

# how to make it in the new music business pdf

**how to make it in the new music business pdf** is a sought-after resource for musicians, producers, and industry professionals aiming to navigate the evolving landscape of the music industry. This article explores key strategies and insights drawn from the book and related industry knowledge to help artists and entrepreneurs thrive in today's competitive market. Understanding how to leverage digital platforms, build authentic fan relationships, monetize music effectively, and adapt to constant changes is essential. The guide also covers practical steps for marketing, networking, and protecting intellectual property. By examining these critical elements, readers can gain a comprehensive understanding of how to succeed in the modern music business environment. The following sections break down these topics in detail, providing actionable advice and industry best practices.

- Understanding the New Music Business Landscape
- Building a Strong Personal Brand and Online Presence
- Effective Marketing and Promotion Strategies
- Monetizing Music in the Digital Era
- Networking and Industry Relationships
- Protecting Your Music and Intellectual Property

## Understanding the New Music Business Landscape

The music industry has undergone significant transformation due to technological advancements and changing consumer behaviors. Understanding this new landscape is crucial for anyone looking to make it in the music business today. Traditional revenue streams such as physical album sales have been largely replaced by digital downloads, streaming, and live performances. Artists must adapt by embracing new business models that emphasize direct-to-fan engagement and diversified income sources.

## The Shift from Physical to Digital

With the rise of platforms like Spotify, Apple Music, and YouTube, digital distribution dominates the music market. This shift has lowered barriers to entry but also increased competition. Success now depends on standing out in a saturated digital marketplace and

using data analytics to understand audience preferences.

## **Role of Streaming Services**

Streaming services offer global reach but present challenges in terms of revenue per stream. Artists need to balance streaming exposure with other revenue streams such as merchandise sales, live shows, and licensing deals to maximize earnings.

## **Building a Strong Personal Brand and Online Presence**

A compelling personal brand and a robust online presence are vital components for making it in the new music business. These elements help artists communicate their unique identity and connect authentically with their audience.

## **Creating an Authentic Brand**

Authenticity resonates with fans and builds trust. Musicians should develop a clear narrative that reflects their values, style, and story. This narrative should be consistently conveyed across all platforms and content.

## **Utilizing Social Media Effectively**

Social media platforms like Instagram, TikTok, and Twitter are essential for promoting music and engaging with fans. Regularly sharing behind-the-scenes content, interacting with followers, and leveraging viral trends can significantly boost visibility.

## **Website and Email Marketing**

A professional website serves as a centralized hub for music, tour dates, merchandise, and contact information. Email marketing remains one of the most effective tools for direct communication with fans, offering opportunities for exclusive content and pre-sale tickets.

## **Effective Marketing and Promotion Strategies**

Marketing and promotion are critical for gaining exposure and growing a fan base. The new music business demands innovative approaches aligned with digital trends and consumer behavior.

## **Content Marketing and Storytelling**

Engaging content that tells a story can capture attention and foster emotional connections. This includes music videos, vlogs, interviews, and collaborations that showcase the artist's personality and creativity.

## **Playlist Placement and Influencer Partnerships**

Securing spots on popular playlists can dramatically increase streams and discovery. Additionally, partnering with influencers who align with the artist's brand can amplify reach to targeted audiences.

## **Paid Advertising and Analytics**

Investing in targeted ads on social media and streaming platforms can generate measurable results. Using analytics tools to track campaign performance allows refinement of marketing tactics for better outcomes.

## **Monetizing Music in the Digital Era**

Generating revenue in the modern music business requires diverse and innovative monetization strategies. The traditional royalty model is supplemented by numerous alternative income sources.

## **Streaming Royalties and Sales**

Understanding how streaming royalties work and maximizing digital sales remain foundational. Artists should register with performance rights organizations to ensure they receive all entitled earnings.

## **Live Performances and Touring**

Concerts and tours continue to be significant revenue drivers. Creating memorable live experiences and leveraging merchandise sales at events enhance profitability.

## **Merchandising and Crowdfunding**

Merchandise sales offer additional income and promote brand loyalty. Crowdfunding platforms enable fans to directly support projects, providing upfront capital for recording or marketing efforts.

## **Sync Licensing and Publishing**

Licensing music for use in film, television, commercials, and video games provides lucrative opportunities. Establishing publishing rights management helps maximize income from these sources.

## **Networking and Industry Relationships**

Building strong professional relationships is essential in the music business. Networking opens doors to collaborations, bookings, and industry support.

## **Connecting with Industry Professionals**

Artists should actively seek connections with producers, managers, agents, and other musicians. Attending industry events, conferences, and workshops facilitates meaningful interactions.

## **Collaborations and Features**

Working with other artists can expand reach and introduce music to new audiences. Collaborations often lead to creative growth and mutual promotional benefits.

## **Maintaining Professionalism**

Consistent professionalism and reliability build a positive reputation. Meeting deadlines, honoring agreements, and respectful communication are critical for sustaining long-term relationships.

## **Protecting Your Music and Intellectual Property**

In the new music business, safeguarding intellectual property rights is pivotal. Proper protection ensures that artists retain control and receive fair compensation for their work.

## **Copyright Registration**

Registering compositions and recordings with the appropriate copyright offices establishes legal ownership and facilitates enforcement against unauthorized use.

