

Artist Management For The Music Business Paul Allen

Managing Your Band is the go-to guide for artist management in the new music industry, providing tools for success to students and musicians, including independent artists taking the DIY route. This seventh edition includes updated information on the 21st-century DIY manager, live ecosystems, social media, and impacts of Covid-19 on the industry.

Anyone managing an artist's career needs to be well versed and have a savvy understanding of the moving parts of the music business. Learn how and why those moving parts "move," as well as how to manage and navigate a music-based career. Artist Management for the Music Business gives a comprehensive view of how to generate income through music and how to strategically plan for future growth. The book is full of valuable practical insights. It includes interviews and case studies with examples of real-world management issues and outcomes. Updates to this new edition include the importance of online streaming to music careers, how anyone can effectively network, tools for successful negotiation, ways to identify and manage income sources, and guidance on the ever-changing social media landscape of the music business. This

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book gives access to resources about artist management and the music business at its companion website, <http://www.artistmanagementonline.com>. There is no login, and the resources are updated regularly. The fame and influence of Michelangelo Buonarroti (1475–1564) were as immediate as they were unprecedented. It is not surprising, therefore, that he was the only living artist Giorgio Vasari included in the first edition of *Lives of the Most Excellent Painters, Sculptors and Architects*, published in 1550. Revised and expanded in 1568, Vasari's monumental work comprises more than two hundred biographies; for centuries it has been recognized as a seminal text in art history and one of the most important sources on the Italian Renaissance. Vasari's biography of Michelangelo, the longest in his *Lives*, presents Michelangelo's oeuvre as the culminating achievement of Renaissance painting, sculpture, and architecture. He tells the grand story of the artist's expansive career, profiling his working habits; describing the creation of countless masterpieces, from the *David* to the Sistine Chapel ceiling; and illuminating his relationships with popes and other illustrious patrons. A lifelong friend, Vasari also quotes generously from the correspondence between the two men; the narrative is further enhanced by an abundance of colorful anecdotes. The volume's forty-two illustrations convey the

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range and richness of Michelangelo's art. An introduction by the scholar David Hemsoll traces the textual development of Vasari's Lives and situates his biography of Michelangelo in the broader context of Renaissance art history.

Shane Simpson's Music Business is the seminal text for anyone studying the music industry in Australia and New Zealand. This Music Business Educational Supplement is a curriculum based supplement to Simpson's Music Business Book. This book is also a great starting point for the artist or aspiring band manager just starting out. It enables them to take a hands on approach to this vital aspect of the business. It is also a vital tool for the self-managed artist or managers looking to get their artists noticed. The Insider's Guide to Making Money in the Music Industry. Millions dream of attaining glamour and wealth through music. This book reveals the secrets of the music business that have made fortunes for the superstars. A must-have for every songwriter, performer and musician.

Artists are creative workers who drive growth in the creative and cultural industries. Managing artistic talent is a unique challenge, and this concise book introduces and analyses its key characteristics. Artist Management: Agility in the Creative and Cultural Industries makes a major contribution to our understanding of the creative and cultural industries, of artistic and managerial creativities, and of social

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and cultural change in this sector. The book undertakes an extensive exploration of the increasingly pivotal role of artist managers in the creative and cultural industries and argues that agile management strategies are useful in this context. This book provides a comprehensive and accessible account of the artist–artist manager relationship in the twenty-first century. Drawing from research interviews conducted with artist managers and self-managed artists in five cities (New York, London, Toronto, Sydney and Melbourne), this book makes an original contribution to knowledge. Nation-specific case studies are highlighted as a means of illuminating various thematic concerns. This unique book is a major piece of research and a valuable study aid for both undergraduate and postgraduate students of subjects including arts management, creative and cultural industries studies, arts entrepreneurship, business and management studies and media and communications. *Managing Your Band* is the go-to guide for artist management in the new music industry, providing tools for success to students and musicians, including independent artists taking the DIY route. This seventh edition includes updated information on the 21st-century DIY manager, live ecosystems, social media, and impacts of COVID-19 on the industry.

