136 pages. With tens of millions of users and more than two million music acts setting up free profiles on the site, MySpace.com has become a godsend for independent artists. The only ....

Making Music Make Money An Insider's Guide to Becoming Your Own Music Publisher, Eric Beall, 2004, Business & Economics, 257 pages. (Berklee Press). Making Music Make Money will educate songwriters, as well as aspiring music business entrepreneurs in the basics of becoming an effective independent music ....

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Ruthless Self-Promotion in the Music Industry , Jeffrey P. Fisher, Jeffrey Paul Fisher, Jun 1, 1999, Music, 282 pages. If you want to be a success in today's music world, you'd better become a promotion fanatic. With this book, you will discover the real strategies that let you leverage your ....

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