



The Artist's Guide to Success in the Music Business: The 'Who, What, When, Where, Why & How of the Steps That Musicians & Bands Have to Take to Succeed in Music

By Loren Weisman

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The Artist's Guide to Success in the Music Business, 2nd Edition, is a detailed analysis of the subjects that all musicians should understand and apply to pursue a successful and sustainable career in music today. Full of practical advice, this music industry book provides comprehensive details on how to achieve self-empowerment and optimize your success in today's music business. From production and performance tips to marketing and career-building advice, this music business book instructs and empowers artists on how to take the hard-earned lessons of a fellow musician and put them to work in their own careers.

Take your music from passion to profession

From promotion and performance tips to marketing and career-building advice, Loren Weisman serves up lessons culled from his twenty years as a working musician and a music business consultant.

Get straight-talk from the road and the studio in areas such as:

Creating the best plan for their career

Touring Booking gigs

Performing

Recording from pre- through post-production

Branding a band

Fundraising and working with investors

Marketing and promotions

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Editorial Review

About the Author

Loren Weisman is a music consultant, music producer and business coach that works to help, assist & consult independent artists, musicians, bands, labels & other businesses to achieve sustainable success. He has been a part of over 700 albums as a drummer and music producer. Loren also maintains TV productions credits for three major networks as well as serving as a media consultant for many businesses in and out of the arts and entertainment fields. Weisman has seen and stayed up to date with the constant changes in the music industry over the past two decades as well as keeping up with the pulse and motion of marketing, promotion and social media in today's world.

For more on Loren's speaking engagements, seminars, consulting, coaching or other services, visit:

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Edda Allen:

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