Emily White has been at the forefront of the modern

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music industry throughout her career. In this book, she shares her wisdom for all musicians who want access to this information. White feels that the modern music industry is rarely, if ever, presented in order - from creation to execution or recording to release. For the first time, White has penned all of her best practices and advice for musicians looking to build a long-term career into a single book, while ensuring they aren't missing any funds owed to them along the way. As an entrepreneur, manager and consultant, White has navigated countless new platforms for musicians and presents the findings in a methodical and step by step manner. This book shows musicians how to build a career from day one, as well as how to get your career organized moving forward if it isn't your first rodeo. Early Praise for *How to Build a Sustainable Music Career and Collect All Revenue Streams*: "A must-read for anyone launching a career in music or the music industry." -Hypebot "Few people I know have the experience, savvy and aptitude that Emily White brings to the table, and to a book this necessary and important, especially as this new music ecosystem really starts to take flight. So to all the artists & entrepreneurs looking to be students of the game and makers of the money, not just the music - get the book, get your mind right, and go get your hustle on." -Amaechi Uzoigwe, Manager of Run The Jewels, Founder of FourM Arts & Science "A concise

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and current guide to getting your ducks in a row from the woman who is steadily helping me row my ducks." -JULIA NUNES, Musician & Songwriter "In today's world, you gotta build your own career from the ground up, Emily's book gives you an excellent road map to do that." -Donald S. Passman, Author of All You Need to Know About the Music Business "Emily White continues to show the music business that having a good foundation is fundamental to success. No short cuts!" -Kevin Lyman, Warped Tour Founder & USC Professor Emily White is an entrepreneur and Founder at Collective Entertainment and #iVoted. White's career spans the entertainment industry, always putting artists and talent first, while taking care of fans a very close second. Her name graced the cover of Billboard magazine while in her 20's, with White's work additionally covered by Forbes, Fast Company, Bloomberg, Rolling Stone, CNN, Fox Business, Vox, The Huffington Post, Pitchfork, Relix, The Fader, Pollstar, Stereogum, Alternative Press, ESPN and more. She is a regular speaker around the globe at events such as SXSW, Midem, BIGSOUND Australia, Canadian Music Week, PollstarLive!, NAMM, Music Biz, NARM, SanFran MusicTech, Between The Waves, and innumerous universities. White has served on the boards of Future of Music, Well-Dunn, CASH Music, SXSW, The David Lynch Foundation Live!, The Grammys' Education

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Committee, and Pandora's Artist Advisory Council. Her first book, *Interning 101*, was released in 2017 (9GiantStepsBooks) and is a course book at schools around the world. White is an Adjunct Professor at New York University's Clive Davis Institute of Recorded Music in Tisch School of The Arts. (Book). Making it in music has never been easy, but today it's harder than ever before. The digital age has dawned and, with it, the music biz has wholly merged with the entertainment industry. Up-and-comers are immediately faced with a dire choice: alter your art to appease the powers that be or learn to navigate the notoriously grimy underside of the most glamorous profession in the world. Whether you're a self-reliant DIY musician or an aspiring personal manager, Stephen Marcone and David Philp's *Managing Your Band Artist Management: The Ultimate Responsibility* can help you keep your shirt and maybe just maybe make a buck, all for less than the price of a decent dinner. Now in its sixth edition, *Managing Your Band* has long since been the standard bearer for aspirants and hardened vets alike. From dive bars to festivals, from branding and merchandising to marketing and publicity, from publishing and licensing to rights and contracts, Marcone and Philp leave no stone unturned in this comprehensive guide to artist management. A lofty claim, eh? No need to take our word for it luminaries in every corner of the industry are willing to testify.

