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Jesse Cannon, Todd Thomas

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before purchasing it in order to gage whether or not it would be worth my time, and all praised Get More Fans: The DIY Guide to the New Music Business (2017 Edition):

4 of 4 people found the following review helpful. This Is The Real Thing By Paul A. Godwin I've honestly read 'em all. Book after book on the music industry. And then...I came across "Get More Fans..." and it blew all the rest away. What I wanted was a book that was practical. That had real plans and methods and procedures that would lead to achieving actual, real-world goals. Not theory. Not possibilities. Not yesterday's old ideas. And this book really delivered. From the beginning the authors get down to what an artist wants---in an opening chapter called "How Do I Get More People To Hear My Music Make Fans?" Talk about being direct. And yeah that's a great way to start and they definitely tell you how. In great detail. Then later (much later because this thing is not a quick read and it shouldn't be) toward the end of the book you get some very clear instructions on "What You Can Be Doing Every Day To Get Ahead With Your Music". This gets into the daily grind of real things you should really be doing constantly. It lays it out for you so there can be no question. And in between the start of the book and the end you get miles of chapters on using social media the right way, on what's most important to have personal control over in your promotional efforts (clue: it's not your Facebook page) and how to set up email and use it properly and build a fan list. This book is absolutely excellent. Long, detailed, practical, immediately usable---it covers everything a modern 2016 music artist would want to know and tells you how to implement the ideas put forth in all those information-packed pages. I highly recommend it.

4 of 4 people found the following review helpful. If you don't know how to have a career in music, this book gives you Strategy, Tactics, and most of all, HOPE!!! BUY IT NOW. By Dr. J. Andrew Colyer To have a successful career in music, you need three things: Product (your music and merchandise), Service (your live show), and Marketing (without which you are certain to fail). There are countless books out there on the subject of music marketing, and let me tell you, I have consumed many. THIS BOOK IS ALL YOU NEED. Over 700 pages - you could have a team of minions working full-time carrying out all the ideas, tips, and tricks that are in this book. That's why it's so great! EVERYTHING you need is in ONE place - THIS BOOK. For YEARS to come. I promise you, it is that comprehensive. Breadth, Depth, and Clinical Application. It is ALL here, with no B.S. These are strategies and tactics that are being used on a daily basis in the real world. Feeling overwhelmed? So was I. Here's what you should do: get out your yellow highlighter, red ink pen, and pencil, and read through the entire book once. Get ready to take notes in the margins, in the front and back pages of the book, maybe start a document with your ideas. THEN, go back, after reading the ENTIRE book, and re-read your highlighted and underlined parts. That's when you start crafting your overall Music Marketing Strategy. The reason it's necessary to cover everything, is because you want to have a holistic, comprehensive music marketing plan. And you can't do that if you haven't covered all the different aspects that are possible. In fact, skipping some chapters may lead you to do things that might be unnecessary or irrelevant if you haven't covered the entire book first. "Figuring out how to combine everything is what makes your personal strategy your own sculpture" (page 20). Not only does this book show and tell you how to build your fan base, it also gives you HOPE. If you don't know what you're doing, or maybe you THINK you know what to do, I promise you, this book will become your new BIBLE of go-to information. It gives you HOPE because you see that there are so many avenues to reach people, that have been proven to work, after a while you will start to think, "wow, even if I just do SOME of these things, I should get some results". It will truly open your eyes to all of the amazing things that are possible, if you just put in the work. And I would daresay that you can probably think of musicians in the marketplace who might not have the best music, but they just had great marketing. What if you have both? Do yourself a favor. BUY THIS BOOK, READ IT, AND IMPLEMENT.

1 of 1 people found the following review helpful. Worth Its Weight In Gold By J.P. Clardy Jesse Cannon truly lays the foundation for a day to day method at being a successful DIY musician. His realistic approach to causing as little friction as possible between potential fans and your music proves to be a key factor in the post-Napster era of the music business. Also, his take on DIY meaning "Decide It Yourself" and not "Do It Yourself" is an invaluable philosophy that puts the key in your hands and helps the reader realize that with the right amount of work, smarts, one-on-one fan interactions, and consistency dreams can come true.

Now in its fifth edition for 2017 the popular music business guide has added 20 pages including a bonus chapter!

"This is the most up to date, reliable source of information I've seen in any form for up-and-coming bands"- Ross Robinson (AR for I Am Recordings - Slipknot, The Cure, Glassjaw; Producer - At The Drive In, Korn, Deftones)"This is a must-read for anyone marketing themselves in this new age of media. Jesse has one of the most diverse ranges of real-life, do-it-yourself music industry experience I've ever seen.- Benjamin Weinman (Guitarist, Songwriter, Manager for The Dillinger Escape Plan)