## **Understanding Contracts and Agreements**

Clear contracts protect artists' interests in collaborations, publishing, distribution, and

management deals. Consulting with entertainment lawyers helps navigate complex legal terms.

## **Monitoring and Enforcement**

Regularly monitoring the use of music online and offline helps detect infringement. Taking timely action against unauthorized exploitation preserves rights and revenue streams.

- Understanding the new music business landscape
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- Networking and industry relationships
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## **Frequently Asked Questions**

### **What is 'How to Make It in the New Music Business' PDF about?**

The PDF is a comprehensive guide by Ari Herstand that provides practical advice and strategies for independent musicians to succeed in today's music industry without relying on traditional record deals.

### **Where can I legally download the 'How to Make It in the New Music Business' PDF?**

The official and legal way to access the PDF is by purchasing it through Ari Herstand's website or authorized retailers. Free downloads from unauthorized sites are illegal and not recommended.

### **Does 'How to Make It in the New Music Business' PDF cover digital marketing strategies?**

Yes, the book extensively covers digital marketing tactics, including social media promotion, email marketing, and building an online fanbase essential for independent artists.

## Is 'How to Make It in the New Music Business' PDF suitable for beginners?

Absolutely. The guide is written in an accessible manner, making it suitable for musicians at all levels, especially those new to navigating the modern music industry.

## Are there updates to the 'How to Make It in the New Music Business' PDF to reflect recent industry changes?

Yes, Ari Herstand regularly updates the book to reflect changes in the music business, including new digital platforms, revenue streams, and promotional strategies.

## Additional Resources

### 1. *How to Make It in the New Music Business* by Ari Herstand

This book is a comprehensive guide for independent musicians navigating the modern music industry. Ari Herstand shares practical advice on building a fanbase, marketing, monetizing music, and understanding legal aspects. It's particularly valuable for artists seeking to maintain control over their careers without relying on major labels. The author's firsthand experience and accessible writing make complex industry topics easy to understand.

### 2. *Music Business Made Simple: A Guide to Becoming a Recording Artist* by J. S. Rudenske

This book breaks down the music business into manageable concepts for emerging artists. It covers everything from songwriting and recording to distribution and promotion. The guide emphasizes the importance of business knowledge for artists to sustain and grow their careers independently. Readers will find actionable tips to help them navigate contracts, royalties, and digital platforms.

### 3. *All You Need to Know About the Music Business* by Donald S. Passman

Considered a classic in the industry, this book provides an in-depth look at the legal and financial workings of the music business. Passman covers contracts, copyright, publishing, and artist management with clarity and authority. It's an essential resource for musicians, managers, and industry professionals who want to understand the complexities of the music world. The latest editions address modern challenges such as streaming and digital rights.

### 4. *The Indie Band Survival Guide* by Randy Chertkow and Jason Feehan

Targeted at independent musicians, this guide offers practical strategies for building a sustainable career without label support. It discusses touring, marketing, social media, and leveraging technology to connect with fans. The authors include interviews with successful indie artists to provide real-world insights. This book is a motivational and tactical resource for artists forging their own path.

### 5. *Music Marketing for the DIY Musician* by Bobby Borg

This book focuses specifically on marketing strategies tailored for independent musicians. It outlines how to create effective campaigns, build an online presence, and engage with audiences. Borg provides step-by-step advice on branding, social media, and public

relations. The guide is ideal for musicians who want to take control of their promotion efforts and increase their visibility.

6. *Making Money with Music: An Insider's Guide to Becoming Your Own Music Publisher* by Eric Beall

This book delves into the often-overlooked area of music publishing and rights management. It explains how artists can generate revenue through licensing, royalties, and publishing deals. Beall shares insider tips on protecting intellectual property and maximizing income streams. Musicians seeking to understand the financial side of their work will find this book invaluable.

7. *The Future of the Music Business* by Steve Gordon

Steve Gordon explores how technology and changing consumer behaviors are reshaping the music industry. The book offers insights into new opportunities for artists, including digital distribution and innovative revenue models. It also addresses challenges such as piracy and streaming royalties. This forward-looking guide helps musicians prepare for ongoing shifts in the business landscape.

8. *Tour Smart: And Break the Band* by Martin Atkins

This book provides practical advice on managing and profiting from live performances and tours. Atkins shares his extensive experience to help artists plan tours, budget effectively, and avoid common pitfalls. The guide emphasizes the importance of live shows as a revenue source and promotional tool. Musicians looking to enhance their touring strategy will benefit from this hands-on resource.

9. *Music Business Hacks: Tips & Tricks for the DIY Musician* by Michael Brandvold

A concise and actionable book, this title offers quick tips for independent musicians to navigate the business side efficiently. It covers topics such as social media, branding, licensing, and digital distribution. Brandvold's practical advice is aimed at helping artists save time and money while maximizing their career potential. This book is perfect for busy musicians seeking straightforward guidance.