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To put it mildly, the book has a reputation with record labels. John Butler, Vice President of Promotion at Curb, believes that "Marcone and Philp take on our ever-changing business with a fresh and complete approach. The breadth of information here is as important to veterans as it is to the new entrepreneurs that will power the current and next versions of the music industry." Paul Sinclair, the EVP of Digital Strategy & Innovation at Atlantic, attests that "the 6th edition of *Managing Your Band* provides an excellent blueprint to follow paths of flexibility and specificity toward a successful career in music. In this book, you find the framework. Implement it well and you have a better shot of finding success with your musical art." Joe Riccitelli, the EVP/GM of RCA, considers the book "a must for new and established managers who may need a brush-up on topics they have forgotten," as "Stephen's & David's vast experience pays off in the 6th edition." Hell, this is "the only book" music mogul Harvey Leeds "took to Israel to teach the Israelis about the international music and entertainment business!" In the end, we think Doc McGhee, the man who whisked Bon Jovi and Motley Crue to superstardom, says it best: "I wish I had something like this when I was starting out!" What more can we say? Pick up the latest edition of *Managing Your Band* and chase that wild dream!

This guide is designed for musicians and music

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professionals who wish to hone their knowledge of the music business. It is intended as a practical tool to help composers, performers and all those involved in the music world get into the specifics of the management of their intellectual property rights. The guide aims to provide instructive advice on how to build a successful career in music in both developed and developing countries, by generating income from musical talent.

Anyone managing an artist's career needs to be well versed and have a savvy understanding of the moving parts of the music business. Learn how and why those moving parts move, as well as how to manage and navigate a music-based career. *Artist Management for the Music Business* gives a comprehensive view of how to generate income through music and how to strategically plan for future growth. The book is full of valuable practical insights. It includes interviews and case studies with examples of real-world management issues and outcomes. Updates to this new edition include a new chapter for independent, self-managing artists, expanded and updated sections on networking, social media and streaming, and a basic introduction to data analytics for the music business. This book gives access to resources about artist management and the music business at its companion website, <http://www.artistmanagementonline.com>.

Independent Artistry is a how-to book for aspiring

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music artists pursuing a career in the entertainment industry independently. After reading this book, artists gain the know-how of establishing a music career by applying the fundamentals of: Songwriting, Brand Development, Copyright Law, Trademark Law, Business Incorporation, Business Finances, Small Business Taxes, Artist Management, Music Publishing, and Music Distribution - the 10 skills of Independent Artistry.

Updated for the 2020's... The Author began his career as a Recording Artist, but has spent the last 35 years Guiding Music Business Careers, providing Music Business Education & Career Guidance Services for both Creative and Business individuals and companies, including handling their Entertainment Industry Contract needs The Author also developed and taught the Artist Management, Music Publishing & Entertainment Law Courses for the Art Institute of Philadelphia for 8 Years... This Complete Course shows you how to become a Successful Singer/Performer, Musician, Band, Group, and/or Manager. Step by Step, in Simple, Easy-to-understand "People Talk." This Book Includes a Contract Between Artist & Manager - and How to Negotiate It. If you wish to become a Successful Singer or Member of a Successful Group or Band, you should know as much as you can about "The Music Biz". You should know how it operates and the correct steps to take, in the right order, to

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achieve Success - including, choosing the right Manager to help "guide you"... Likewise, if you wish to become a Successful Manager, you must choose the right Artist to Manage, and know what you must do to help Your Artist move up the "Road to Success". This Business is large and sophisticated and requires a solid TEAM. Every successful Artist has a Great Manager - and every successful Manager has a Talented Artist. Simply put, the left hand must know what the right hand is doing (or should be doing) or you as an Artist/Band or Manager are heading for a very short career! Each must know and understand the Music Business plus everything they can about the other, if they wish to become successful. Upon completion of this course... 1. As an Artist, you will know if, when and why you need a Personal Manager, how to choose one, and what they can and cannot do for you. 2. As an Artist or a Manager, you will be able to read, understand and negotiate the main points of an Artist/ Management Contractual Agreement. 3. As a Manager, you will know what to look for in a Performing Artist and be able to decide whether or not to Manage them. 4. As a Manager or Artist, you will be able to choose the right Musicians and Singers to work with and the proper way to prepare for performances, including choosing the proper recording material, and creating and refining the Artist's "image". 5. You will be able to promote the

