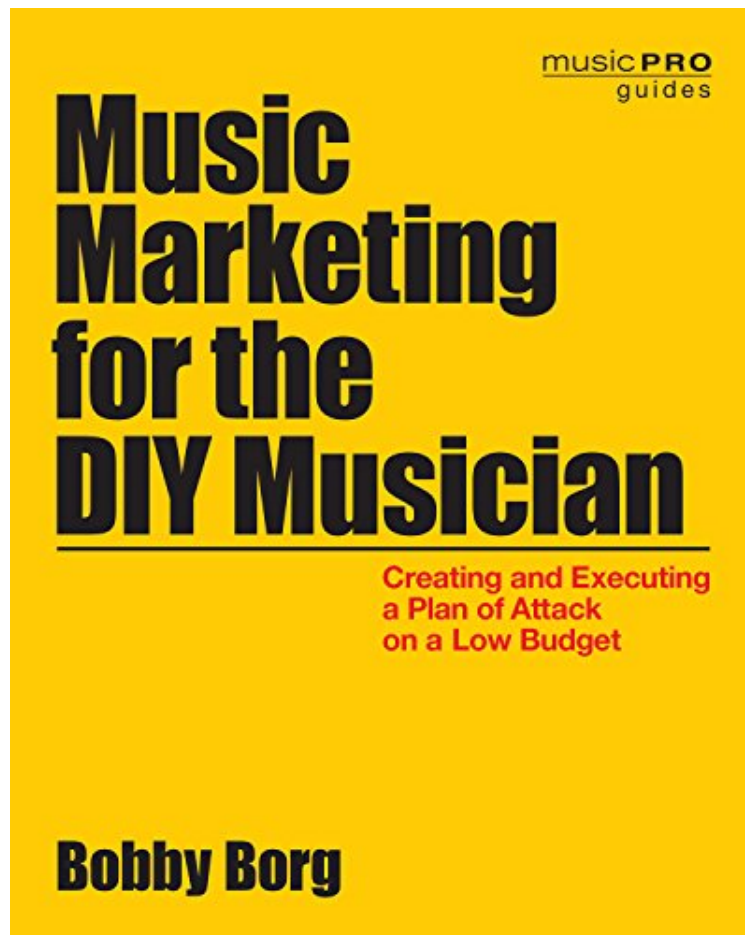


(Online library) Music Marketing for the DIY Musician: Creating and Executing a Plan of Attack on a Low Budget (Music Pro Guides)

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

Bobby Borg

*ePub | *DOC | audiobook | ebooks | Download PDF*



 Download

 Read Online

#91617 in eBooks 2014-08-01 2014-08-01 File Name: B00O1335IQ | File size: 17.Mb

Bobby Borg : Music Marketing for the DIY Musician: Creating and Executing a Plan of Attack on a Low Budget (Music Pro Guides) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Music Marketing for the DIY Musician: Creating and Executing a Plan of Attack on a Low Budget (Music Pro Guides):

2 of 2 people found the following review helpful. So easy to read By HO-SING-MING Vanessa So easy to read! This is a book that teaches cost-saving methods in order to market your brand/company/yourself. It is one of my favorite marketing books! You don't really have to read the entire book from start to finish. Just start with the table of contents, pick a marketing area you want to work on, turn to that chapter and page and then just do what it says. This book makes traditional strategies accessible and fun. This will give your marketing plan a real workout! 1 of 1 people found the following review helpful. Music Marketing for the DIY Musician 10 stars! By Jayson Paulson This is a must have for every musician! It's packed full of information you need to succeed in the music world! With his creative

writing that keeps you wanting to feed your brain! Bobby Borg puts out another 10 star book! I can't put this book down! If you want to know how to market your self or your band pick this boom up today! Infact pick up a few and pass them around to friends and family! You will love it, and they will love it! This book really covers what you need to know! I highly recommend this book!1 of 1 people found the following review helpful. Right to the pointBy Nidia S. LopezVery specific in giving good ideas on how to approach the music scene and how to assess your progress. The very first book everybody should read if they are making original music. Very good business ideas and how to implement a good game plan.

(Music Pro Guide Books DVDs). There has never been a greater need for practical DIY marketing advice from a musician who has been there and succeeded than now at 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. It's the perfect blend of left-brain and right-brain marketing. This book is the culmination of the author's 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 own destiny, save money and time, and eventually draw the full attention of top music industry professionals. It's ultimately about making music that matters and music that gets heard!