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Hack The Music Business: Build Your Own Career



DAVE KUSEK

CREATOR OF NEW ARTIST MODEL

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Synopsis

This is the best time in the history of the music industry to be a musician. Not convinced? With so many musicians struggling to get by it's hard to believe, but with a shift in focus and some creative strategy you can be very successful. For the first time, musicians can build their own career, their own way, just like entrepreneurs by hacking the business. Musicians are no longer the product of record labels. You are the CEO of your own company! This book will show you how to turn your music career into a business that you can nurture and enjoy. Dave Kusek, who co-wrote The Future of Music book and started a new era of music education with Berklee Online, brings his 20+ years of experience with indie musicians to help you build a successful career in the music business of today. Get an easy to understand overview of touring, distribution, sponsorships and publishing while also learning actionable strategies used by many successful indie musicians. - Run your music business like a startup.- Develop goals and a path to get there.- Learn proven ways to promote your music. - Learn how to engage directly with your fans.- Get more gigs, get more people to your shows, and tour in new cities.- Record and release your music without a record label. - Understand music copyrights - the foundation of your music career.- Incorporate music publishing and licensing into your strategy. If you're an aspiring musician, songwriter, producer, DJ, or manager and want to build a sustainable income around your music you must start thinking of yourself as an entrepreneur, and that is exactly what this book will help you to do. Take the next step in your music career and hack the music business.

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Customer Reviews

I bought this for my son who is playing in two bands and working and going to school. He has always wanted to have a career in music although we have asked him to focus on his degree and keep music as a serious passion until he graduates. This book has a lot of great tips that I know he can use, and have been very helpful to me as well. I especially like the 10 keys to success. The case studies on Karmin and Amanda Palmer are also helpful, as we are trying to find ways to break thru on an independent level with the CDs that he has recorded and fund new projects without tapping the bank account. I especially like the team building advice of surrounding yourself with people who have different talents and skills so as a team you can achieve more. Great stuff. Definitely recommend it.

This music is a MUST for all those in the music industry: artists, managers, music venues owners, producers, etc. Dave does an excellent job in giving the reader an overview of today's music industry. How it has changed compared to the past. What are the things to keep in mind when entering the market and why, today, nowadays, musicians should start thinking like entrepreneurs. Whether you have been in business for years or you are about to launch your music career, in "Hack the Music Business" you will find case studies and useful advice for topics like building a musician business, recording, marketing and copyrights. Can't recommend it highly enough, what a great book!

I couldn't put this book down; I've already began to read it over again! Dave has compiled a list of information and advice that is paramount for any artist out there trying to get his or her career moving in the right direction. I've been a singer-songwriter most of my adult-life, and I've starting sent many of those years pursuing "The Dream." I've only recently--especially after reading this book--realized that "The Dream" isn't what it once was. YOU have to create it! And this book will show you how!

Great book full of information. A quick and easy read. Perfect starting point for any new artist. It was

a great help.

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