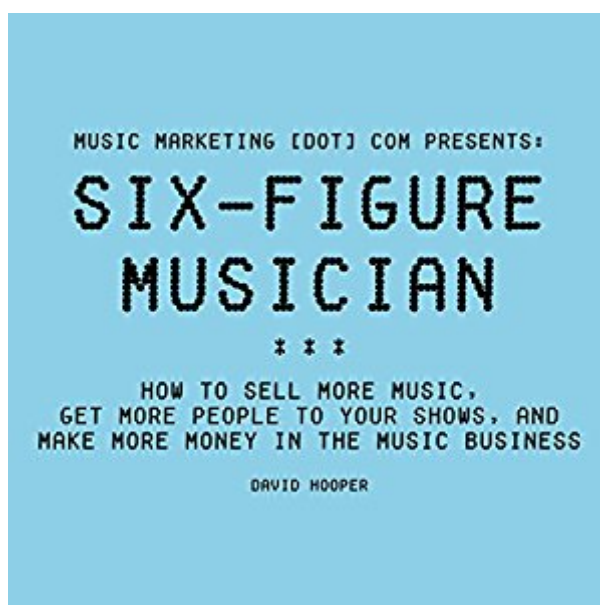


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# Six-Figure Musician: How To Sell More Music, Get More People To Your Shows, And Make More Money In The Music Business: Music Marketing [dot] Com Presents



## Synopsis

An Open Letter to Any Musician Who Wants to Make \$100,000 (or More) in the Music Business

You're in a career where it's considered "normal" to be broke. If you were doing anything else for a living, you'd have given up by now. And I'm sure there are people in your life who wish you'd do just that... They want you to settle down, get a "real" job, and make music a hobby. Screw 'em. The truth is, if you know what to do, you can make a lot of money as a musician. This book shows you what to do. You'll learn exactly how to make money with your music - in the club, on the Internet, and on the road. Here's a taste of what's waiting for you... How to get record labels to approach you (instead of you chasing them) Nobody at your shows? I'll show you several ways to fix that... "The Drip Method" - The most profitable way to release music. A 100-year-old marketing trick developed by a woman thought to be "too fat and ugly" for a career in music - today it works better than ever! The greatest threat to your music business success (it's not piracy) and how to neutralize it. A songwriting secret from successful drag queens and pissed off karaoke singers so potent, it almost guarantees a great song! How a \$10 "kitchen appliance" will make you a better songwriter 4 proven "cures" for music business burnout and overwhelm What it takes for a musician to make \$150,000/year (with only 500 fans) Rules for social media. Ignore these at your own risk. "Superfan" Secrets - How to develop fans who buy everything you sell. How to sell lots of music... without being obnoxious or turning people off Are you a musician over 40? Why age doesn't matter anymore... Proven, word-for-word "scripts" and emails that get people to buy your music 8 ways to make money giving your music away for free A small change in the way you release new music that is so powerful, you will double the money you make. And that's just for starters. There's a lot of money to be made in the music business and this book will make sure you don't miss out. Now is your chance. If you want a successful career as a musician, this book will help you.

## Book Information

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## Customer Reviews

This book has been the singularly most helpful piece of literature on the business of music that I have ever read (and believe me, I have read A LOT. If you're anything like me (an innate researcher who, when determined to do something, reads every book on the subject) you've probably become a little jaded by the massive amount of un-helpful information targeted to musicians. I can't tell you how many books I have thrown across the room in disgust when it became clear that a) the author had no idea what they were talking about and were stuck in a business model that died pretty much 20 years ago or b) the book was really more like a guide to make some money from your music hobby rather than how to create a passion driven career. Thankfully, this book is up to date in its understanding of how the industry works, and offers many timeless tips that will continue to be effective no matter what the next trend is. It is also a guide on how to have a serious career in music that supports your goals. None of this namby pamby day job crap. Everything that you need to know to get started is in this book: from how to manage your time and set achievable goals, to scripts to use on stage to promote yourself (as well as going into the psychology of why what works, works.) By the end of the book you'll have a better understanding of where your money will need to come from, how to make it, and how to re-invest it in yourself to make more. More than that, though, most of the marketing ideas are creative, fun, and are focused on creating and maintaining quality relationships rather than blasting the unwitting public and your unsuspecting facebook followers with constant updates and show flyers. If you are serious about making a career for yourself in the music business, then this book is an absolute necessity.

This book is filled with practical ideas to help an artist engage with their fans. Whilst it is primarily written for musicians, as I read it I kept substituting the word musician for writer, painter, sculptor, comedian, visual artist and nearly all the ideas still worked. There is a little bit of content on the discipline of being an artist - writing regularly, work life balance etc. And another section on finding your niche, but the focus of the book is marketing and fan engagement. One reviewer says there is nothing really new in this book. Sure if you have been around for awhile many of the ideas may already be familiar to you. That may be the case, but everyday, based on the sample of bands I

follow, I now see examples where they have missed the opportunity to better engage with me. All throughout the book, the author discusses the finer details of engagement. For example, don't email your Michigan fans about your up-coming LA tour. So straightaway you get the tip that we need to collect more information from fans than just their email addresses - otherwise how do we know who lives in Michigan or LA. Plus we don't want to be spamming fans with information that isn't relevant to them. The author provides good insight into the impact of digital piracy on your material and how you can leverage positively from it. There are great ideas for creating crowd engagement at gigs as well as scripts for promoting merchandise between sets. The book doesn't read as a treatise on how to rip money off your fans at every juncture. It is written for an artist who is committed to their craft and wants to bring their fans along with them for the journey of their career. You need fans to support your career, this book helps you better engage with them and create value for them. In return fans support you financially (sales, merchandise) and by marketing you (spreading the word). If you were starting a band and were serious this is the book to read. I follow a number of new bands and solo artists and other than the odd Tweet or a Facebook update they are missing out on so many other ways they could engage with me as a fan and hence create a stronger following. I highly recommend this book.

I've only read through Chapter 4 so far, but having worked in the music industry (albeit not at a record label) and with friends who are actively working as musicians, I have a basic sense about how things work and frankly it was great to see someone else put forth many things I've said for years. Especially the role of the big labels and some of the mistakes they've made. That being said, David Hooper does not discourage artists from pursuing recording contracts with labels - instead, he nicely lays out the pros and cons based on what the artist's goals are. He's encouraging without being a know-it-all - as in promoting one way as the only way. Instead, he focuses on an artist being authentic to his/her vision and forging a path that remains true to that vision; finding what works for you rather than relying on the "cookie-cutter" mentality and taking control of your own musical destiny. Much of what Mr. Hooper has to say is absolute common sense (and, if I'm being honest, is good advice for anyone regardless of the industry you work in.) You have to be willing to put in the work and take responsibility for the outcome. He sets out an outline of the 7 qualities you'll need to be a success in the music industry and gives great examples using specific artists and their own unique circumstances. Anyone can be successful, but much of it comes down to their own definition of success and the level of commitment they're willing to make in order to see it happen. I say this is a book for those who work with musicians, too, because it gives a good overview of the music

industry (at least in the first four chapters) ways in which it has changed, and how those changes can work in the artist's favor. A good understanding of the ever-changing environment is a must and Six-Figure Musician definitely provides that.

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