## **[How To Make It In The New Music Business Pdf](#)**

### How to Make It in the New Music Business

Forget the outdated rules. The music industry has changed, and if you're an artist trying to navigate this new landscape, you're probably feeling lost, frustrated, and overwhelmed. You're pouring your heart and soul into your music, but the traditional paths to success seem blocked. You're struggling to get noticed, build a fanbase, and make a living doing what you love. You're grappling with digital distribution, social media algorithms, and the constant pressure to stay relevant. This ebook provides the roadmap you need to escape the struggle and build a thriving music career on your own terms.

This ebook, "The New Music Business Blueprint," by [Your Name/Pen Name], will show you how to:

Introduction: Understanding the Transformed Music Landscape  
Chapter 1: Building Your Brand: Defining Your Artist Persona and Niche  
Chapter 2: Mastering Digital Distribution and Streaming Platforms  
Chapter 3: Leveraging Social Media for Fan Engagement and Growth  
Chapter 4: Monetizing Your Music: Diversifying Income Streams  
Chapter 5: Networking and Collaboration: Building Your Music Community  
Chapter 6: Protecting Your Intellectual Property: Copyright and Licensing  
Chapter 7: Marketing and Promotion: Reaching Your Target Audience  
Chapter 8: Analyzing Your Data: Tracking Progress and Refining Your Strategy  
Conclusion: Building a Sustainable and Fulfilling Music Career

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# How to Make It in the New Music Business: The Complete Guide

## **Introduction: Understanding the Transformed Music Landscape**

The music industry is no longer the monolithic entity it once was. The rise of digital platforms has democratized music creation and distribution, opening doors for independent artists but also creating a fiercely competitive landscape. Gone are the days of relying solely on record labels for success. Today's successful musicians are savvy entrepreneurs, mastering marketing, branding, and digital strategies alongside their musical talent. This book equips you with the knowledge and tools to navigate this new reality and build a sustainable career.

## **Chapter 1: Building Your Brand: Defining Your Artist Persona and Niche**

Your brand is more than just your music; it's your entire identity as an artist. It's how you present yourself to the world, your unique selling proposition, and what sets you apart from the millions of other artists vying for attention.

Key Aspects of Brand Building:

Defining Your Artist Persona: What is your style? What's your message? Who is your ideal listener? Understanding your core values and aesthetic will inform every aspect of your brand. Consider creating a detailed artist statement to guide your creative decisions.

Identifying Your Niche: Don't try to be everything to everyone. Focus on a specific genre or subgenre that resonates with you and attracts a dedicated audience. A strong niche helps you target your marketing efforts effectively.

Visual Branding: Your logo, website design, and social media aesthetics should reflect your brand

identity consistently. Professional visuals are crucial for creating a credible and appealing image.

**Storytelling:** Develop a compelling narrative around your music and your journey as an artist. Share your story authentically to connect with your listeners on an emotional level.

**Consistent Messaging:** Maintain a unified brand voice across all platforms to strengthen your presence and build recognition.

## **Chapter 2: Mastering Digital Distribution and Streaming Platforms**

Digital distribution is the lifeblood of the modern music industry. Understanding how to effectively upload, promote, and monetize your music on various platforms is paramount.

**Key Platforms and Strategies:**

**Choosing a Distributor:** Research different digital distributors (e.g., DistroKid, CD Baby, TuneCore) and choose the one that best suits your needs and budget. Consider factors like cost, royalty rates, and support services.

**Optimizing Metadata:** Accurate and compelling metadata (title, artist name, genre, album art, etc.) is crucial for discoverability on streaming services. Use relevant keywords and compelling descriptions to attract listeners.

**Understanding Royalties:** Familiarize yourself with the royalty structures of different platforms and understand how you'll earn income from your music streams.

**Playlist Pitching:** Targeting relevant playlists on streaming services can significantly boost your exposure and attract new listeners. Research and identify playlists aligned with your genre and style.

**Regular Releases:** Maintaining a consistent release schedule helps keep your audience engaged and builds anticipation for new music.

## **Chapter 3: Leveraging Social Media for Fan Engagement and Growth**

Social media is no longer just a platform for sharing; it's a crucial tool for building a loyal fanbase and fostering direct engagement with your listeners.

**Key Strategies:**

**Choosing the Right Platforms:** Focus your efforts on the platforms where your target audience is most active. Don't spread yourself too thin; concentrate on mastering a few key platforms effectively.

**Creating Engaging Content:** Post a variety of content, including music snippets, behind-the-scenes glimpses, and interactive polls or Q&As, to keep your followers interested.

**Building a Community:** Respond to comments, messages, and engage in conversations with your

followers. Foster a sense of community around your music.

Utilizing Paid Advertising: Consider using targeted advertising campaigns on platforms like Facebook, Instagram, or TikTok to reach a wider audience.

Collaborating with Influencers: Partnering with relevant influencers can expose your music to a new segment of potential fans.

## **Chapter 4: Monetizing Your Music: Diversifying Income Streams**

Relying solely on streaming royalties can be unreliable. Diversify your income streams to create a sustainable music career.

Diversification Strategies:

Merchandise: Sell t-shirts, posters, or other branded merchandise to generate additional revenue.

Live Performances: Playing live gigs is a powerful way to connect with fans and generate income.

Patreon or Subscription Services: Offer exclusive content or perks to paying subscribers.

Sync Licensing: Licensing your music for use in film, television, or advertising can be a lucrative income source.