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Artist for performances, and be able to get "gigs." 6. You will be able to choose the correct Production or Record Company, and be able to properly promote the Artist to them. 7. You will be able to understand and negotiate the important points of Artist/Record Company and Artist/Production Company Contractual Agreements. 8. Much, Much More... Allow Mr. Spangenberg to show you, How to Get in, Survive, and Succeed in the Music Business - Without Getting Ripped Off! David J. Spangenberg (Professor Pooch) Music Business Career Guidance Educator/Author, Consultant, Mediator Entertainment Contract Specialist

This authoritative reference on artist management in the music industry is the standard for all phases of managing a musician's career from both the artist's and manager's point of view. This substantially updated edition covers the major changes that have transformed the business world and music industry over the past six years. Particular emphasis is given to the impact of the Internet, including the MP3 controversy and its lingering ramifications, copyright licensing on the Web, navigating trade identity issues on the Net, domain names, and the high-tech fight against cyberpiracy. Included are real-world examples-as well as new interviews with top booking agents, personal managers, concert promoters, record company executives, road managers, and artists. • For aspiring and professional managers in

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the music/entertainment field as well as musicians, music publishers, and record company personnel • Winner of the prestigious ASCAP Deems Taylor Award for excellence in music publishing • This replaces 0-8230-7705-5, which sold more than 25,000 copies

This book explores the relevance of David Bowie's life and music for contemporary legal and cultural theory. Focusing on the artist and artworks of David Bowie, this book brings to life, in essay form, particular theoretical ideas, creative methodologies and ethical debates that have contemporary relevance within the fields of law, social theory, ethics and art. What unites the essays presented here is that they all point to a beyond law: to the fact that law is not enough, or to be more precise, too much, too much to bear. For those who, like Bowie, see art, creativity and love as what ought to be the central organising principles of life, law will not do. In the face of its certainties, its rigidities, and its conceits, these essays, through Bowie, call forth the monster who laughs at the law, celebrate inauthenticity as a deeper truth, explore the ethical limits of art, cut up the laws of writing and embrace that which is most antithetical to law, love. This original engagement with the limits of law will appeal to those working in legal theory, ethics and law and popular culture, as well as in art and cultural studies. The Live Music Business: Management and

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Production of Concerts and Festivals, Third Edition, shines a light on the enigmatic live music business, offering a wealth of inside advice and trade secrets to artists and bands looking to make a living in the industry. Previously published as *The Tour Book*, this new edition has been extensively revised, reorganized, and updated to reflect today's music industry. This practical guidebook examines the roles of the key players – from booking agents to concert promoters, artist managers to talent buyers – and the deals, conventions, and processes that drive this global business. Written by a touring professional with over 25 years of experience, this book elucidates why playing live is crucial to the success of any musician, band, or artist, explaining issues like: what managers, promoters, and agents do and how they arrange shows and tours; how to understand and negotiate show contracts; how to create a contract rider, and how the rider affects the money you earn from a show; how to appear professional and knowledgeable in an industry with its own conventions, language, and baffling technical terms; and a three-year plan using live performance to kickstart your music career. Intended for music artists and students, *The Live Music Business* presents proven live-music career strategies, covering every aspect of putting on a live show, from rehearsing and soundchecks to promotions, marketing, and contracts. In an era when performing

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live is more essential than ever, this is the go-to guidebook for getting your show on the road and making a living from music.

"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"--Cover.

Hailed as an "indispensable" guide (Forbes), *How to Make It in the New Music Business* returns in this extensively revised and expanded edition. When *How to Make It in the New Music Business* hit shelves in 2016, it instantly became the go-to resource for musicians eager to make a living in a turbulent industry. Widely adopted by music schools everywhere and considered "the best how-to book of its kind" (Music Connection), it inspired thousands to stop waiting around for that "big break." Now trusted as the leading expert for "do it yourself" artists, Ari Herstand returns with this second edition, maintaining that a stable career can be built by taking advantage of the many tools at our fingertips: conquering social media, mastering the art of merchandising, embracing authentic fan connection, and simply learning how to persevere.

