



Get More Fans: The DIY Guide to the New Music Business (2016 Edition)

By Jesse Cannon, Todd Thomas

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Now in its fourth edition for 2016 the popular music business guide has added 20 pages including a bonus chapter!

- How Do I Promote My Music On A Small Budget?
- How Do I Get My YouTube Videos to Spread?
- How Do I Turn Casual Fans Into One's Who Buy From Me?
- How Do I Get Written About On Blogs?
- How Do I Increase Turnout At Shows?
- How Do I Make Fans Using Facebook, Twitter, Tumblr And SoundCloud?

With every day that passes, the power the major labels once had dies a little more. The chance to get the same exposure as your favorite musicians gets easier and easier. The hurdles that would only allow you to get popular, if the right people said your music was good enough, are gone. You can now get exposed to thousands of potential fans without investing 1% of what musicians used to by building a fanbase based on listeners love for your music. No more writing letters hoping that A&R writes you back. This book explains how you do it. While many books will tell you obvious information, legal mumbo-jumbo and marketing catchphrases that don't help you get more fans. Our experience working with real bands - from upstarts like Man Overboard and Transit to legends like The Cure, The Misfits and Animal Collective, has led us to understand the insider tricks and ideas that go into some of the most important groups of our time. We produce records, do licensing deals, negotiate record contracts and get the musicians we work with written about on websites like Pitchfork and Vice. We have worked with bands who started off as nothing and became something. Unlike any other book written on the subject we have compiled the knowledge no one else has been willing to print in fear of obsoleting their own career. We give you thousands of ideas on how to get people to hear your music and turn them into fans who pay to support your music. Whether you are a label owner, musician, manager, booking agent or publicist there is information in this book that will help you do what you do better. Enjoy! For more information please visit GetMoreFansBook.com

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Get More Fans: The DIY Guide to the New Music Business (2016 Edition) By Jesse Cannon, Todd Thomas **Bibliography**

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Editorial Review

Review

"This is the most up to date, reliable source of information I've seen in any form for up-and-coming bands" - Ross Robinson (A&R for I Am Recordings - Slipknot, The Cure, Glassjaw; Producer - At The Drive In, Korn, Deftones)

"This is a must-read for anyone marketing themselves in this new age of media. Jesse has one of the most diverse ranges of real-life, do-it-yourself music industry experience I've ever seen." - Benjamin Weinman (Guitarist, Songwriter, Manager for The Dillinger Escape Plan)

"If you had to go with just one book on DIY music biz, this would be the one." - Clyde Smith (Hypebot.com)

"Astonishingly packed... \$10 well spent indeedy" - Adrian Fusiarski (Buzzsonic.com)

From the Author

Adapted from our popular music business blog, Musformation, *Get More Fans: The DIY Guide To The Music Business*, gives a complete answer to a question musicians ask us everyday, "What should I be doing to build a fanbase?" While many books have given insight to this answer, none has given as extensive an answer to the techniques, resources and methods to build a fanbase from day one for a group. With no stone left unturned, the book goes step-by-step through every bit of the process of building a fanbase and what we have done when working with groups who built themselves a music career they can make a living from. I wrote this book so my friends would have an answer to the questions of how to build a fanbase and I am happy to be able to share it with everyone.

Users Review

From reader reviews:

Nancy Page:

In this 21st hundred years, people become competitive in each way. By being competitive now, people have do something to make these survives, being in the middle of the particular crowded place and notice by means of surrounding. One thing that at times many people have underestimated the idea for a while is reading. Yes, by reading a publication your ability to survive raise then having chance to stay than other is high. To suit your needs who want to start reading a new book, we give you this *Get More Fans: The DIY Guide to the New Music Business (2016 Edition)* book as beginning and daily reading book. Why, because this book is more than just a book.

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Clifford McDaniel:

Precisely why? Because this Get More Fans: The DIY Guide to the New Music Business (2016 Edition) is an unordinary book that the inside of the e-book waiting for you to snap it but latter it will shock you with the secret the idea inside. Reading this book close to it was fantastic author who write the book in such incredible way makes the content interior easier to understand, entertaining means but still convey the meaning totally. So , it is good for you because of not hesitating having this any more or you going to regret it. This book will give you a lot of rewards than the other book possess such as help improving your ability and your critical thinking approach. So , still want to delay having that book? If I had been you I will go to the reserve store hurriedly.

Karen Morris:

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