

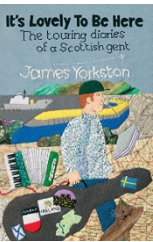
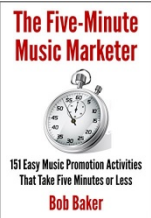

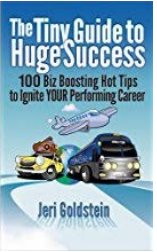
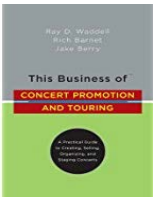



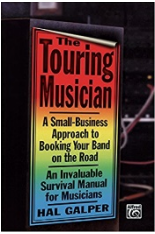
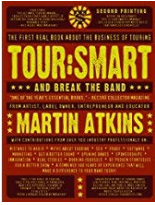
BOOKS – related to Musician Self-Promotion (*with reference to house concerts*)

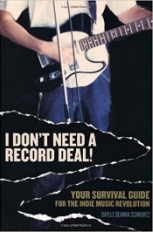
	Title	Date	Author(s)	Publisher, Length...	Cost	Promotional Description
	<i>The Indie Artists' Guide to Giggling: Strategies for Booking, Promoting, and Thriving on State in Your Hometown and on the Road</i> ✓downloaded	???	???	Publisher: DiscMakers (???) Length: 9 pages	Free download	Stage to stage, city to city: A compilation of tips that break down how to find and maintain success along your travels.
	<i>Band:Smart: Succeed in the Music Business on Your Own Terms</i> ✓downloaded	2016	Atkins, Martin	Publisher: DiskMakers (???) Length: 655 pages ISBN: 978-0-9797313-7-2	Free Download	He's a drummer who's done it all—helped shape the post-punk industrial sound, expanded the brands of Public Image Ltd and Pigface, and his personal moniker is renowned all over the world. Simply put, the dude knows his stuff. And now you can learn everything he has with a free copy of his latest book. <i>Band:Smart</i> is over 600 pages of music know-how on just about everything an indie musician needs to learn, including: <ul style="list-style-type: none"> ◦ 3 simple rules to “making it” ◦ Top 10 rules for better songwriting ◦ What a promoter wants to hear to book you ◦ Making merch on no budget ◦ And A LOT more
	<i>It's Lovely to be Here - The Touring Diaries of a Scottish Gent</i>	2016, May	Yorkston, James	Publisher: Amazon Digital Services LLC Length: 224 pages ASIN: B01FONMUKK	Kindle: \$7.00	Published in February of 2011 and presented as a series of tour diaries, <i>It's Lovely to be Here</i> offers a mix of deadpan humour and wide-eyed wonder whilst mapping out the realities and endless disorientations of life on the road. By turns poignant, witty and philosophical, James Yorkston's account becomes an ongoing search for meaning in the lyrics, chords, bars and van window-views of a modern day troubadour. James' style of songwriting: self-aware, self-deprecating, conversational and highly romantic – paired with his gift for storytelling – has made a natural transition to the printed page. Like

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						<p>the man himself it is by turns amusing, charming and occasionally a little despondent.</p> <p>A welcome antidote to the celebrity memoir, this compelling account of life on the road is a must for music fans across the board. All human life is here, and quite a lot of whisky.</p>
	<p><i>The Five-Minute Music Marketer: 151 Easy Music Promotion Activities That Take 5 Minutes or Less Kindle Edition</i></p> <p>✓downloaded</p>	2015	<u>Baker, Bob</u>	<p>Publisher: Bob Baker's TheBuzzFactor.com</p> <p>Length: 133 pages</p> <p>ASIN: B00SG66M8Y</p>	Paperback: \$8. ⁹⁵	<p>Stop Making Excuses - Start Making Progress with Your Music Career.</p> <p>This book gives you a comprehensive list of bite-size marketing activities that can literally be done in five minutes or less.</p> <p>No kidding. Anyone - including YOU - can do this!</p> <p>Of course, you can spend more than five minutes on them if you want to. But if you're pressed for time, you now have at your fingertips a handy selection of simple marketing actions you can take.</p> <p>Use this book as a solution to that age-old complaint, "I don't have time to promote my music." Or as the antidote to the faulty rationale, "I'll focus on marketing when I have more time."</p> <p>Don't get sucked into the "no-time, bad-time" trap!</p> <p>Will five-minute activities really make a difference? Are they even worth doing? For me, the answer is a resounding YES!</p> <p>Engaging in these actions on a daily basis will create momentum. They will help develop new habits that will serve you well. In fact, I bet it won't take long at all before you start to see the benefits.</p> <p>You never know when an email you send, a photo you post online, or some simple step you take will lead to a new fan, live show, or exposure opportunity.</p> <p>But if you take no action and keep putting things off until some mystical time in the future ... the only thing you'll see is stagnation.</p> <p>My promise to you ...If you take consistent action, continue to move forward, and keep chipping away at it, you will see results! But you must do these things on a daily basis.</p> <p>With this book in your collection of marketing tools, there is no excuse to go days or weeks (or months or years) without doing something to make progress with your music career.</p> <p>Read through these lists of five-minute marketing actions. Highlight the ones that resonate with you. And whenever you have five minutes to spare, pick one and act on it!</p>