Sponsorships and Brand Deals: Collaborate with brands that align with your values and audience.

## **Chapter 5: Networking and Collaboration: Building Your Music Community**

Building strong relationships within the music industry is essential for growth and success.

Networking Techniques:

Attend Industry Events: Networking events, conferences, and workshops provide opportunities to connect with other musicians, industry professionals, and potential collaborators.

Online Networking: Engage in online music communities and forums.

Collaborate with Other Artists: Collaborations can expose you to new audiences and inspire creative growth.

Mentorship: Seek out mentorship from experienced musicians or industry professionals.

## **Chapter 6: Protecting Your Intellectual Property: Copyright and Licensing**

Understanding copyright and licensing is crucial for protecting your work and ensuring you receive proper compensation for its use.

Key Considerations:

**Registering Your Copyright:** Register your music with a copyright agency to protect your ownership rights.

**Understanding Licensing Agreements:** Familiarize yourself with different types of licenses (mechanical, sync, etc.) and their implications.

**Legal Advice:** Seek legal counsel when entering into any licensing agreements or contracts.

## **Chapter 7: Marketing and Promotion: Reaching Your Target Audience**

Effective marketing is essential for reaching your target audience and building your fanbase.

Marketing Strategies:

**Targeted Advertising:** Utilize online advertising platforms to reach specific demographics.

**Public Relations:** Build relationships with music journalists and bloggers to secure media coverage.

**Email Marketing:** Build an email list to stay in touch with your fans and announce new releases.

**Content Marketing:** Create valuable content (blog posts, videos, etc.) to attract and engage your audience.

## **Chapter 8: Analyzing Your Data: Tracking Progress and Refining Your Strategy**

Data analysis provides valuable insights into the effectiveness of your strategies. Use data to inform your decisions and refine your approach over time.

Data Analysis Tools and Techniques:

**Utilize Streaming Platform Analytics:** Monitor your streaming statistics to understand your audience demographics and listening habits.

Track Social Media Metrics: Analyze your social media engagement to see what content resonates most with your followers.

A/B Testing: Experiment with different marketing strategies and analyze the results to determine what works best.

## **Conclusion: Building a Sustainable and Fulfilling Music Career**

The new music business requires a multifaceted approach. By mastering the skills and strategies outlined in this book, you can build a thriving and fulfilling career on your own terms. Embrace the challenges, stay persistent, and never stop creating.

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FAQs:

1. How can I get my music on Spotify and Apple Music? You'll need to use a digital music distributor like DistroKid, CD Baby, or TuneCore. They handle the technical aspects of uploading your music to streaming platforms.
2. What's the best way to promote my music on social media? Focus on creating engaging content that resonates with your target audience, interact with your followers, and use targeted advertising to reach new listeners.
3. How do I make money from my music besides streaming royalties? Diversify your income by selling merchandise, performing live, licensing your music, or offering subscriptions.
4. How important is networking in the music industry? Networking is crucial. Building relationships with other artists, industry professionals, and potential collaborators opens doors to opportunities.
5. How can I protect my music from copyright infringement? Register your copyright, understand licensing agreements, and seek legal counsel when necessary.
6. What kind of data should I be tracking? Track your streaming statistics, social media engagement, and the performance of your marketing campaigns.
7. How do I find my niche in the music industry? Reflect on your musical style, influences, and what makes your music unique. Find a genre or subgenre that resonates with your artistic vision and attracts a specific audience.
8. What if I don't have a large budget for marketing? Focus on organic marketing strategies like building a strong social media presence, creating engaging content, and networking.
9. How long does it take to see results from my music marketing efforts? Success in the music

industry takes time and dedication. Be patient, consistent, and adapt your strategies based on your data analysis.

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#### Related Articles:

1. The Ultimate Guide to Music Distribution: A comprehensive guide to choosing a distributor, optimizing your metadata, and understanding royalty structures.
2. Building a Powerful Music Brand on Social Media: Strategies for creating engaging content, building a community, and leveraging social media for fan growth.
3. Mastering Music Marketing on a Budget: Effective and affordable marketing strategies for independent musicians.
4. The Power of Music Collaboration: The benefits of collaboration, how to find collaborators, and strategies for successful partnerships.
5. Understanding Music Copyright and Licensing: A clear explanation of copyright law, different types of licenses, and protecting your intellectual property.
6. Monetizing Your Music Beyond Streaming Royalties: Alternative income streams for musicians, including merchandise, live performances, and licensing opportunities.
7. How to Analyze Your Music Data and Refine Your Strategy: Tools and techniques for tracking your progress and making data-driven decisions.
8. Networking Your Way to Success in the Music Industry: Tips for building relationships, attending industry events, and leveraging online networking platforms.
9. Creating a Compelling Artist Persona and Finding Your Niche: Strategies for defining your brand identity, understanding your target audience, and building a unique artist persona.

