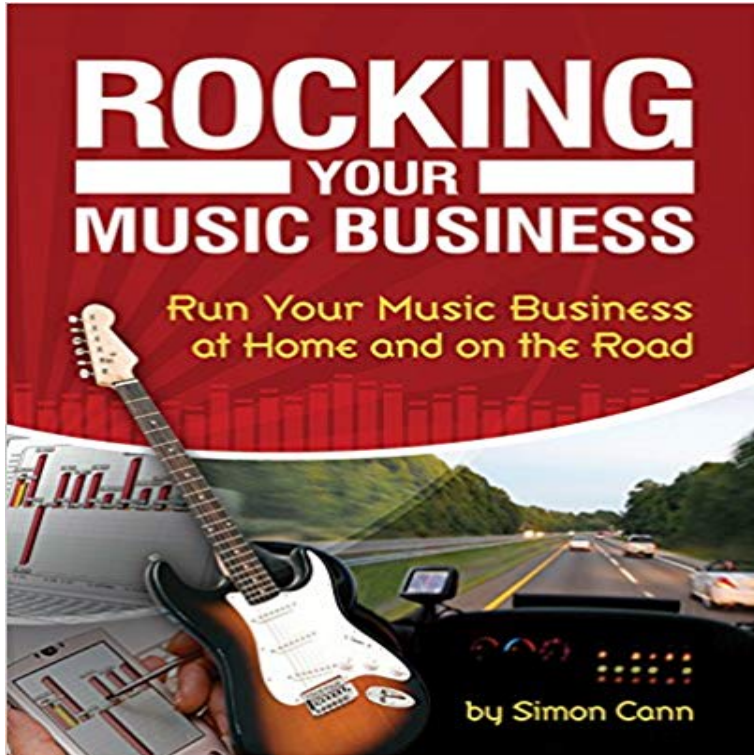


Rocking Your Music Business: Run Your Music Business at Home and on the Road



Rocking Your Music Business introduces the business of music and tells you what you need to do to set up and run your business. As part of this, the book also looks at how you can use your existing tools, such as a desktop computer, a laptop, or a Smartphone/iPhone, to carry your office in your pocket. Musicians make their money from many sources---CD/DVD and digital music sales, live performances and personal appearances, licensing for film and television, and merchandise. You need to get a grip on all of these sources of income to ensure that you receive the money you have earned. Beyond that, you need to keep the rights that are yours (so you can keep generating income). But the music business is more than just money; its about people too, including fellow musicians, booking agents, managers, and studio owners. When dealing with any other person, you need to have a clear understanding of the expectations of each party. For instance, does a session musician have any songwriting rights? Without getting issues like this agreed to up-front and in writing, you may be leaving yourself open to years of litigation and needlessly giving away money. You dont need a major record label to have a career, especially with all the changes that the industry has been undergoing in the last few years, but you do need a successful business to make sure you earn a living making music. That successful career begins with Rocking Your Music Business, the book that needs to be on every musicians bookshelf.

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