

# How to Open & Operate a Financially Successful Independent Record Label



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Book & CD-ROM. The overall retail value of the U.S. record industry was \$11.5 billion in 2006. With the help of this new book you can get a piece of that business by starting your own small record label. This book will not teach you how to play music, but you will learn all the aspects of starting your business, pricing your products, marketing your business, and conducting your day-to-day business operations. The book will show you step-by-step how to set up, operate, and manage a financially successful small record label, including start-up costs for a record label, the equipment you will need, how to get your recordings made into CDs and distributed, marketing and promoting your music, and distribution methods. The book covers the entire process of starting a small record label from start-up to ongoing management in an easy to understand way, pointing out methods to increase your chances of success and showing you how to avoid the common mistakes that can doom a start-up. The new companion CD-ROM contains all the forms used in the book in PDF format for easy use, as well as a detailed business plan, which will help you precisely define your business, identify your goals, and serve as your firm's resume. The basic components include a current and pro forma balance sheet, an income statement, and a cash flow analysis. While providing detailed instructions and examples, the author leads you through finding a location that will bring success, managing and training employees, accounting and bookkeeping procedures, auditing, successful budgeting, and profit planning development, as well as thousands of great tips and useful guidelines. You also will learn how to draw up a winning business plan, how to set up computer systems to save time and money, how to hire and keep a qualified, professional staff, how to keep bringing customers back, and how to generate high profile public relations. In addition, you will become knowledgeable about basic cost control systems, equipment layout and planning, low and no cost ways to satisfy customers and build sales, and low cost marketing ideas. You will also learn how to get your music on sites where customers pay to download your music such as Rhapsody, Napster, Urge, and others. This new book covers everything that many companies pay consultants thousands of dollars for. With the help of this book you can turn your love of music into a highly successful business.

作者介绍:

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