**how to make it in the new music business pdf:** *How To Make It in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician (Third)* Ari Herstand, 2023-01-17 Now Magazine: "Top 5 Music Business Books" Hailed as an "indispensable" guide (Forbes), *How to Make It in the New Music Business* returns in a significantly revised and expanded third edition. *How to Make It in the New Music Business*, since its first publication in 2016, has become the go-to resource for musicians eager to make a living in a turbulent industry. Widely adopted by ambitious individuals and music schools across the world and considered "the best how-to book of its kind" (Music Connection), this essential work has inspired tens of thousands of aspiring artists to stop waiting around for that "big break" and take matters into their own hands. In this highly anticipated new edition, Ari Herstand reveals how to build a profitable career with the many tools at our fingertips in the post-COVID era and beyond, from conquering social media and mastering the digital landscape to embracing authentic fan connection and simply learning how to persevere. This edition breaks down these phenomena and more, resulting in a timeless must-have for anyone hoping to navigate the increasingly complex yet advantageous landscape that is the modern music business.

**how to make it in the new music business pdf:** *How To Make It in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician (Second Edition)* Ari Herstand, 2019-11-05 Hailed as an “indispensable” guide (Forbes), *How to Make It in the New Music Business* returns in this extensively revised and expanded edition. When *How to Make It in the New Music Business* hit shelves in 2016, it instantly became the go-to resource for musicians eager to make a living in a turbulent industry. Widely adopted by music schools everywhere and considered “the best how- to book of its kind” (Music Connection), it inspired thousands to stop waiting around for that “big break.” Now trusted as the leading expert for “do it yourself” artists, Ari Herstand returns with this second edition, maintaining that a stable career can be built by taking advantage of the many tools at our fingertips: conquering social media, mastering the art of merchandising, embracing authentic fan connection, and simply learning how to persevere. Comprehensively updated to include the latest online trends and developments, it offers inspiring success stories across media such as Spotify and Instagram. The result is a must- have for anyone hoping to navigate the increasingly complex yet advantageous landscape that is the modern music industry.

**how to make it in the new music business pdf: Get More Fans: The DIY Guide to the New Music Business** Jesse Cannon, Todd Thomas, 2012-11-25 How Do I Promote My Music On A Small Budget? How Do I Get My YouTube Videos to Spread? How Do I Turn Casual Fans Into One’s Who Buy From Me? How Do I Get Written About On Blogs? How Do I Increase Turnout At Shows? How Do I Make Fans Using Facebook, Twitter, Tumblr And SoundCloud? With every day that passes, the power the major labels once had dies a little more. The chance to get the same exposure as your favorite musicians gets easier and easier. The hurdles that would only allow you to get popular, if the right people said your music was good enough, are gone. You can now get exposed to thousands of potential fans without investing 1% of what musicians used to by building a fanbase based on listeners love for your music. No more writing letters hoping that A&R writes you back. This book explains how you do it. While many books will tell you obvious information, legal mumbo-jumbo and marketing catchphrases that don’t help you get more fans. Our experience working with real bands - from upstarts like Man Overboard and Transit to legends like The Cure, The Misfits and Animal Collective, has led us to understand the insider tricks and ideas that go into some of the most important groups of our time. We produce records, do licensing deals, negotiate record contracts and get the musicians we work with written about on websites like Pitchfork and Vice. We have worked with bands who started off as nothing and became something. Unlike any other book written on the subject we have compiled the knowledge no one else has been willing to print in fear of obsoleting their own career. We give you thousands of ideas on how to get people to hear your music and turn them into fans who pay to support your music. Whether you are a label owner, musician, manager, booking agent or publicist there is information in this book that will help you do what you do better. Enjoy! For more information see [GetMoreFansBook.com](http://GetMoreFansBook.com)

**how to make it in the new music business pdf: How to Make it in the New Music Business** Robert Wolff, 2004 In *How to Make it in the New Music Business*, author Robert Wolff welcomes you to today's new high-tech digital universe by taking you to school. In 13 lessons, Wolff teaches you why you no longer have to play by old music business rules. Offering information, inspiration, and advice, Wolff and his famous friends show you how to take complete control over your music, your product, and your dream Book jacket.

**how to make it in the new music business pdf: The Music Business and Digital Impacts** Daniel Nordgard, 2019-10-29

**how to make it in the new music business pdf: The New Music Industries** Diane Hughes, Mark Evans, Guy Morrow, Sarah Keith, 2016-09-27 This research-based book outlines career models for artists, methods of creative engagement, artistic options including individuality and branding, production practices, the realities of being a musician in the new industries, and implications for popular music education. Due to the profound effects of the digitisation of music, the music industries have undergone rapid transformation. The former record label dominated industry has

been supplanted by new industries, including digital aggregators, strategists and online platforms. These new music industries now facilitate 'direct' access to both artists and their music. While such accessibility and the potential for artist exposure have never been greater, the challenge to stand out or to even navigate a musical career pathway is formidable. A useful resource for musicians and educators, this text highlights the ways in which the new music industries facilitate increased opportunities for 21st Century popular musicians to collaborate, communicate and interact with others interested in their music.

**how to make it in the new music business pdf: What They'll Never Tell You About the Music Business, Third Edition** Peter M. Thall, 2016-08-23 The completely revised and expanded edition of What They'll Never Tell You About the Music Business is a must-have reference. You'll learn: - How many musicians have seized do-it-yourself internet opportunities to create successful business models, - How the royalty pie is sliced—and who gets the pieces, - How the fundamentals of music publishing, producing, managing, touring, and the record industry apply more than ever, - Why this book is the indispensable guide to the worldwide music industry, - How corporate general counsels can educate their employees (and themselves) to understand the strictures of copyright law and to avoid trouble, - And much more.