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						You can get started by taking this one-minute action right now: Scroll up and click the Buy button. Your music and your destiny deserve it!
	<i>Welcome to the Music Business: You're F**ked!</i> ✓downloaded	2012, July	Atkins, Martin	Publisher: Soluble LLC Length: 113 pages ASIN: B009K91CZY	Kindle: \$4.49 Paperback: \$14.97	Unlike most music-industry books, this guide is a gritty, punky, and irreverent real-life look at what goes into being a musician. Removing the rose-colored glasses, Martin Atkins—a lifelong music-industry professional—delivers the truth about the music business and its struggles with razor-sharp wit. Potential pitfalls are laid bare among illustrations and humor, sweeping niceties away to show readers how to keep from being derailed by band mates, record labels, managers, booking agents, and most importantly—themselves.
	<i>The Tiny Guide to Huge Success: 100 Biz Boosting Hot Tips to Ignite Your Performing Career</i>	2012, April	<u>Goldstein, Jeri</u>	Publisher: The New Music Times, Inc. Length: 168 pages	Kindle: \$9.99 Paperback: \$19.97 Prime	<p>The Tiny Guide to Huge Success 100 Biz Boosting Hot Tips to Ignite Your Performing Career is a collection of tips gathered from over four years of Monday morning Biz Booster Hot Tip audio messages. Each Hot Tip is purposefully concise and actionable to provide a simple to execute step-by-step process toward creating a professional and successful career as a musician or performing artist. Biz Booster Hot Tips were originally created to offer a weekly activity to provide momentum to a performer’s career development.</p> <p>The Tiny Guide to Huge Success touches upon a variety of topics to help you round out your professionalism. These topics were inspired by questions asked by artists, agents, managers and presenters during the past few years and resulted in the weekly Monday Morning Biz Booster Hot Tip.</p> <p>Each tip was purposefully brief and meant to be considered and acted upon during the week it was offered, as one step to move your career forward. Now, this collection of 100 Biz Boosting Hot Tips, were specifically selected to help you grow as a well-rounded professional touring artist and entrepreneur.</p> <p>Take this volume as a “Big Picture” career overview offering a vision of what could be done to reach your career goals and how to do it. Then, take each Biz Booster, one at a time and begin, to ignite your career with solid, easy to implement, strategies. As you move from one Biz Booster to the next, you’ll experience new confidence, see your skill level rise, develop deeper relationships with your business contacts and will be able to laser-focus on the priorities and decisions necessary to direct your career.</p>

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						<p>The chapters cover Audience Development, Goals & Planning, Booking Psychology, Business, CD Sales, College Bookings, Conferences, Contracts, Negotiation, Networking, Promotion & Marketing, Touring Strategies and even Taxes. Indie Bible's David Wimble adds a Foreword to kick off the book.</p> <p>Each Biz Booster helps to develop a piece of an artist's career. Taken together, they offer tested strategies of how to design a performing career that works, that is professional and that is profitable.</p> <p>The Tiny Guide to Huge Success is Goldstein's second book. It takes her award winning, How To Be Your Own Booking Agent The Musician's & Performing Artist's Guide to Successful Touring to the next level. These tips are easy-to-implement actions that are sure to set any performing artist on the path to a vibrant, highly professional, momentum driven and successful career.</p>
	<i>This Business of Concert Promotion and Touring: A Practical Guide to Creating, Selling, Organizing, and Staging Concerts</i>	2010, Nov.	<u>Waddell, Ray D.</u> and Barnett, Rich	Publisher: Billboard Books Sold by: Random House LLC Length: 272 pages ASIN: B000WJS9T8	Kindle: \$13. ⁹⁹ Hardcover: \$18. ⁶⁶	<p>The only book that looks at the business of concert promotion. Concerts are part art, part party—and a big part business. <i>This Business of Concert Promotion and Touring</i> is the first to focus on that all-important business aspect, from creating a show, to selling a show, to organizing the show, to staging the show. Working with venues, personnel, booking, promoting, marketing, publicity, public relations, financial management, and much more are covered in this indispensable one-volume resource. And the ideas and techniques explained here can be used for every type of concert promotion, including college shows, artist showcases, club gigs, as well as major events handled by local promoters, nationwide promoters, and worldwide promoters. Concert promoters and tour managers at every level need to know <i>This Business of Concert Promotion and Touring</i></p>
	<i>The Savvy Musician: Building a Career, Earning a Living & Making a Difference</i>	2009, Oct.	Cutler, David	Publisher: Helius Press Length: 350 pages ISBN-13: 978-0982307502	Paperback \$15. ⁴¹	<p>So you're talented, well trained, and passionate about music. What next? The professional marketplace is flooded with outstanding musicians, forced to compete for a shrinking number of ""traditional"" opportunities. The Savvy Musician helps balance three overriding aspects of your professional musical life: (1) building a career, (2) earning a living, and (3) making a difference. Filled with clearly articulated concepts, detailed strategies, and 165 vignettes about actual musicians working to create a meaningful and prosperous career, this book examines critical elements often overlooked or misunderstood by musicians, and helps you take control of your career. Discover how to build an immediately</p>

