



How To Make It in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician

Ari Herstand , Derek Sivers (Foreword)

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Forget everything you think you know about the odds of “making it” in the music industry. Today, odds mean nothing and success is not about lucky breaks. It’s about conquering social media, mastering the art of merchandising and simply working harder and being smarter than everyone else. We are living in the midst of an industry renaissance, one that has left the record companies desperately struggling to maintain their prominence, as a subculture of dedicated, DIY (do-it-yourself) musicians have taken over. These days talent is a given and success has to be earned.

In 2008, Ari Herstand boldly turned in his green Starbucks apron to his manager, determined to make a living off his craft as a singer/songwriter. Almost a decade later, he has become a founding member of the new DIY movement and a self-sustaining musician, all without the help of a major label. Now, drawing from years of experience, Herstand has written the definitive guide for other like-minded artists, the ones who want to forge their own path and not follow the traditional markers of success, like record sales, hits on the radio or the amount of your label advance. Incredibly comprehensive and brutally honest throughout, *How to Make It in the New Music Business* covers every facet of the “new” business, including how to:

Build a grass-roots fan base—and understand the modern fan

Book a profitable tour, and tips for playing live, such as opening vs. headlining etiquette, and putting on a memorable show

Become popular on YouTube, Spotify and SoundCloud

Get songs placed in film and television

Earn royalties you didn’t know existed and reach your crowdfunding goals

Musicians will not only be introduced to all the tools available today but will be shown how to effectively leverage them to actually make money. More important, they will develop the mindset to be aware of new advancements both online and in the real world and always stay in tune with a constantly evolving landscape.

There has never been a better time to be an independent musician. Today, fans can communicate with their idols by simply picking up their phones, artists are able to produce studio-worthy content from their basement and albums are funded not by “record men” but by generous, engaged supporters. As result, *How to Make It in the New Music Business* is a must-have guide for anyone hoping to navigate the increasingly complex yet advantageous landscape that is the modern music industry.

How To Make It in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician Details

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Joshua K says

I have been using this book not for music, but for any indie creative project. From software to indie publishing. Real helpful book!

Kostas says

Ari is a singer/songwriter, and I am into extreme metal. Yet I don't think I have ever read a more comprehensive book covering pretty much all aspects of being a DIY musician, regardless of your genre and background. It is therefore highly recommended to everyone who takes their musical career seriously, including those who don't necessarily want to make a full-time living out of it, but would still love to use sound business principles in the way they approach their artistic careers.

Caroline says

Very interesting and detailed book. I read it, not because I am a musician, but I love music and am curious how independent artists can survive in an era where many illegally download their music.

The author is a working musician and has a legal background, so he is ideally qualified to write this book. There is a lot of good information for anyone who wants to make it in the music business, or anyone who is just curious about it.

OrdinaryVisionary says

An excellent book. All the information is incredibly useful, right on point and I just love the checklists! It really helps organize your thoughts and make a plan. Before throwing your money at anyone offering paid online classes and webinars, seriously consider buying this book first.

Paige Gordon says

This book was awesome! Ari's writing never got boring even though he does delve into some really nitty gritty stuff. He keeps it lighthearted and related enough that you never really feel like you're reading any sort of instruction manual, even though the info you're getting is really that detailed! Ari covers nearly every question I've had about making a living as a musician and overall this book is hugely informative and encouraging! Anyone aspiring to make a living in the new music business should DEFINITELY read this

book!

Favorite Quote: “Your goal should be to sustain as a full-time musician... You have officially ‘made it’ when you’re using your creative talents to pay all of your bills.”

Sally says

Excellent! Ah, brilliant. I am about to start managing my boyfriend's music career, and from following the author's blog posts on Patreon I knew this would be the best book out there. I do feel a bit overwhelmed from having read it all at once, but I just need to remind myself that Ari himself took about ten years to work out and apply all these tips to his own career. One step at a time...

My only wish is that he lived in the UK, as a lot of the tips are tailored to the US. However, I'm sure the principles are sound and I will find equivalent markets to approach (which I would never have thought to search for) with just a bit of Googling.

I expect I'll be turning back to this book regularly for the next few years! :)

Allison says

Ari's book is a straight forward "results may vary" "How To" for aspiring musicians. The tone makes it feel like you're talking to a friend, who's definitely not a lawyer- but has been around the block. There are other books out there, on this topic (one, even, with the same title)... but I found this one highly accessible and down to earth, which helps set it apart.

John says

This is the most comprehensive book I have come across on the music industry. We received this book after we took Ari's webinar on the college market (which was very informative and well worth the money). If you are looking to further your career this book will serve as a great resource. Keep in mind that the industry moves lightning-quick so you will need to cross-reference Ari's suggestions. What works for one band may not necessarily work for the next.

pianogal says

If I had had this book 10 years, I would now rule the world. Ok, maybe not, but it certainly would have been helpful. Instead of paying \$20K for an MBA in music business (like I did), just take \$20 and go buy this book. Seriously - it was way more helpful and targeted to what I wanted to know. I've started a lot of music business books in my life and this is the first one I've ever finished. Very excellent read.

Liudas ?ereškevi?ius says

90% is just common sense if you already in the band and doing something. Most of the stuff will be dated very soon. If you're complete beginner - it's fine, other than that not very good book. It's mind boggling how can someone write a book out of simple things.

Justin Fitch says

A pretty full proof guide to the DIY musician. Incredibly informative for a time when the industry is changing so dramatically. Like most books that have opinionated bases, this one should be taken similarly. It is not the end all be all of information by any means. Experience is (even as stated in this book) the best teacher. But this is certainly an amazing guide.

Glory Reinstein says

A must read for any independent musician.

Noelan Brewington-janssen says

Now I haven't yet made it in the music business, but in my research of how to make it this book was the best I have read.

It is written in a very approachable manner. He give context and great stories for everything that he brings up. Then he gives very brief succinct checklists for what to do. My strategic approach to making it has been well focused by this book. Must read!

Harrison says

This book is a fantastic guide for anyone looking to get their music career started. I highly recommend it.

Szymon says

Must-read for any band leader/manager or just any artist really. Some stuff is pretty obvious and some of the content describes really advanced processes. One slight disadvantage: heavily targetted on the USA - i would say around 30% of the tips won't apply if you live outside the USA.