**how to make it in the new music business pdf: How To Make It in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician** Ari Herstand, 2016-12-20 Ari is at the front of the front. He gets it. I've read a hundred how-to-make-it-in-the-music-biz books, and this one is today's definitive, comprehensive manual. —Jack Conte, 150+ million YouTube views, Pomplamoose, CEO of Patreon Forget everything you think you know about the odds of "making it" in the music industry. Today, odds mean nothing and success is not about lucky breaks. It's about conquering social media, mastering the art of merchandising and simply working harder and being smarter than everyone else. We are living in the midst of an industry renaissance, one that has left the record companies desperately struggling to maintain their prominence, as a subculture of dedicated, DIY (do-it-yourself) musicians have taken over. These days talent is a given and success has to be earned. In 2008, Ari Herstand boldly turned in his green Starbucks apron to his manager, determined to make a living off his craft as a singer/songwriter. Almost a decade later, he has become a founding member of the new DIY movement and a self-sustaining musician, all without the help of a major label. Now, drawing from years of experience, Herstand has written the definitive guide for other like-minded artists, the ones who want to forge their own path and not follow the traditional markers of success, like record sales, hits on the radio or the amount of your label advance. Incredibly comprehensive and brutally honest throughout, How to Make It in the New Music Business covers every facet of the new business, including how to: Build a grass-roots fan base—and understand the modern fan Book a profitable tour, and tips for playing live, such as opening vs. headlining etiquette, and putting on a memorable show Become popular on YouTube, Spotify and SoundCloud Get songs placed in film and television Earn royalties you didn't know existed and reach your crowdfunding goals Musicians will not only be introduced to all the tools available today but will be shown how to effectively leverage them to actually make money. More important, they will develop the mindset to be aware of new advancements both online and in the real world and always stay in tune with a constantly evolving landscape. There has never been a better time to be an independent musician. Today, fans can communicate with their idols by simply picking up their phones, artists are able to produce studio-worthy content from their basement and albums are funded not by record men but by generous, engaged supporters. As result, How to Make It in the New Music Business is a must-have guide for anyone hoping to navigate the increasingly complex yet advantageous landscape that is the modern music industry.

**how to make it in the new music business pdf: All You Need to Know About the Music Business, Seventh Edition** Donald S Passman, 2009 No one understands the music industry--from the technology, to the legalities, to the new industry practices--better than veteran music lawyer Donald Passman. In this completely revised and updated seventh edition of All You Need To Know

About the Music Business, which the Los Angeles Times called “the industry bible” and which has sold hundreds of thousands of copies, Passman offers executives and artists, experts and novices alike the essential information they need not only to survive in these volatile and exciting times, but also to thrive. Drawing on his unique, up-to-the-minute experience as one of the most trusted advisors in the business, Passman offers advice concerning: - The Copyright Royalty Board’s latest decisions regarding online transmissions. - The developing new customs concerning new technologies such as streaming on demand, ringtones, and digital downloads. Passman also gives guidance on other fundamental issues such as how to: - Select and hire a winning team of advisors--personal and business managers, agents, and attorneys--and structure their commissions, percentages, and fees in a way that will protect you and maximize these relationships. - Master the big picture and the finer points of record deals. - Navigate the ins and outs of songwriting, music publishing, and copyright law. - Maximize concert touring and merchandising deals. Almost everyone in the music business, from musicians and songwriters to entertainment lawyers and record company executives, are scrambling to sort out what is going to happen next, and Passman is right in the thick of these changes. Here is a book for anyone interested in a music career: a comprehensive and crucial guide to making it in one of the world’s most dynamic industries.

**how to make it in the new music business pdf: Designing the Music Business** Guy Morrow, 2020-06-10 This book addresses the neglect of visual creativities and content, and how these are commercialised in the music industries. While musical and visual creativities drive growth, there is a lack of literature relating to the visual side of the music business, which is significant given that the production of meaning and value within this business occurs across a number of textual sites. Popular music is a multimedia, discursive, fluid, and expansive cultural form that, in addition to the music itself, includes album covers; gig and tour posters; music videos; set, stage, and lighting designs; live concert footage; websites; virtual reality/augmented reality technologies; merchandise designs; and other forms of visual content. As a result, it has become impossible to understand the meaning and value of music without considering its relation to these visual components and to the interrelationships between them. Using design culture theory, participant observation, interviews, case studies, and a visual methodology to explore the topic, this research-based book is a valuable study aid for undergraduate and postgraduate students of subjects including the music business, design, arts management, creative and cultural industries studies, business and management studies, and media and communications.