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						recognizable ""brand,"" capitalize on technology—from Internet tools to the new recording paradigm, expand your network, and raise money to fund your dreams. The Savvy Musician is an invaluable resource for performers, composers, educators, students, administrators, industry employees, and others interested in a thriving musical future.
	<i>The Touring Musician: A Small-Business Approach to Booking Your Band on the Road</i>	2007, Oct.	<u>Galper, Hal</u>	Publisher: Alfred Music Length: 256 pages ISBN-13: 978-0739046890	Kindle: \$4.99 Paperback: \$11.56	<p>The Touring Musician helps performers at all levels of experience to take control of their careers. Packed with practical information, this invaluable handbook guides musicians in applying sound business practices to band travel by evaluating assets, creating an action plan, researching, negotiating, and booking venues, arranging transportation and lodgings, managing personal and tour finances, and getting publicity.</p> <p>The Touring Musician includes:</p> <ul style="list-style-type: none"> ◦ Point-by-point advice about how to set up a small business ◦ Eleven sample worksheets and checklists, in a ready-to-photocopy format, that will help keep you and your information organized ◦ Samples of the major types of legal documents involved in booking a band ◦ A step-by-step chapter showing you how to book and route a sample tour, including five calendars and five budgets ◦ Plus solid advice about how to research your venue contacts, negotiate gigs and fees, manage your band finances, coordinate your promotional activities, and much, much more.
	<i>Tour:Smart: And Break the Band</i>	2007, Sept.	<u>Atkins, Martin</u> and Plastercaster, Cynthia	Publisher: Chicago Review Press Length: 595 pages ASIN: B005HF4CY8	Kindle: \$13.49 Paperback: \$17.75	<p>From packing the right equipment to keeping enough gas in the tank to get home, every aspect of making a successful tour with a band is addressed in this comprehensive guide. More than 100 luminaries and leading organizations from the world of touring—among them Chris Connelly, Henry Rollins, the House of Blues, and the Vans Warped Tour, as well as club owners, tour managers, and even sex advisors—provide handy insider know-how along with insight on mistakes commonly made by novice bands. Chapters address the nitty-gritty of touring, with instructions on how to secure venues and publicity, how to stay healthy on the road, and how to keep the budget in the black. Loaded with hundreds of years' worth of collective hands-on experience from those steeped in the music business, this is a must-have resource for creating an unforgettable tour.</p>

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	<i>I Don't Need a Record Deal!: Your Survival Guide for the Indie Music Revolution</i>	2005, June	Schwartz, Daylle Deanna	Publisher: Billboard Books Length: 320 pages ISBN-13: 978-0823079483	Paperback \$10. ⁸⁹	Thousands of people want to be recording stars, but lack a deal with a record label. While today's musicians have all the tools they need to build a recording career on their own-pro-tools for inexpensive recording and home recording, marketing on the Internet, and opportunities to license their music for use in films, television, advertising, and video games-they don't always have the skills to use them. <i>I Don't Need a Record Deal!</i> is a completely comprehensive step-by-step guide to the new world of independent recording. Drawing on interviews from over 150 musicians and industry pros, Schwartz shows readers how to put out a CD and market it through the media, radio, clubs, and retail. But more importantly, she shows musicians how to create a business around music and to develop opportunities for earning a living. Truly a survival guide for novice and professional musicians alike, <i>I Don't Need a Record Deal!</i> brings information on developing one's own independent music career together, adding new resources and taking the reader into the future of music.