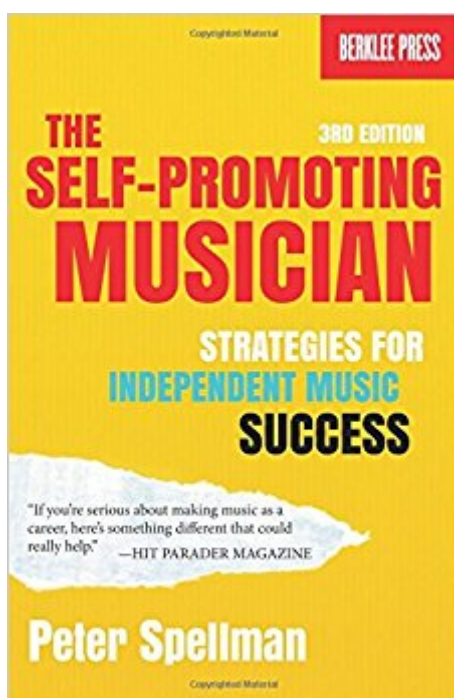


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# The Self-Promoting Musician: Strategies For Independent Music Success (3rd Edition)



## Synopsis

(Berklee Guide). Take charge of your music career with crucial do-it-yourself strategies. If you are an independent musician, producer, studio owner, or label, you should own this book! Written by Peter Spellman, Director of the Career Development Center at Berklee College of Music, this guide will teach you everything you need to know to become a success in the music business. Filled with empowering tips and resources for self-managed musicians, you will learn to: create a goals-driven plan to help you fulfill your musical passions; multiply the power of every gig you play using 15 proven methods; turbo-charge your social media strategy; get radio airplay online and offline; protect your creative works; keep your career organized and growing, using the best low-cost practices; and more!

## Book Information

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## Customer Reviews

If you think of yourself as an artist entrepreneur and you want to succeed in today's musical landscape, this is the book for you. --Panos Panay, Founder of Sonicbids  
This book packs a lot of great information along with some very timely and inspiring insights. One of my favorite lines: 'Ask not where music is sold but where music is used.' Peter gets the Zeitgeist of Music2.0, and delivers the message loud and clear. Read this book! --Gerd Leonhard, media futurist, co-author of *The Future of Music*, author of *Music2.0*  
Since reading the first edition of this book in 2001, I have been applying Peter's technique. As a true testimony, his book is a part of the solid foundation of success and achievements in my life for the past decade, and more to come. --Juri Ify Love, President/Founder of Genuine Voices

The strategies are great. You will learn so much about yourself as an artist and a leader by reading this book. It really opens your way of thinking about promoting yourself, how long you should do this, team building etc. All in all worth every dollar. Berklee is my Alma Mater and the books are getting progressively better and better. It's literally like being in a class in Boston.

I can't recommend this book enough. It is filled with great advice and thoughtful exercises. I strongly recommend it to those just entering the marketplace, like I am, or to folks who have hit a rut in their music careers. I'm just beginning the first worksheet on clarifying goals, and defining your niche. Not only will I keep this book, I'll buy newer editions as they are published.

Loved this book. I bought another book of Peter Spellman (who is very kind and helpful: I had some issues with the order and he emailed me back in a second and solved the problem), but this one was perfect. My university thesis was about the independent musician, so the book was the exact source that I needed. Excellent explanations, examples and really well written.

Great book brother requested the book, he like the book

Well written, to the point and actually exciting

Excellent book on the subject. If you're looking to start or expand your professional musician career, this is the best book I've seen.

Peter Spellman is phenomenal and this edition is no exception!!

A great book to learn about music

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