



## The Indie Band Survival Guide: The Complete Manual for the Do-It-Yourself Musician (Paperback)

By Randy Chertkow

GRIFFIN, United States, 2012. Paperback. Condition: New. 2nd ed.. Language: English . Brand New Book. [Chertkow and Feehan] are the ideal mentors for aspiring indie musicians who want to navigate an ever-changing music industry. -Billboard Magazine Newly 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, Amazon, and Spotify - Get played on radio, podcasts, and blogs - Effectively market on Facebook, Twitter, and YouTube - Copyright, license, and make money- And much more This 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.



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