



# Music Business For Dummies

By Loren Weisman

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## Music Business For Dummies By Loren Weisman

**Start your music career off right with this fun guide to the music industry**

*Music Business For Dummies* explains the ins and outs of the music industry for artists and business people just starting out. You'll learn how file-sharing, streaming, and iTunes have transformed the industry, and how to navigate your way through the new distribution models to capitalize on your work. It all begins with the right team, and this practical guide explains who you need to have on your side as you begin to grow and get more exposure. Coverage includes rehearsing, performing, recording, publishing, copyrights, royalties, and much more, giving you the information you need to start your career off smart.

Music industry success has never been easy to achieve, and recent transformations and disruptions to the business side have made the whole idea even more daunting than before. This guide gives you a roadmap around the landmines, and provides expert advice for starting out on the right foot.

- Find the right players, agents, and business managers
- Make more money from your work with smart distribution
- Build your brand and get people talking about you
- Get gigs, go on tour, and keep on growing

If music is your calling, you need to plan your career in a way that sets you up for success from the very beginning. Put the right people in place, get the most out of your investments, and learn how to work the crowd both virtually and in person. *Music Business For Dummies* is your companion on your journey to the music career you want.

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### Editorial Review

From the Back Cover

#### **Learn to:**

- Navigate the music business to pursue a successful and sustainable career
- Follow a plan that builds your success, one step at a time
- Create a brand that stands out to fans and industry professionals
- Understand music publishing, contracts, copyrights, and licensing

#### **Your definitive guide to succeeding in the music industry**

Have you paid your dues on the stage or in the studio as an aspiring musician, but still haven't seen your slice of the pie? You've come to the right place! Written by an industry expert who knows the ins and outs of the biz, this friendly guide takes the guesswork out of making it in the music world — and shows you how to achieve and sustain a career in today's music business.

- **Music to your ears** — learn how to create a music business plan that can get you noticed by investors, music professionals, studio execs, sponsors, and more
- **The sound of music** — write, rehearse, record, perform, and sell your music, and grasp the importance of copyrights and licensing
- **More cowbell** — optimize your website and social media presence, and learn how to brand yourself for ultimate success
- **On the road again** — find out how to make the most of touring and performing, from keeping yourself healthy to paying your bills while you're away

#### **Open the book and find:**

- How to make more money from your work with smart distribution
- Ways to build your brand to get more people talking about your music
- Guidance on getting gigs, going on tour, and growing your presence
- Plain-English guidance on tracking website traffic and social media
- Ten habits common to successful musicians
- Tips on how to present yourself professionally

#### About the Author

**Loren Weisman** is a music business consultant, speaker, and author who has been a part of over 700 albums. He also maintains TV production credits for three major networks and has served as a media consultant for many businesses in and out of the arts and entertainment fields. Loren is an executive producer and co-creator of *Leveraging Smart*, a new reality business TV show airing in 2016.

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**Clara Bearden:**

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