Comprehensively updated to include the latest online trends and developments, it offers inspiring success stories across media such as Spotify and Instagram.

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The result is a must- have for anyone hoping to navigate the increasingly complex yet advantageous landscape that is the modern music industry. Are you struggling to get your music heard? Have you ever felt lost or directionless on how to manage your career? Inside "Music Management for the Indie Artist", you'll discover: How to gain a crystal-clear vision of your future in music. The single most important thing you can do to start getting calls from music managers. Why you need a business and marketing plan and how to write it. How to protect yourself from falling victim to unscrupulous managers. What music management is all about and why it pays to self-manage your career. Whether you just released your first song or are a seasoned musician ready to take your music career to the next level, this book is for you. You should already know how to manage your music career before you decide to get a manager. Because only then will you be perceived as desirable to work with. But the sad thing is... most artists have no clue when it comes to the most important aspects of managing a music career. Many artists think they just have to get their music heard to be successful. Believe it or not, that's really just the tip of the iceberg. If you believe you can carve out a successful music career all on your own - without any help, you are basically committing career suicide. You need to find others who have made it and follow in their footsteps. But if you don't

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know how to get (and deal) with a manager, you might find yourself getting ripped off. Simply put... Most indie artists don't have a real strategy for building a successful music career. Many struggle for years going nowhere, achieving nothing... and end up returning to (or staying stuck at) an unfulfilling day job barely earning enough money to support themselves and their family living a life of quiet desperation with their hopes and dreams crushed. It's a terrible thing to see! But we've got good news for you... You do not have to end up like most struggling artists because for the first time ever, we've together the ultimate roadmap to help you take control of your own music career. And guess what? It's going to help you look INFINITELY more attractive to any potential manager. This is a complete, step-by-step 228 page blueprint which contains a "treasure trove" of the best kept marketing & business secrets for indie musicians, artists and bands who want to start managing their music career like a pro, become a music phenomenon and attract a top music manager. Record Label Marketing, Third Edition is the essential resource to help you understand how recorded music is professionally marketed. Fully updated to reflect current trends in the industry, this edition is designed to benefit marketing professionals, music business students, and independent artists alike. As with previous editions,

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the third edition is accessible for readers new to marketing or to the music business. The book addresses classic marketing concepts while providing examples that are grounded in industry practice. Armed with this book, you'll master the jargon, concepts, and language to understand how music companies brand and market artists in the digital era. Features new to this edition include: Social media strategies including step-by-step tactics used by major and independent labels are presented in a new section contributed by Ariel Hyatt, owner of CYBER PR. An in-depth look at SoundScan and other big data matrices used as tools by all entities in the music business. An exploration of the varieties of branding with particular attention paid to the impact of branding to the artist and the music business in a new chapter contributed by Tammy Donham, former Vice President of the Country Music Association. The robust companion website, focalpress.com/cw/macy, features weblinks, exercises, and suggestions for further reading. Instructor resources include PowerPoint lecture outlines, a test bank, and suggested lesson plans. Allen prepares you for the realities of successfully directing the careers of talented performers in the high-risk, high-reward music business. You will learn to prepare yourself for a career in artist management - and then learn the tools to coach, lead, organize time, manage finances, market an artist, and carve

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out a successful career path for both yourself and your clients. The book features profiles of artist managers, an exclusive and detailed template for an artist career plan, and samples of major contract sections for artist management and record deals. Updated information including a directory of artist management companies is available at the book's companion website. A peer reviewer for *Artist Management for the Music Business* proclaimed ".this is going to be an excellent text. It contains many unique insights and lots of valuable information. This is essential reading for managers, students, and artists in the music business.

