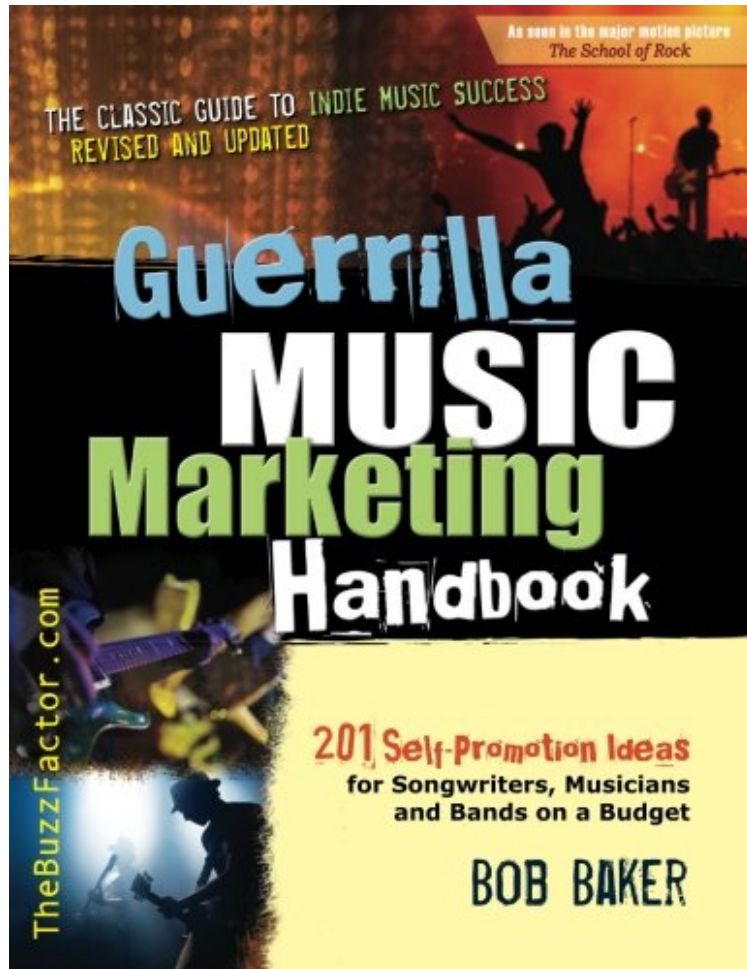


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## Guerrilla Music Marketing Handbook: 201 Self-Promotion Ideas for Songwriters, Musicians Bands on a Budget (Revised Updated)

Bob Baker

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**Bob Baker : Guerrilla Music Marketing Handbook: 201 Self-Promotion Ideas for Songwriters, Musicians Bands on a Budget (Revised Updated)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Guerrilla Music Marketing Handbook: 201 Self-Promotion Ideas for Songwriters, Musicians Bands on a Budget (Revised Updated):

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failed, so the chance of you succeeding are really slim, but here's this book anyway, good luck." They made me feel defeated before I even started. So I've steered away from getting any more music biz books. But your book is a breath of fresh air. Very inspiring. Wish I would have found it years ago. Thanks so much. "If you are a musician and you want to be successful in the business, then you need this book. Plain and simple. 0 of 0 people found the following review helpful. Really Informative book By THE GEMINI XDI forgot to write a review for this book but although it's a bit dated, the information in this book is timeless. I recently went back to look for a question I had and ended up taking more useful information that I forgot about than I expected! For any DIY musicians, aspiring label owners, or even those who want to work in the industry, this book is defiantly one to keep around you at all times! It's like a musicians bible that should be looked at every week to keep yourself on track, focused, and staying consistent so you can go the distance! Great book, smooth read, highly recommended. \*\*\*only gave 4 because of a few broken links and some out dated content\*\*\* 3 of 3 people found the following review helpful. A lot of usable information, written concisely By C. Armstrong After reading many different books on promotion and publicity for independent musicians, I've grown skeptical toward what more a new book can offer. Generally, the books I've read don't offer information for the trenches. Instead, they offer a little lame commentary on the fact that you would get more publicity and promotion if you were signed to a major label, and perhaps they theorize on how an independent musician might make a little splash in the medi, but there is usually very little practical information. "Guerrilla Music Marketing Hand Book..." has proven an exception to this trend, with concise chapters full of very practical tips on tweaking press kits and pitches for better effect when approaching media about promo and publicity. Highly recommended.

The classic guide to independent music promotion (revised and updated 2013). With this manual, you'll discover that music marketing doesn't have to be expensive or flashy to be effective. Whether you're promoting a fast-growing indie band, record label or solo act from your basement, the Guerrilla Music Marketing Handbook gives you the tools you need to get the most out of your music career. Within these pages you'll find: Dozens of simple, high-impact ways to promote yourself, your band, or your new release Tips on how to double your music sales (in 90 days or less) 25 ways to finance your next recording project, music video, or major equipment purchase The 29 most important elements in creating sizzling music publicity materials "The most directly applicable, start-tomorrow, creatively inspiring book I've ever seen on promoting your music!" -Derek Sivers, founder of CD Baby "After applying many of Bob's ideas, and without any wholesaling or distribution, I sold more than 20,000 music albums over the last five years. Using his suggestions, I increased my fan base by 35% in just one year. Pretty good for a non-performing artist who does all studio work. Bob is the master of music marketing!" -Kris Lee-Scott, Hanai Music Don't create great music in the dark. Get the Guerrilla Music Marketing Handbook today. It's already helped thousands of artists get more exposure and generate more gigs and music sales. Now it's your turn to soak up these ideas and put them to work for you.

"Applying Bob's ideas, I sold 20,000 CDs and cassettes of my music over the last five years!" -- Kris Lee-Scott, Hanai Music "Easy to grasp, factual and painfully realistic, you would be foolish to prefer anyone else on this subject." -- Raleigh Pinskey, author, 101 Ways to Promote Yourself "I used some of your techniques to get 17 songs signed by various publishers this past year alone." -- Mike Deeson, songwriter "Since applying your techniques, we've tripled our number of gigs and more than doubled our merchandise sales!" -- George Frazier, Julia Surrendered, Lawrence, KS "The most directly applicable, start-tomorrow, creatively inspiring book I've ever seen on promoting your music!" -- Derek Sivers, president, CD Baby "This is a fantastic book! It helped me put my Internet and alternative marketing ideas to good use." -- Geoff Byrd, GarageBand.com's best-rated artist of 2004 From the Publisher Why is it that some artists and labels prosper while others encounter only frustration and obscurity? The answer is fairly simple: The successful ones have learned that to get ahead, they must abandon the traditional methods and discover the secrets of "Guerrilla Music Marketing." With this manual, you'll discover that music marketing doesn't have to be expensive to be effective. Whether you're promoting a fast-growing indie label or a one-man or one-woman act from your basement, the Guerrilla Music Marketing Handbook gives you the tools you need to get the maximum bang for your buck! About the Author Bob Baker is an author, speaker, musician, and former music magazine editor dedicated to showing musicians of all kinds how to get exposure, connect with fans, sell more music, and increase their incomes. He is the author of the highly acclaimed "Guerrilla Music Marketing Handbook" and the "Music Marketing 101" course at Berkleemusic, the online continuing education division of Berklee College of Music. Bob's other titles include "Guerrilla Music Marketing Online," "Music Publicity Insider's Guide," "Unleash the Artist Within," and more. Check out Bobs free ezine, blog, podcast, video clips and articles at [www.TheBuzzFactor.com](http://www.TheBuzzFactor.com) and [www.MusicPromotionBlog.com](http://www.MusicPromotionBlog.com)