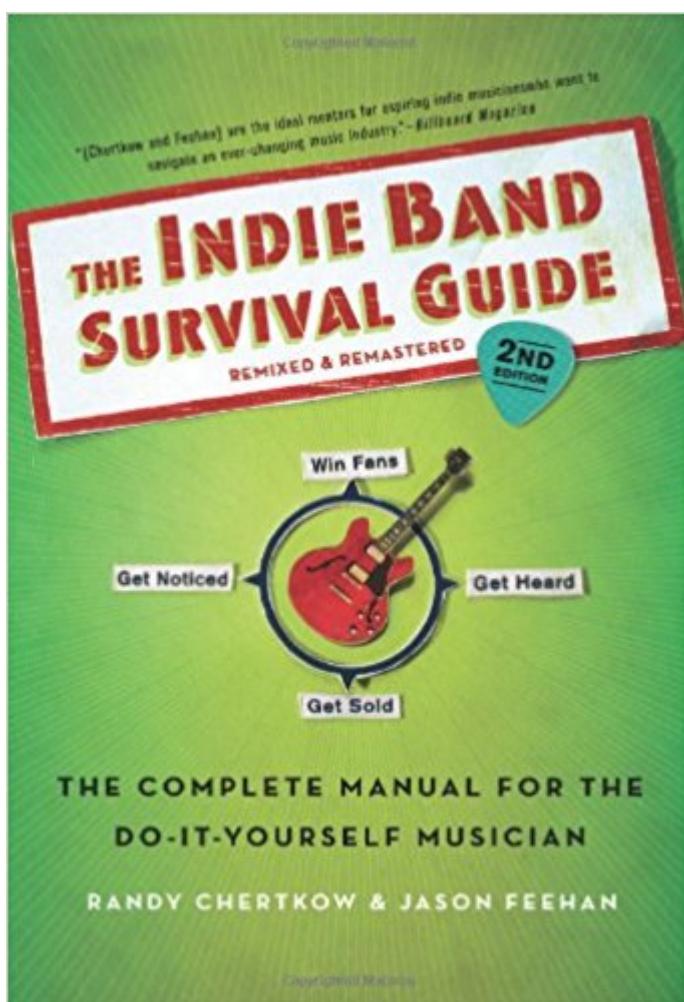


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# The Indie Band Survival Guide, 2nd Ed.: The Complete Manual For The Do-it-Yourself Musician



## Synopsis

"[Chertkow and Feehan] are the ideal mentors for aspiring indie musicians who want to navigate an ever-changing music industry." -Billboard MagazineNewly revised and expanded, the acclaimed handbook for musicians looking to write, record, and promote without a label More musicians are recording, distributing, marketing, and selling their own music now than ever before in history. The Indie Band Survival Guide is the critically-acclaimed, do-it-yourself modern classic that has been telling them how for years. In this up-to-the-moment edition, musicians and web gurus, Randy Chertkow and Jason Feehan, cover everything musicians need to know. Drawing on their in-the-trenches experiences, they tell musicians how to: - Sell on iTunes, , and Spotify- Get played on radio, podcasts, and blogs- Effectively market on Facebook, Twitter, and YouTube- Copyright, license, and make money- And much moreThis information exists nowhere else. Chertkow and Feehan are pioneers in using the Internet to do what only labels could do in the past and will help your band go from garage to global.

## Book Information

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## Customer Reviews

“[Chertkow and Feehan] are the ideal mentors for aspiring indie musicians who want to navigate an ever-changing music industry.” -Billboard Magazine“[Chertkow and Feehan] have the most up to date reference book for young musicians. Finally! A comprehensive and practical guide for musicians

that explains how to navigate today's music world without a label. A must-read!

Ã¢â€¢ Derek Sivers, founder of CD Baby and HostBabyÃ¢â€¢ “This is just the sort of zero-BS guide to modern artistic survival that should be in every artist’s handbag.”

Ã¢â€¢ Cory DoctorowÃ¢â€¢ “Dear Parent: I hear your kid’s band is starting to sound pretty good! The band is getting regular practices in; they’re gigging a bit; they’ve got a logo and a Facebook page. How can you help them now?”

Ã¢â€¢ Take a look at: *The Indie Band Survival Guide: The Complete Manual For The Do-It-Yourself Musician* by Randy Chertkow and Jason Feehan.

Ã¢â€¢ Laura Lamere, “Parenting Creative Kids” blogÃ¢â€¢ “Chertkow and Feehan are plugged-in to the mercurial world that is the music industry. Their straightforward approach to making your own rules in a world without them is exactly what new and experienced artists need.”

Ã¢â€¢ I’m going to call the publisher to inquire about a quantity discount for studios. Seriously. We should hand these out to every new client who comes in the door.

Ã¢â€¢ Garrett Haines, *TapeOP Magazine*Ã¢â€¢ “The Internet is an extraordinary opportunity for musicians to make and profit from their music. This clearly written and comprehensive book shows exactly how. A perfect balance between the mess of the law and the promise of the technology, it should be read by anyone who wants to take their talent and share it--for the love of sharing, or for the profit.”

Ã¢â€¢ Lawrence Lessig, author of *Code*, professor at Stanford Law School, founder of the Center for the Internet and Society, and CEO of the Creative Commons projectÃ¢â€¢ “Jam-packed full of incredible information. The Indie Band Survival Guide is a book that all artists, independent or not, need to own.”

