



Marketing and Merchandising for Musicians

Robert Safir

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Everything has changed. The old way of "making it" in the music business--get a recording contract, then relax and enjoy the ride while your record label does all the work--is gone forever. Succeeding as a musician today calls for new skills, new attitudes, and a new approach. And today, more than ever, how far you get in the business depends on you. The technology-driven, do-it-yourself ethos that revolutionized the way music is recorded and distributed has also transformed the way musicians and songwriters market themselves and their creations. In **MARKETING AND MERCHANDISING FOR MUSICIANS**, veteran composer, producer, and engineer Robert Safir gives you the nuts-and-bolts information you need to craft a promotional strategy that will draw attention and get results. You'll learn how to understand your markets and target them with precision, grow your fan base, make your own CDs and website, sell your music online, leverage social media as a promotional tool, create T-shirts, hats, and other merchandise, keep up with the rapid changes in the industry, and more! There are great opportunities in today's music business, but achieving success is as tough as it's ever been, maybe tougher. And there's a lot to learn. Give yourself every possible advantage: Get **MARKETING AND MERCHANDISING FOR MUSICIANS** and get your music career on the fast track. It's up to you.

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