This second edition of *Beyond Talent* provides user-friendly real-life advice, examples, and perspectives on how to further a career in music. Understanding the unique talents and training of musicians, veteran music career counselor Angela Myles Beeching presents a wealth of creative solutions for career advancement in the highly competitive music industry. Step-by-step instructions detail how to design promotional materials, book performances, network and access resources and assistance, jump start a stalled career, and expand your employment opportunities while remaining true to your music. Beeching untangles artist management and the recording industry, explains how to find and create performance opportunities, and provides guidance on grant writing and fundraising, day jobs,

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freelancing, and how to manage money, time, and stress. The companion website puts numerous up-to-date and useful internet resources at your fingertips. This essential handbook goes beyond the usual "how-to," helping musicians tackle the core questions about career goals, and create a meaningful life as a professional musician. Beyond Talent is the ideal companion for students and professionals, emerging musicians and mid-career artists.

Law, taxes, and finances.

The authoritative, standard reference on artist management in the music industry expands its insights even further in this updated edition, formerly titled Successful Artist Management. Earning accolades for years, including ASCAP's prestigious Deems Taylor Award for books on the industry, this vital reference keeps pace in its third edition with the demands of the ever-changing musical entertainment field. Emphasizing that, despite the glamour of the industry, artist management is still subject to the solid rules that govern all good business practice, the authors include interviews with top record executives; coverage of new forms of business, such as the limited-liability company; and updates on the legal framework of the music industry. Professional and aspiring managers and career-minded performers will find guidance on topics like: -- establishing the artist-manager

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relationship and contract -- setting up the artist's career plan and image formation -- choosing attorneys, accountants, and business advisors -- forming development teams for various performance media -- handling success, money management, and moving toward stardom.

This powerhouse best-selling text remains the most comprehensive, up-to-date guide to the music industry. The breadth of coverage that *Music Business Handbook and Career Guide, Eleventh Edition* offers surpasses any other resource available. Readers new to the music business and seasoned professionals alike will find David Baskerville and Tim Baskerville's handbook an indispensable resource, regardless of their specialty within the music field. This text is ideal for introductory courses such as *Introduction to the Music Business*, *Music and Media*, and *Music Business Foundations* as well as more specialized courses such as the record industry, music careers, artist management, and more. The fully updated Eleventh Edition includes coverage of key topics such as copyright, licensing, songwriting, concert venues, and the entrepreneurial musician. Uniquely, it provides career-planning insights on dozens of job categories in the diverse music industry.

With the evolution of the music business and the shifting influence of large record labels, the artist manager is now – more than ever – at the center of an artist's career. Artist managers are tasked with keeping abreast of the music industry and supporting the artists under their management while simultaneously managing their own careers. Including key industry insights, exclusive planning guidance, management tools, and strategies for a successful career, *Artist Management for the Music Business* has the tools to support any new or experienced artist manager. Through its

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analysis of over a dozen case studies, lessons, and contract examples, author Paul Allen provides a focused look at managing artists' careers. This follow-up to the best-selling second edition features a new chapter on entrepreneurship including detailed information on how to run an artist management enterprise as a business and includes coverage of anticipating risks, reacting to challenges, and basic money management. The chapter also contains additional sections on the effective use of social media, the Web, and handling online promotion. For additional resources, visit the book's website at www.artistmanagementonline.com.

Artist Management for the Music Business gives a comprehensive view of how to generate income through music and how to strategically plan for future growth. Artist Management for the Music Business provides clear in depth information on what to do as an artist manager and how to do it. The book looks at the application of classic management theory to artist management, includes profiles of successful artist managers as well as offering skill development for planning, coaching, and leading.

Artist Management for the Music Business Routledge

According to Dr. Stephen Marcone, personal management is still the weakest link in a music business that operates by fragmenting its product. This comprehensive new edition: includes an updated recording agreement with current industry language and a sample merchandising agreement; takes into account the many changes in concert promotion; and features descriptions of new legal battles. Use this book as a helpful reference for: touring, publicity, contracts, marketing, trademarks, copyrighting, enhancing creativity and much more. "Straight-forward and up-to-date, this is an easy-to-understand and all-encompassing primer for aspiring bands and managers." - Walter O'Brien, Owner, Concrete Management, Inc. (manager of Pantera and others) Dr.

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Stephen Marcone is Director of Music Graduate Studies and Professor of Music at William Paterson University in Wayne, New Jersey.

