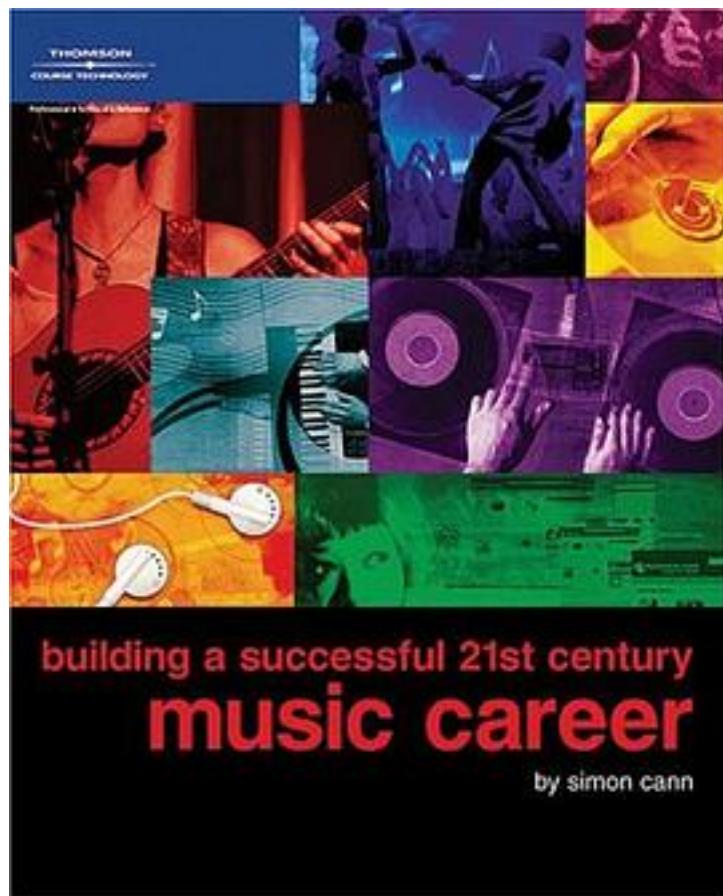


Building a Successful 21st Century Music Career



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Are you interested in beginning a career in the music industry? Great! You probably already know that talent and determination aren't enough by themselves-- you need a comprehensive plan of action to follow so you can proactively make your career dreams a reality. And as you probably also know, in the 21st century, the old rules

about breaking into the industry no longer apply -- the music business is changing rapidly, and you need the most current career information possible. Building a Successful 21st Century Music Career provides the plan of attack that professional and aspiring musicians, songwriters, producers, DJs, and managers need to make their dream of making music into a career come true. It looks at how to proactively develop a sustainable and rewarding music career within the realities dictated by the new 21st century marketplace, beginning with a look at the changes the music industry has faced in the last few years, which have broken the conventional 20th century music industry thinking -- iTunes, the collapse of the CD market, cheap home recording, and so on -- and the new opportunities that these changes have introduced. It then moves on to how to build and keep a fan base, and how to translate that into making money or getting a deal. Publicity, product development, finances, the benefits and drawbacks of signing a record deal, and much more are covered in detail. This book is the most thorough and up-to-date guide to starting and maintaining a music career-- a must for every musician's bookshelf.

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