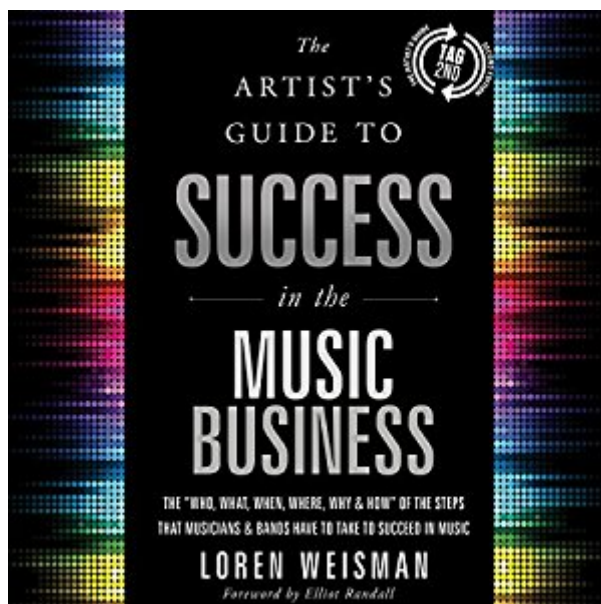


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# The Artist's Guide To Success In The Music Business (2nd Edition): The "Who, What, When, Where, Why & How" Of The Steps That Musicians & Bands Have To Take To Succeed In Music



## 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

Not to often can you find someone who can be candid, honest, who talks the talk, but actually walked the walk. Followed by the ability to explain how he walked the walk. This book is refreshingly honest and covers tips and tricks that not only can EVERYONE one in the music can appreciate, but really, EVERYONE in EVERY job sector can appreciate. I have bought 5 copies for friends, colleagues, and co workers. and I will be buying more. Not to sound sacrilegious, but this book is literally the bible of how to get anywhere in the music industry. After I'm done reading this, I will read

this again and again. There is literally THAT much information in this book. I even got the kindle digital copy when I'm on the road as a reference tool!!! I cannot speak highly enough about this book, and you would be doing yourself a major disservice if you don't follow this guide. This book will dictate the future of music.\PS- ONCE you buy the hard copy, do yourself a favor and purchase the digital kindle copy. Its only \$0.99 cents when you purchase the kindle copy after you purchase the physical copy! Thats a steal compared to the regular price of \$7.99!! Take it on the go and use it as a digital reference guide!!!

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.

This book stands above the rest in that it doesn't feed the reader with fluff and platitudes. This is good solid information from a guy who's truly "been there -- done that" and it shows. I think this book can advance the career of an artist no matter what stage/level they currently find themselves. Any college level music business class would be foolish to not include this as required reading. Then again, reading this book and acting on it may save one from having to study a whole lot else about the music business. This book will get you there.

I began by watching Loren's videos on YouTube, which are very insightful and informative for the record, and I wanted to learn more. This book covers many different angles of the business and has helped answer many questions I have with my business that I have started. I highly recommend the

book to anyone involved in any aspect of the music business. Great resource, thank you Loren!!!

I've had this book for less than 2 weeks and still with my hectic schedule, I'm on my second time around reading this! I read it in the morning, during recording sessions and before I'm ready to knock out for the night. Loren REALLY knows what he's talking about, I just can't seem to stress that enough. This is a **MUST HAVE** book for anybody and everybody aspiring to be in the music business.

The artists guide touches on all the aspects that have been a part of the music industry for years with an up to date and easy to follow approach. The marketing elements apply to businesses outside of music too. It takes an in your face angle that can be harsh, but the information is dead on. You can start from any page and still get great messages but I am personally all about the marketing chapter and branding ideas.

really good...

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.

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