

Music Marketing for the DIY Musician: Creating and Executing a Plan of Attack on a Low Budget (Music Pro Guides)


By Bobby Borg

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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 author's 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!

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Editorial Review

Review

Of course there are any number of self help books out there but if you are really serious about selling your music (and lest we forget making the music, the fun bit, is no real problem for most musicians, what comes next is equally as important and far more difficult) then this well researched, practical, step-by-step guide to producing a custom, low-budget plan of attack is a must. --Total Music Book Reviews

"Borg doesn't mess around with diluted ideas and c' mere-buddy-let-me-school-you approaches to this subject; as a professional marketer, he takes his work seriously and presents it as such." --Recording magazine

"The book shows music artists how to take control of their own destiny, save time and money, and eventually draw the full attention of top music industry professionals." --Music Connection magazine

About the Author

BOBBY BORG has over 25 years' experience in music as a former recording/touring artist for Warrant, Beggars and Thieves, and other groups. He teaches at Musicians Institute, UCLA Extension, and Berklee College of Music. Borg is the author of The Musician's Handbook and over 1,000 magazine and blog articles. He is VP of Special Events for the American Marketing Association and founder of Bobby Borg Consulting, where he assists rising music professionals globally.

Users Review

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Antonia Wagner:

This Music Marketing for the DIY Musician: Creating and Executing a Plan of Attack on a Low Budget (Music Pro Guides) book is not really ordinary book, you have it then the world is in your hands. The benefit you obtain by reading this book is information inside this publication incredible fresh, you will get info which is getting deeper you actually read a lot of information you will get. This Music Marketing for the DIY Musician: Creating and Executing a Plan of Attack on a Low Budget (Music Pro Guides) without we realize teach the one who reading through it become critical in contemplating and analyzing. Don't possibly be worry Music Marketing for the DIY Musician: Creating and Executing a Plan of Attack on a Low Budget (Music Pro Guides) can bring if you are and not make your bag space or bookshelves' grow to be full because you can have it in your lovely laptop even phone. This Music Marketing for the DIY Musician: Creating and Executing a Plan of Attack on a Low Budget (Music Pro Guides) having very good arrangement in word along with layout, so you will not feel uninterested in reading.

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Mary Gonzalez:

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