Find out all you need to know to get started, get noticed, and get signed in the music business from the advice of over 30 music industry experts spanning from radio promoters to A&R reps to tour managers. Artists & Managers, are you... Wishing to get your music heard by booking agents, record labels, music supervisors, and radio programmers but have no idea how? Wondering what the heck it is that they look for in the artists they sign and/or work with? Tired of feeling like everyone in the music business is ignoring you? Not sure how to contact music business people? Worried that you'll make a bad first impression? Stressed out over trying to book shows with no clue how to negotiate fees? Sick of music business people telling you to do the work on your own first, without giving advice on HOW? Feel like you're not learning fast enough about the music business in general? Get overwhelmed at the thought of releasing your album because you have no idea how? Wow, talk about someone doing all the work for you! Jamie has done some amazing research of all facets of the music industry. Radio is only part of the equation and I was grateful to read about some areas of the music business I was unfamiliar with! - Peter Michael, On-Air Talent and Program Director, 106.7 The Drive This book is a thorough look at the players involved in today's music industry and offers managers and self-managed artists the information they will need to establish and expand their career. A must for anyone looking to build a career in the music industry! - Tim Des Isles, Noisemaker Management Jamie has spent the past 5 years of her career working in the artist management world through managing artists, working with music associations, and working with artist managers of Juno and Grammy Award winning artists. She has independently co-

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managed internationally touring artists as well as launched a Canadian female pop artist into national success resulting in a Gold single and radio chart-topping single in Canada. Who are the music business expert contributors? Adam Kreeft, United Talent Agency Adam Oppenheim, Stampede Entertainment Alexa Shoenfeld, Live Nation Entertainment Chris McCrone, Partner Craig Laskey, The Horseshoe Tavern Denny Carr, Open Road Recordings Dondrea Erauw, Instinct Entertainment Geoff Clodd, Editor Graham Tait, 93 The Peak Grant Paley, Paquin Artists Agency Janet Trecarten, 101 The Farm Jason Manning, Z95 Jesse Mitchell, Kim Mitchell Tour Manager Jodi Ferneyhough, CCS Rights Management Joel Baskin, The Feldman Agency Mallory Boutilier, Editor Michael Donley, Streaming Caf Mike Campbell, The Carlton Mike Rice, RPM Promotion Paul Hinrichs, Spirit Bar Paul Parhar, Flow 93.5 Peter Michael, 106 The Drive Rob Murray, Jack FM Ron Lopata, Warner Music Canada Sam Pickard, Strut Entertainment Sari Delmar, AB Co. Stephanie Mudgett, Editor Steve, The Railway Club Tim Des Islet, Noisemaker Management Troy Arseneault, Talent Buyer Along with a handful of contributors who chose to remain nameless from additional booking agencies, Universal, Sony, radio stations, and venues. Thanks to the help of the above music business experts this book will show you how to: **Develop your craft into a commercially viable business **Start earning money from your music **Get signed by a booking agent **Get a record label deal **Get your music placed in television and film **Get your music on the radio **Book on profitable tours And MUCH, much more smartbandmanagement.com (Music Pro Guide Books & DVDs). In order to achieve success in today's music industry, artists must first do a great deal of work on their own. Learning the required skills can take years of real-life experience, and hiring personal coaches, studio professionals, and consultants can be costly.

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But now, for the first time, there's an invaluable resource to help you meet these challenges. *Five Star Music Makeover* is an engaging all-in-one guide designed specifically for aspiring artists. Written by five experts with over 100 years of collective experience, both on and off the stage, this unique book covers five key skills every musician needs to succeed: (1) improving vocal production/technique; (2) writing memorable and marketable songs; (3) recording your ultimate EP; (4) navigating the publishing world; and (5) promoting music effectively. Also included are insiders' stories and anecdotes, helpful tips, creative exercises, celebrity interviews, and all the practical expertise necessary to develop a successful music career. *Five Star Music Makeover* is a complete and practical career guide a resource that transforms artists from good to great.

