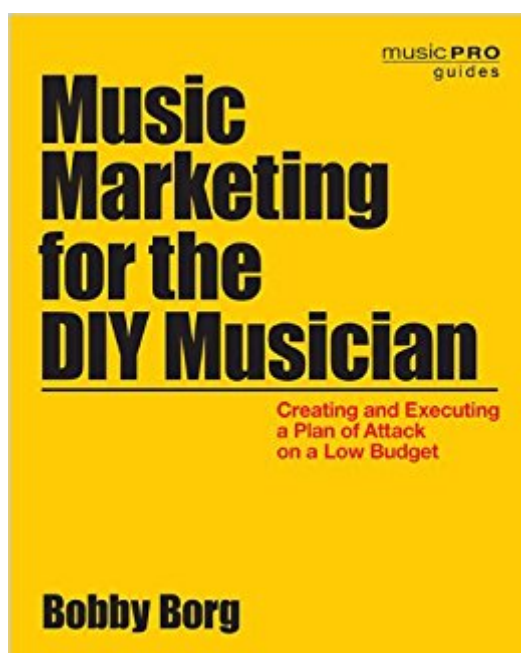


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# Music Marketing For The DIY Musician: Creating And Executing A Plan Of Attack On A Low Budget (Music Pro Guides)



## 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

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

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.

So easy to read! This is a book that teaches cost-saving methods in order to market your brand/company/yourself. It is one of my favorite marketing books! You don’t really have to read the entire book from start to finish. Just start with the table of contents, pick a marketing area you want to work on, turn to that chapter and page and then just do what it says. This book makes traditional strategies accessible and fun. This will give your marketing plan a real workout!

The book has a well ordered and explained guide for the whole marketing process. The most valuable thing for me was the references of books and other reliable sources.

This is a must have for every musician! It’s packed full of information you need to succeed in the music world! With his creative writing that keeps you wanting to feed your brain! Bobby Borg puts out another 10 star book! I can’t put this book down! If you want to know how to market your self or your band pick this boom up today! Infact pick up a few and pass them around to friends and family! You will love it, and they will love it! This book really covers what you need to know! I highly recommend this book!

Very specific in giving good ideas on how to approach the music scene and how to assess your progress. The very first book everybody should read if they are making original music. Very good business ideas and how to implement a good game plan.

This is such a great book and a must for every musician, especially in the music industry today!! It's really helped open my eyes to the marketing world in the music business and just in general. I am finally able to put my own marketing and business plan together. Thanks Bobby for sharing your knowledge and experience in this book. :)

If you want to start a career in the music industry, you NEED to read this book. It will be extremely helpful, no matter if you are a rapper, a soul singer or an event promoter, Borg's book explain the best ways to start a solid career in the industry. Thanks Bobby, your book is great

Good.

Bobby Borg is one of the Music Business people who can analyze the industry and teach people what is right or wrong accordingly. He sees the musicians as a business person and helps them to create their business plan. This book of his is absolutely a masterpiece for DIY musicians. If you follow the templates in the book, you can prepare a great marketing plan.

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