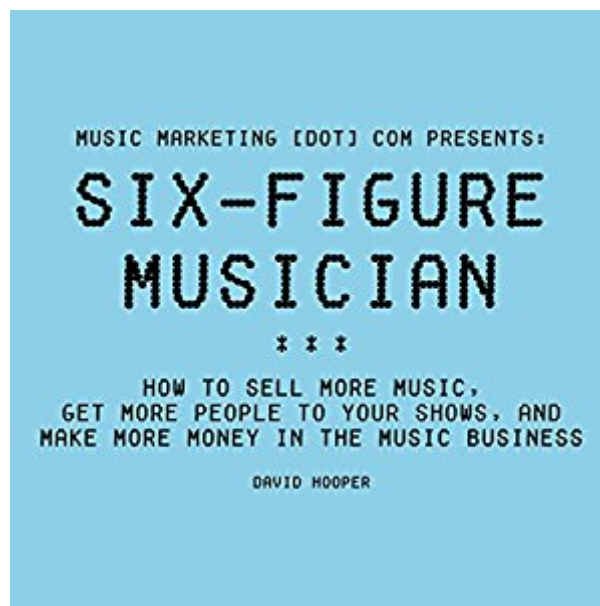


The book was found

Six-Figure Musician: How To Sell More Music, Get More People To Your Shows, And Make More Money In The Music Business: Music Marketing [dot] Com Presents



Synopsis

An Open Letter to Any Musician Who Wants to Make \$100,000 (or More) in the Music Business

You're in a career where it's considered "normal" to be broke. If you were doing anything else for a living, you'd have given up by now. And I'm sure there are people in your life who wish you'd do just that... They want you to settle down, get a "real" job, and make music a hobby. Screw 'em. The truth is, if you know what to do, you can make a lot of money as a musician. This book shows you what to do. You'll learn exactly how to make money with your music - in the club, on the Internet, and on the road. Here's a taste of what's waiting for you... How to get record labels to approach you (instead of you chasing them) Nobody at your shows? I'll show you several ways to fix that... "The Drip Method" - The most profitable way to release music. A 100-year-old marketing trick developed by a woman thought to be "too fat and ugly" for a career in music - today it works better than ever! The greatest threat to your music business success (it's not piracy) and how to neutralize it. A songwriting secret from successful drag queens and pissed off karaoke singers so potent, it almost guarantees a great song! How a \$10 "kitchen appliance" will make you a better songwriter 4 proven "cures" for music business burnout and overwhelm What it takes for a musician to make \$150,000/year (with only 500 fans) Rules for social media. Ignore these at your own risk. "Superfan" Secrets - How to develop fans who buy everything you sell. How to sell lots of music... without being obnoxious or turning people off Are you a musician over 40? Why age doesn't matter anymore... Proven, word-for-word "scripts" and emails that get people to buy your music 8 ways to make money giving your music away for free A small change in the way you release new music that is so powerful, you will double the money you make. And that's just for starters. There's a lot of money to be made in the music business and this book will make sure you don't miss out. Now is your chance. If you want a successful career as a musician, this book will help you.

Book Information

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Customer Reviews

This book is filled with practical ideas to help an artist engage with their fans. Whilst it is primarily written for musicians, as I read it I kept substituting the word musician for writer, painter, sculptor, comedian, visual artist and nearly all the ideas still worked. There is a little bit of content on the discipline of being an artist - writing regularly, work life balance etc. And another section on finding your niche, but the focus of the book is marketing and fan engagement. One reviewer says there is nothing really new in this book. Sure if you have been around for awhile many of the ideas may already be familiar to you. That may be the case, but everyday, based on the sample of bands I follow, I now see examples where they have missed the opportunity to better engage with me. All throughout the book, the author discusses the finer details of engagement. For example, don't email your Michigan fans about your up-coming LA tour. So straightaway you get the tip that we need to collect more information from fans than just their email addresses - otherwise how do we know who lives in Michigan or LA. Plus we don't want to be spamming fans with information that isn't relevant to them. The author provides good insight into the impact of digital piracy on your material and how you can leverage positively from it. There are great ideas for creating crowd engagement at gigs as well as scripts for promoting merchandise between sets. The book doesn't read as a treatise on how to rip money off your fans at every juncture. It is written for an artist who is committed to their craft and wants to bring their fans along with them for the journey of their career.

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