**how to make it in the new music business pdf: Your Music and People** Derek Sivers, 2022-05 a philosophy of getting your work to the world by being creative, considerate, resourceful, and connected

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work. It all begins with the right team, and this practical guide explains who you need to have on your side as you begin to grow and get more exposure. Coverage includes rehearsing, performing, recording, publishing, copyrights, royalties, and much more, giving you the information you need to start your career off smart. Music industry success has never been easy to achieve, and recent transformations and disruptions to the business side have made the whole idea even more daunting than before. This guide gives you a roadmap around the landmines, and provides expert advice for starting out on the right foot. Find the right players, agents, and business managers Make more money from your work with smart distribution Build your brand and get people talking about you Get gigs, go on tour, and keep on growing If music is your calling, you need to plan your career in a way that sets you up for success from the very beginning. Put the right people in place, get the most out of your investments, and learn how to work the crowd both virtually and in person. Music Business For Dummies is your companion on your journey to the music career you want.

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**how to make it in the new music business pdf: Business Innovation and Disruption in the Music Industry** Patrik Wikström, Robert DeFillippi, 2016-01-29 Patrik Wikström and Robert DeFillippi bring together innovative, multidisciplinary perspectives on business innovation and disruption in the music industry. Authors from fields such as cultural studies, economics, management, media studies, musicology and human geography in North America, Europe and Asia focus on the “second wave” of digital disruption and the transformation of the music industry. The chapters are structured into three parts: the first part contextualizes changes in the music industry that have been driven by digital technologies since the end of the 1990s. The second part unpacks the impact of these disruptive technologies on business models in specific industry sectors and geographies, and the third and final part examines questions related to the emergence of subscription music services. Concluding chapters link back to the role of hackers as a subversive and innovative force in the music economy and examine how hacker creativity can be facilitated and encouraged to generate the next big music industry innovation. This multifaceted look at the music business will serve as a resource for both undergraduate and graduate students, as well as established scholars and industry professionals.

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**how to make it in the new music business pdf: Can Music Make You Sick?** Sally Anne Gross, George Musgrave, 2020-09-29 "Musicians often pay a high price for sharing their art with us. Underneath the glow of success can often lie loneliness and exhaustion, not to mention the basic struggles of paying the rent or buying food. Sally Anne Gross and George Musgrave raise important questions - and we need to listen to what the musicians have to tell us about their working conditions and their mental health." Emma Warren (Music Journalist and Author). "Singing is crying for grown-ups. To create great songs or play them with meaning music's creators reach far into emotion and fragility seeking the communion we demand of it. However, music's toll on musicians can leave deep scars. In this important book, Sally Anne Gross and George Musgrave investigate the relationship between the wellbeing music brings to society and the wellbeing of those who create. It's a much needed reality check, deglamorising the romantic image of the tortured artist." Crispin Hunt (Multi-Platinum Songwriter/Record Producer, Chair of the Ivors Academy). It is often assumed that creative people are prone to psychological instability, and that this explains apparent associations between cultural production and mental health problems. In their detailed study of recording and performing artists in the British music industry, Sally Anne Gross and George Musgrave turn this view on its head. By listening to how musicians understand and experience their working lives, this book proposes that whilst making music is therapeutic, making a career from music can be traumatic. The authors show how careers based on an all-consuming passion have become more insecure and devalued. Artistic merit and intimate, often painful, self-disclosures are the subject of unrelenting scrutiny and data metrics. Personal relationships and social support networks are increasingly bound up with calculative transactions. Drawing on original empirical research and a wide-ranging survey of scholarship from across the social sciences, their findings will be provocative for future research on mental health, wellbeing and working conditions in the music industries and across the creative economy. Going beyond self-help strategies, they challenge the industry to make transformative structural change. Until then, the book provides an invaluable guide for anyone currently making their career in music, as well as those tasked with training and educating the next generation.

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and fees; navigate the ins and outs of record deals, songwriting, publishing, and copyrights; maximize concert, touring, and merchandising deals; and how the game is played in a streaming world. "If you want to be in music, you have to read this book," says Adam Levine, lead singer and guitarist of Maroon 5. With its proven track record, this updated edition of *All You Need to Know About the Music Business* is more essential than ever for musicians, songwriters, lawyers, agents, promoters, publishers, executives, and managers—anyone trying to navigate the rapid transformation of the industry.

**how to make it in the new music business pdf:** *Making Music* Dennis DeSantis, 2015

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Hooper explains the ins and outs of the music industry, explaining how to make a six-figure income.

**how to make it in the new music business pdf:** *Introduction to the Music Industry* Catherine Fitterman Radbill, 2016-09-01 *Introduction to the Music Industry: An Entrepreneurial Approach*, Second Edition is an introductory textbook that offers a fresh perspective in one of the fastest-changing businesses in the world today. It engages students with creative problem-solving activities, collaborative projects and case studies as they explore the inner workings of the music business, while encouraging them to think like entrepreneurs on a path toward their own successful careers in the industry. This new edition includes a revised chapter organization, with chapters streamlined to focus on topics most important to music business students, while also maintaining its user-friendly chapter approach. Supported by an updated companion website, this book equips music business students and performance majors with the knowledge and tools to adopt and integrate entrepreneurial thinking successfully into practice and shape the future of the industry.

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creating music!

