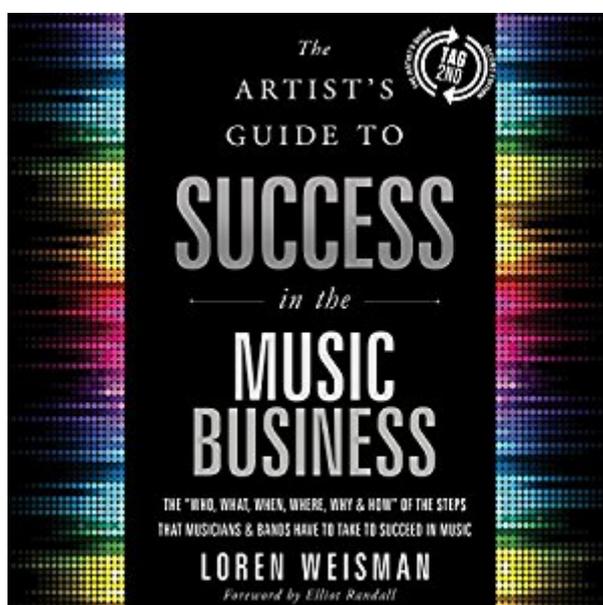


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# The Artist's Guide To Success In The Music Business (2nd Edition): The "Who, What, When, Where, Why & How" Of The Steps That Musicians & Bands Have To Take To Succeed In Music



## Synopsis

The Artist's Guide to Success in the Music Business, 2nd Edition is a detailed analysis of the subjects that all musicians should understand and apply to pursue successful and sustainable careers in music today. Full of practical advice, this music-industry audiobook provides comprehensive details on how to achieve self-empowerment and optimize your success in today's music business. From production and performance tips to marketing and career-building advice, this music-business book instructs and empowers artists on how to take the hard-earned lessons of a fellow musician and put them to work in their own careers. Take your music from passion to profession. From promotion and performance tips to marketing and career-building advice, Loren Weisman serves up lessons culled from his 20 years as a working musician and a music-business consultant. Get straight talk from the road and the studio in areas such as: Creating the best plan for your career Touring Booking gigs Performing Recording from pre- through post-production Branding a band Fundraising and working with investors Marketing and promotions

## Book Information

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## Customer Reviews

This truly is the ARTIST'S guide to success in the music business. The author has clearly learned these lessons the hard way and is committed to helping artists avoid the pitfalls of the music industry. From recording to touring to marketing to relationship-building to everything else in between this book covers all the bases. This is the ultimate "how-to" guide for working musicians. As touring musicians, we immediately recognized the legitimacy of the author's description of his experiences on the road and in the studio. Many other books will give you simplistic solutions- "put

together a press kit.... hire a publicist... get a deal." Not this book. This book presents a realistic yet optimistic view of what it means to be a recording and performing artist in America TODAY. You will NOT find descriptions of how you should send your package to an entertainment attorney or why you need a national radio campaign. You WILL find practical, common-sensical advice that you can start applying NOW, to your project. In particular, the chapters on touring, branding, and marketing are very informative, effective, and easy to follow. It is easy to read through this book and NOT apply the advice the author is giving. DON'T BE ONE OF THOSE PEOPLE! Buy this book and start DOING what it tells you to do right NOW. To get some momentum and professionalism into your project today, pick up this book today and start WORKING toward your DREAM. No musician should be without a dream, and no musician should be without this book.

Not many books can hold my interest and I tend to not pay attention when reading but this book is truly an amazing, inspirational & helpful book. It is a MUST HAVE if you are a music artist or even just in the business. I only wish this book would have been available when I started getting involved with the music business years ago! Great book.

Trying to market a band, label, album or tour is more complicated and frustrating today than any point in the past several decades. Too many choices, too many scams, too little truth can cause a fluster cluck of massive proportion when trying to properly plan or implement any kind of marketing or promotion effort. Luckily author, producer, and grand elder wizard Loren Weisman has survived many a skirmish in this arena, and stays on the front lines of making headway towards success. His books provide plausible, realistic approaches to making sense from the chaos of • marketing, blind alleys, dumb bunnies, and evil doers, to glean clarity for those who might be led astray or fleeced in the worst ways. There are no easy answers, but those seeking wisdom will find many tutorials, proper directions to skirt the quicksand - and with the least B.S. per page than anything I've come across - in Weisman's latest guidebook. There is simply no downside to reading Loren's book more than once, to provide a proper solid foundation for any music industry venture. Highly recommended. Christopher Laird Simmons Member: ASCAP, PRSACEO, Neotrope® Entertainment

I received two career development books from NetGalley.com at about the same time: "The Artists' Guide to Success in the Music Business" by Loren Weisman and "How to Succeed in Hollywood without really Acting" by Peter Skagen. One is about the music business and one is about movie

acting. I am in neither profession, nor am I looking for a career change, yet I learned from these books. I am thinking of giving them to my teenage nieces, neither of whom is considering music or acting. These books might be good for anyone planning a major career change. Why? Because these books present the real world of work and offer practical tips on how to wend your way through it. If I were giving the books to aspiring musicians or actors, I think that I would offer them in order of affinity. Acting book first for the actor, music first for the musician. But perhaps, as the goal is to assure that both are read, the opposite order would be better. Either way, the style and content of these books are complementary and reading one does not diminish the usefulness of the other. For style and organization, I prefer Mr. Weisman's presentation, but then, I am a scientist and like the precise way that he, a percussionist, approaches things. Mr. Skagen's book is more emotional and exhortative, and that goes with the acting territory. Read beside each other they are amusing and informative. You will never look at portraiture the same way again. I received advance review copies of "The artist's guide to success in the music business : the "who, what, when, where, why & how" of the steps that musicians & bands have to take to succeed in music, 2nd ed., by Loren Weisman (Greenleaf Book Group Press) and "How to Succeed in Hollywood without really Acting: Practical inspirational insider secrets to achieving your potential" by Peter Skagen (Poubelle Publishing) through NetGalley.com.

Not just a guide to the music business - a guide to navigating the interpersonal world of virtually any professional arena. The author takes it slow, and breaks down each segment of music business success in an exceptionally readable writing style that manages to simultaneously pack light years of information into an unhurried, easy-to-absorb format. There is something here for anyone who plans to advance in their career and needs to think critically about how they present themselves, how they interact with colleagues, and what kind of mark they are hoping to make in their field. The overarching theme of the book is the art of being mindful about your professional presence - how your work is perceived, how you are perceived, and how every move you make in your career leaves a meaningful footprint on your success. Unlike many how-to guides, in this book the author does not shy away from revealing his own mistakes, and offers them as anecdotal evidence that he does, in fact, know of what he speaks. For anyone who needs to develop a personal plan for success, reading this book is like having the author take you by the hand and gently but firmly show you where you may need improvement, offering concrete examples, advice, and planning suggestions the entire way. This is a book that no one will ever regret reading.

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