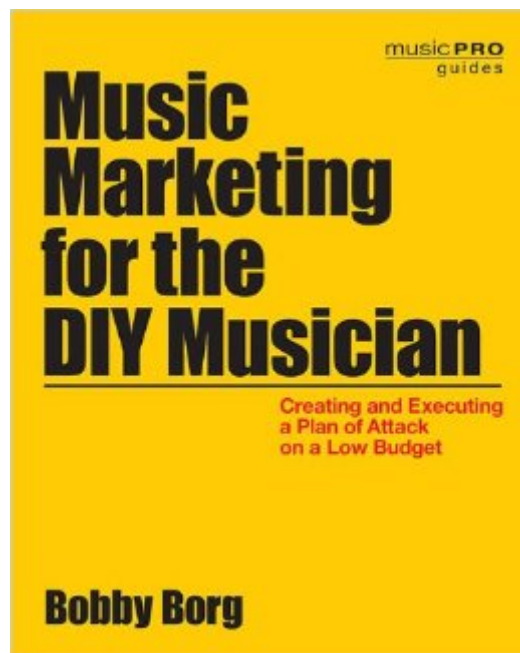


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# Music Marketing For The DIY Musician: Creating And Executing A Plan Of Attack On A Low Budget (Music Pro Guides)



## Synopsis

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 authors' 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!

## Book Information

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## Customer Reviews

Written with care and experience, organized with a systematic and fluid strategy, and chock full of effective concepts, templates, and real-world examples of marketing techniques that can be

adapted to any kind of business in the music industry, this book is an essential for those who are serious about turning their passion into a profitable lifestyle. There's no abstraction here - this book helps you identify and evaluate your strengths, weaknesses, opportunities, and threats to build a brand/business that is unique, realistic, tangible, and targeted to a specific audience via analytics, research, and data. No fluff, no tawdry glamour. This book is designed to be applied. It's wonderful. It's used as a class textbook for UCLA's Independent Music Production Program as well as for Los Angeles Recording School. Need I say more?

Bobby Borg is back with another incredible book! "Music Marketing for the DIY Musician" may be his best book yet and I really consider it a MUST for every musician, regardless of the music genre. Borg does an incredible job in turning a rather complex topic - marketing - into something very appealing. From setting up your career, defining your audience, analyzing the competition and getting feedbacks from brand branding, pricing and promotion strategies...this is a comprehensive guide that tells musicians everything they need to know about marketing themselves the SMART WAY in the music industry of today. Whether you are about to graduate from music college, are launching your career as an indie musician or have been performing for years, this book is going to boost your marketing efforts. If I was to recommend a book people in today's music industry should read, this would definitely be it. HIGHLY RECOMMENDED!

I read the entire book (267 pages minus appendices) over four weeks. I highlighted, underlined, and wrote notes on almost every page. I collated the notes into a complete marketing plan, according to the book format. And the result was better preparation to promote an independent music project on a limited budget. This book is the premier one. It was published in late 2014 by a 25-yr music-industry veteran. I struggle to find titles that compare evenly. Having said that, every work has its strengths and weaknesses: **WEAKNESSES\*** The self examination required of realistic marketing planning can lead to negative feelings. It's unfair to lay this at the feet of the book, but the impact is challenging to absorb and so bears mentioning.\* Most independent musicians begin the marketing process with songs or even a CD in hand. The book begins (logically) at inception. Because of this, it can be dry in the early chapters until you catch up to your point in the process.\* The format becomes repetitive at times.\* The book is not less than a college textbook. If you're only up for an online article, there is a lot to parse and disregard. **STRENGTHS\*** A consistent, upbeat tone. The editing is excellent. The layout is complimentary and easy to follow.\* The chapters are topical and robust. Incredibly well-referenced.\* In taking the reader as unknown, the author prompts

them to apply marketing principles according to their goals and means. While requiring a greater investment of concentration, the result is a better understanding of where they fit in the music industry and where to focus their efforts.\* Comprehensive treatment of topics lends exposure to what is possible and promotes a better-integrated strategy. To top it off, the author is gracious. Would I recommend this book to a musician friend? You bet. (4.5/5 stars.)

In 1978 I started a band that grew into 4 bands and a full service entertainment agency that served 5 states. All my training was in music and not in business. When one of my partners suggested we hire someone to write a business plan for the tune (no pun intended) of \$2000 I thought he was crazy. That business plan proved to be a steal at that price and I used it for over 20 years until I sold the business. I still use it in my college classes when I teach young musicians about the business. Bobby's new book on DIY Marketing contains everything AND MORE than my expensive (and valuable) business plan. It also contains so many things I learned along the way through experience and the school of hard knocks. Every serious musician should read and re-read this great book.

If you are a singer/songwriter, musician, manager of a band, A&R person—anyone who wants to get ahead in the Music Business—this book is for you! This is the guide to the new music business, where you must have your marketing and media presence in motion before a record company or a club promoter sees you. And, you must have a well-organized DIY plan and Bobby Borg lays it out for you. Bobby Borg is a music business entrepreneur, a musician who's performed with major acts, and a university instructor. With his book, you can develop a plan that you can tailor to your particular situation, but is based on the marketing techniques and formulae that are used by major corporations. You'll get an organized, concise and systematic path to follow. You'll find innovative steps to take that will surprise you. Marketing, merchandising, media, branding, finances, booking, marketing plans—every detail is covered clearly. Even the Appendices contain a treasure of well-organized information on resources and a thorough glossary. Buy it. It will be your DIY companion for many years. —Ronny S. Schiff

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