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**how to make it in the new music business pdf:** *Music Marketing for the DIY Musician* Bobby Borg, 2020-01-07 *Do it yourself and succeed!* More and more artists are taking advantage of new technologies to try and build successful careers. But in this expanding competitive marketplace, serious do-it-yourself musicians need structured advice more than ever. In *Music Marketing for the DIY Musician*, veteran musician and industry insider Bobby Borg presents a strategic, step-by-step guide to producing a fully customized, low-budget plan of attack for marketing one's music. Presented in a conversational tone, this indispensable guide reveals the complete marketing process using the same fundamental concepts embraced by top innovative companies, while always encouraging musicians to find their creative niche and uphold their artistic vision. The objective is to help artists take greater control of their own destinies while saving money and time in attracting the full attention of top music industry professionals. It's ultimately about making music that matters, and music that gets heard! Updates include: New interviews highlighting current marketing strategies for the new music market Info on how to leverage digital marketing and streaming

playlists Updated stories and examples of current music marketing principles Future forecasts and trends into music marketing New and revised services, tools, references, and contacts that can help musicians further their careers New marketing plan samples for bands/solo artists and freelance musicians and songwriters

**how to make it in the new music business pdf:** *How to Build a Sustainable Music Career and Collect All Revenue Streams* Emily White, 2020-03-05 Emily White has been at the forefront of the modern music industry throughout her career. In this book, she shares her wisdom for all musicians who want access to this information. White feels that the modern music industry is rarely, if ever, presented in order - from creation to execution or recording to release. For the first time, White has penned all of her best practices and advice for musicians looking to build a long-term career into a single book, while ensuring they aren't missing any funds owed to them along the way. As an entrepreneur, manager and consultant, White has navigated countless new platforms for musicians and presents the findings in a methodical and step by step manner. This book shows musicians how to build a career from day one, as well as how to get your career organized moving forward if it isn't your first rodeo. Early Praise for *How to Build a Sustainable Music Career and Collect All Revenue Streams*: A must-read for anyone launching a career in music or the music industry. -Hypebot Few people I know have the experience, savvy and aptitude that Emily White brings to the table, and to a book this necessary and important, especially as this new music ecosystem really starts to take flight. So to all the artists & entrepreneurs looking to be students of the game and makers of the money, not just the music - get the book, get your mind right, and go get your hustle on. -Amaechi Uzoigwe, Manager of Run The Jewels, Founder of FourM Arts & Science A concise and current guide to getting your ducks in a row from the woman who is steadily helping me row my ducks. -JULIA NUNES, Musician & Songwriter In today's world, you gotta build your own career from the ground up, Emily's book gives you an excellent road map to do that. -Donald S. Passman, Author of *All You Need to Know About the Music Business* Emily White continues to show the music business that having a good foundation is fundamental to success. No short cuts! -Kevin Lyman, Warped Tour Founder & USC Professor Emily White is an entrepreneur and Founder at Collective Entertainment and #iVoted. White's career spans the entertainment industry, always putting artists and talent first, while taking care of fans a very close second. Her name graced the cover of *Billboard* magazine while in her 20's, with White's work additionally covered by *Forbes*, *Fast Company*, *Bloomberg*, *Rolling Stone*, *CNN*, *Fox Business*, *Vox*, *The Huffington Post*, *Pitchfork*, *Relix*, *The Fader*, *Pollstar*, *Stereogum*, *Alternative Press*, *ESPN* and more. She is a regular speaker around the globe at events such as *SXSW*, *Midem*, *BIGSOUND Australia*, *Canadian Music Week*, *PollstarLive!*, *NAMM*, *Music Biz*, *NARM*, *SanFran MusicTech*, *Between The Waves*, and innumerable universities. White has served on the boards of *Future of Music*, *Well-Dunn*, *CASH Music*, *SXSW*, *The David Lynch Foundation Live!*, *The Grammys' Education Committee*, and *Pandora's Artist Advisory Council*. Her first book, *Interning 101*, was released in 2017 (9GiantStepsBooks) and is a course book at schools around the world. White is an Adjunct Professor at New York University's Clive Davis Institute of Recorded Music in Tisch School of The Arts.

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Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. START WITH WHY shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

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Chisholm, 2014-09-22 Run Your Music Business(tm) is the second book in the Music Law Series(tm) written by experienced entertainment lawyer, Audrey K. Chisholm, whose clients have been featured on MTV(r), American Idol(r), and VHI(r). Run Your Music Business(tm) picks up where Start Your Music Business(tm) left off and is an easy to read guide for songwriters, producers, music publishers, independent record labels, artists, bands, musicians, and individuals in the music industry that want to strategically grow and properly manage their music business: Learn how to: 1. How to Get Paid Licensing Your Music 2. How to Set-up Your Own Publishing Company 3. How to Build Your Own Music Catalog 4. How to Register with a Performing Rights Society 5. How to Negotiate Contracts (Record Label Agreements, Producer Contracts, Songwriter Contracts, etc.) 6. How to Work Full Time in Music 7. How to Know if Your Business is Growing 8. How to Know if Your Business Is Profitable (Understanding Financial Statements) 9. How to Create a Budget for your Music Business 10. How to Manage Debt 11. 10 Ways to Improve Your Credit Score 12. How to Run Your Music Business 13. How to Hold Business Meetings 14. Developing a Strategic Plan for Your Business 15. Business Recordkeeping / How to Keep Proper Business Records 16. 10 Ways to Avoid I.R.S. Trouble 17. How to File Business Taxes 18. Building Your Team 19. And more!

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