



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

Loren Weisman

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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 a successful and sustainable career in music today. Full of practical advice, this music industry book 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 twenty 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 their career

Touring Booking gigs

Performing

Recording from pre- through post-production

Branding a band

Fundraising and working with investors

Marketing and promotions

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Darlene Beaudoin:

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