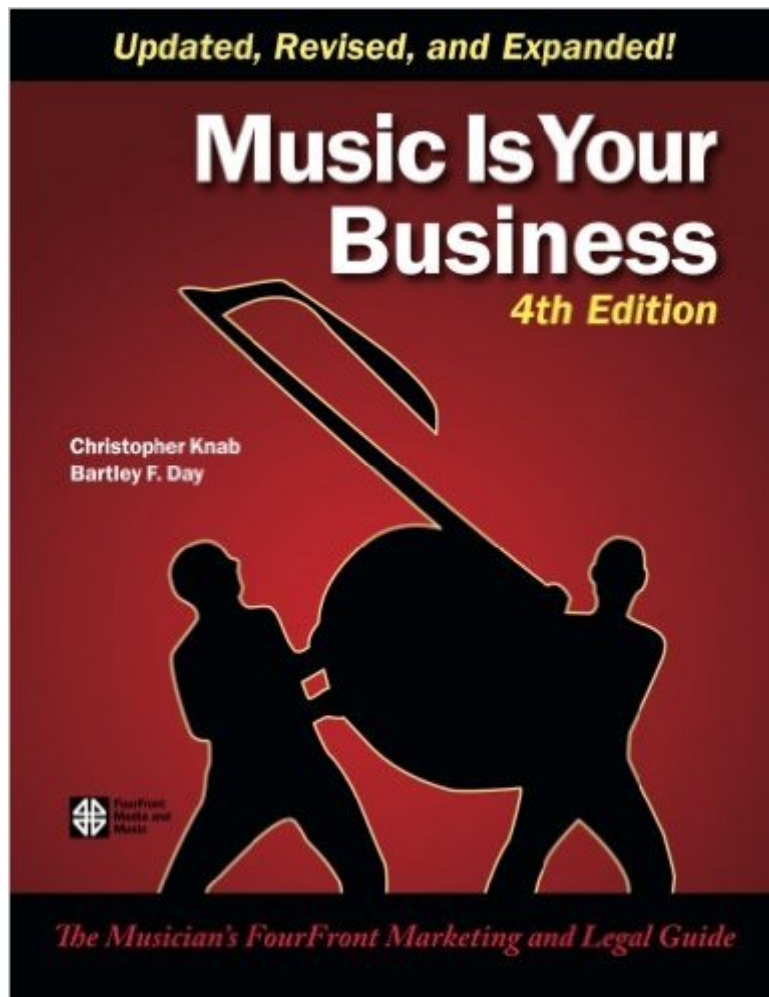


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# Music Is Your Business: The Musician's FourFront Marketing And Legal Guide



## Synopsis

New Edition! Completely Updated and Expanded This book takes the mystery out of the NEW music business! The music industry has changed dramatically in the last five years. You need the latest information on how the music industry is set up, and you need legal information that is current, accurate, and targeted to independent record labels and musicians—whether you're an experienced performer or just starting out. Music industry veteran Christopher Knab's honest, no-nonsense information empowers you to sell, promote, publicize, and perform your music. Learn how to work with industry professionals, prepare a career plan and publicity campaign, connect with your fanbase, grab the attention of distributors, get radio airplay, negotiate offers for live performances, and create a demand for your music with traditional methods and social networking strategies. Entertainment law attorney Bartley F. Day's straight-to-the-point legal chapters include Making Sense of Music Industry Contracts, Recording a Cover Version, Trademarking Band Names, Insider Tips for Hiring a Music Attorney, Filing Copyright Applications, Recording Contract Advances and Royalty Rates, and a new chapter on the controversial 360 Deals now offered by many record labels. This edition is filled with brand new topics like Radio's Reasons Not to Play a Record, and updated favorites like, Ten Reasons Why Musicians Fail (and How Not To), and Con Jobs: Watch Out for the Flim-Flam Man. There's a sample Four Front Music Marketing Plan, a Distributor One-Sheet, a Band Tour and Work Schedule, a Band Bio, and much, much more. At 343 pages, this edition is over 70 pages longer than the 3rd edition. Newly revised, illustrated, and indexed, the 4th edition of Music Is Your Business is the essential book for independent musicians and record labels, and is used as a college and university textbook.

## Book Information

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## **Customer Reviews**

Chris Knab has spent his life in the music business. He knows this is a business (and a nasty business at that at times) but he still thinks music matters. If you are sorting out the vagaries of living in a DIY world and how to make your beautiful music a business without selling your equally beautiful soul, his book is a great place to get you started.

If you are in a band I would highly recommend you get and read this book. Chris Knab has been in the business of music for a long time and knows what he is talking about. Honest and upfront as to what you need to succeed in the crazy world of music. This book will give you the tools you need to get your band heard and seen!

I have not completed the book yet but I have read about half. It is an excellent book for someone who aspires to be part of the music industry. It will give you the WHOLE picture, and a lot of legal information that many people probably don't know about. It also helped me realize some of my options as a musician. I highly recommend this book.

Chris Knab has made his career in all areas of the music business, from record store owner to radio DJ, starting a record label to managing an independent radio station, and music business educator and consultant. Using what he calls the Four Front strategy to cover Artist and Product Development, Promotion, Publicity and Performance issues, Chris Knab shows independent musicians how to navigate the paths to success in the music business. Let me break these down for you a little bit. In the Artist Development section, he lays out the knowledge and skills that musicians and bands need to reach their goals of getting their music out to an audience, and guides you through the many potential minefields that can hinder you from achieving success. In the Product Development section, he and entertainment lawyer Bartley Day detail the specifics of getting a record released, including CD production and both retail and internet distribution, as well as the many legal issues to be considered. In the Promotion section, he gives detailed information needed to get radio airplay for your songs. In the Publicity section, he shows the ways to get the word about your music out to the print, broadcast and internet media. Finally in the Performance section, he focuses on ways to find and build an audience of customers for your music. The book is packed with useful information, but is also easy to read, and is a very good reference for any musician or

band seeking a successful music career. The book won't do the work for you, but it will give you a detailed insider's view on what you need to do to make it in the music business.

This wonderful book represents decades of hard fought knowledge and work from two of the best in the business. Chris Knab's years of music industry experience running record companies, teaching music business courses for over 20 years, working with artists and bands and programming music combined with Bart Day's high-level legal expertise and equal passion for music and musicians makes for a powerful book of advice for musicians who plan to make a career in the music business. It's a challenging, but extremely exciting time to be in the music industry and getting as much help navigating through the craziness with practical and sound advice by people like Chris and Bart who know of what they write and have continued to stay on top of the marketplace, is critical for your success. Buy this book!

Christopher Knab and Bartley F. Day have done it again. A new and better edition of Music is Your Business. The "then" and "now" tables are most helpful and illustrative. The advice to aspiring artists is sound - the labels will only want you after you have put in the work, or paraphrased, you can be creative only after you have learned the notes. Great job guys.

Chris is an amazing teacher and mentor. This book is fantastic for both experienced musicians and those just finding their way into the music industry. These teachings are invaluable if you are to succeed in music business. He has a lifetime of experience and this is one way to sit at the feet of a master to learn your craft. The industry had changed and with each new addition, you learn how to follow and apply the new trends of technology.

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