(Berklee Press). For unsigned musicians, it is vital to long-term success to sign a contract with a record label. However, preparing your music, targeting a label, and getting your demo into the hands of someone who will listen is challenging, if you don't know where to start. *Getting Signed!*, by record industry veteran George Howard, guides you through the maze of today's music industry, and will help you move your demo to the top of the stack. Even if you are not yet ready for a record deal, it will help you assemble a team that will make sure your music gets heard by as many people as possible. "The next time an aspiring recording artist comes to us for advice, we'll advise them to read this book first. George Howard really knows what he's talking about." Chris Franz and Tina Weymouth, members

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of Talking Heads and Tom Tom Club

How Do I Promote My Music On A Small Budget?

How Do I Get My YouTube Videos to Spread? How

Do I Turn Casual Fans Into One's Who Buy From

Me? How Do I Get Written About On Blogs? How Do

I Increase Turnout At Shows? How Do I Make Fans

Using Facebook, Twitter, Tumblr And SoundCloud?

With every day that passes, the power the major labels once had dies a little more. The chance to get the same exposure as your favorite musicians gets easier and easier. The hurdles that would only allow you to get popular, if the right people said your music was good enough, are gone. You can now get exposed to thousands of potential fans without investing 1% of what musicians used to by building a fanbase based on listeners love for your music. No more writing letters hoping that A&R writes you back. This book explains how you do it. While many books will tell you obvious information, legal mumbo-jumbo and marketing catchphrases that don't help you get more fans. Our experience working with real bands - from upstarts like Man Overboard and Transit to legends like The Cure, The Misfits and Animal Collective, has led us to understand the insider tricks and ideas that go into some of the most important groups of our time. We produce records, do licensing deals, negotiate record contracts and get the musicians we work with written about on websites like Pitchfork and Vice. We have worked with bands

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who started off as nothing and became something. Unlike any other book written on the subject we have compiled the knowledge no one else has been willing to print in fear of obsoleting their own career. We give you thousands of ideas on how to get people to hear your music and turn them into fans who pay to support your music. Whether you are a label owner, musician, manager, booking agent or publicist there is information in this book that will help you do what you do better. Enjoy! For more information see GetMoreFansBook.com

Managing Hip Hop artists is NOT the same as managing artists in any other genre. It's unique. There are cultural differences, industry differences and global differences you need to be aware of if you are to be successful. I know, because I've done it! Learn the business basics, as well as the unique success attitude and strategies you need in order to master the game! (220 pages; 8 x 10; ISBN: 978-0974531335) Read more at www.hiphopentrepreneur.com

As a constantly evolving and developing industry, the music business environment continues to establish new standards in terms of operational efficiency, dynamics between the different parties involved in the professional cycles, and constructing and performing methodologies in the process of achieving the desired results that all the participants in the music world have to adapt to in order to

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establish a sustainable career. Hence, the main purpose of this book is to provide practical advice suitable to both aspiring music professionals and artists that need detailed guidance in the process of developing the basis of a fruitful, promising, and sustainable profile, not only in terms of business performance, but psychologically as well.

(Berklee Press). Get organized, and take charge of your music projects! This book will help you harness your creativity into clear visions and effective work plans. Whether you are producing a recording, going on tour, developing a studio, launching a business, running a marketing campaign, creating a music curriculum, or any other project in the music industry, these road-tested strategies will help you to succeed. Music projects come in all sizes, budgets, and levels of complexity, but for any project, setting up a process for planning, executing, and monitoring your work is crucial in achieving your goals. This book will help you clarify your vision and understand the work required to complete it on time, within budget, and to your highest possible quality standard. It is a comprehensive approach, with hundreds of music industry-specific tools for keeping your work on track, mitigating risk, and reducing stress, so that you can complete your project successfully. You will learn to: develop work strategies; delegate tasks; build and manage teams; organize your project office; develop production

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schedules; understand and organize contracts; analyze risk; and much more.

Establishing the artist-manager relationship --

Planning the artist's career -- Making the career plan work -- Career maintenance and control.

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