Ã¢â€¢ Ariel Hyatt, author, publicist, and founder of *CyberPR*Ã¢â€¢ “[Chertkow and Feehan have] effectively produced a take-along, dog-earable handbook so anyone can follow in these well tread footsteps.”

Ã¢â€¢ BoingBoingÃ¢â€¢ “Highly, highly recommended--for not only musicians, but for anyone and everyone living DIY.... It’s also an incredibly invaluable resource for techies, writers, bloggers, social/digital media folk, producers, editors, and just about anybody with an interest in Indie/DIY culture.”

Ã¢â€¢ Rockthought.comÃ¢â€¢ “[Chertkow and Feehan] have collected a wealth of information and tools to help the indie band in getting recognized and their music distributed to their fans and, more importantly, the rest of the market.”

Ã¢â€¢ CybergrassÃ¢â€¢ “The reason the guide is so good is simple...It’s written by a pair of musicians, Randy Chertkow and Jason Feehan...I’ll be recommending for years to come.”

Ã¢â€¢ Journal Star (Lincoln, NE)Ã¢â€¢ “Indispensable... This lively book offers such essential guidance in these changing times, no band should be without a copy.”

Ã¢â€¢ Publishers Weekly

RANDY CHERTKOW (by day, a tech expert) and JASON FEEHAN (by day, an attorney) are lead members of Beatnik Turtle, a rock band based in Chicago, Illinois. Beatnik Turtle plays live, has produced eighteen albums, written music for TV, films, comedy shows at Second City, and has licensed music to ABC Family—without a label.

The first edition of this book was the first DIY Indie book I purchased and 50 books later, it's still the best. It has tons of highlighted text and at least half the pages have been dog eared so I purchased a second copy. When I saw this new edition I grabbed it for my Kindle app. The music industry moves at the speed of sound so no book can cover all the newly emerging social media sites, but this book gives you a great road map to follow as a musician who embraces making, marketing and selling your music independently!

I bought this book to aid in helping me get my band up and running. I was pleasantly surprised at the thoroughness of the topics and the author's insights on each. Real world experience pays dividends and the author really makes his case. I give this book 5 stars for content and delivery. My only gripe is the lack of an index. I am using highlighters and Post-It notes and have kind of created my own. Easily a third of the book deals with internet topics and should be very helpful to those musicians who are not web designers. And while this book provides a comprehensive look at the world of indie band business and details what you need to consider, it does not provide the legal underpinnings of that business. I would strongly recommend 2 other books to complement this one. The first is "Music Law" by Richard Stim, an indispensable legal guide that explains copyrights and many other legal issues surrounding the music business. The second is "All You Need to Know About the Music Business" by Donald Passman. This book details just about every way a musician can get screwed by the music industry and how to avoid or at least deal with it. All three books complement each other beautifully. Highly recommended!

Great guide for the new band or a band needing to learn what they need to change. Bought it to help my son's band with the business side of music. It told me all about required registrations, reminded me about the importance of things I hadn't considered. I bought three similar books when I bought this. This was the best by far. I highly recommend this book and will buy the 3rd Edition when they release that.

About two years ago I bought the first edition of this book (non-digital). I started reading it, and, even though it had a lot of useful information, it was two years old. I think you know, what it means in Digital Age. I just started a band (Winter's Flight) and really wanted to do something with it. I found a second edition of the Survival Guide and bought a digital version for my Kindle. When I started reading it, I realized that all the information is finally fresh! Saying more, English is my second language and I prefer reading books in my native language just because I might not understand them. I understood 99.9% of this book! That is how easy it is written. So, if you are a foreigner like I am, don't be afraid and get it. Guys tell you everything step-by-step: how to write your music, make videos, check for the copyright laws, and the most important - how to PROMOTE your stuff! They give you a bunch of links that worth checking. Their advises are very easy. I knew some information before I was reading the book, but I still found a lot of new good stuff! If you wonder whether or not you should buy it, get it! You will read it fast (I did, and I'm a slow reader)! Amazing book!

The RAREST of all things: a music industry guide that is actually helpful and relevant! Full of great tips, ideas and musings on what it takes to operate, promote, and manage your own independent original band. I'm in a mildly successful regional band in the northeast and everything in this book is either dead on in line with what I already know or a great tip that I hadn't thought of before. From branding to promoting to recording, copyright, publishing, radio, touring, performing... It really is chock-full of knowledge and tips that will help any new performers get off on the right foot or any established performers move to the next level! Plus, it's a fun/inspiring read.

Good book.....we bought this for our USC student

As an independent music artist who has been out of the business for 25 years, and has just gone back into the studio to do a new album (are they still called albums?), the Indie Guide has been a real help in navigating a business that has become totally unrecognizable since I was in it. It lays out a concise step by step guide on how to "almost everything" involved in cutting and marketing an album. I am only on my second reading, but I think I will get more out of it on this go-round than the first (and probably even more on the third and fourth). A Must have!!!

Ordered this along with a more intensive book on booking and performing, and was expecting this one to be a flop. Actually, the other ended up being more of an encyclopedia, useful but dry, and this one I found mind-blowingly accessible from beginning to end. I'm a working musician, and I

recommend this item as a pretty straight-forward, lively, and informative book on engaging the business of being an independent musician in theory in practice.

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