

# **Guerrilla Music Marketing Bundle Volumes 1 5 201 Self Promotion Ideas For Songwriters Musicians Bands Guerrilla Music Marketing Series Book 6 English Edition By Bob Baker**

This Bundle contains the entire Guerrilla Music Marketing Handbook!**The highly acclaimed guide to music marketing for independent artists**As seen in the major motion picture **The School of Rock** ... and in VIBE, Music Connection, Electronic Musician and American Songwriter magazines ... and used in countless college and university music business classes around the world.The rules have changed, and they keep on changing - for the better. **Artists have more power to control their own careers than at any time in human history.**But change and personal empowerment can be confusing (especially when it comes to marketing and sales). That's why this classic guide to low-cost, do-it-yourself music promotion has proven to be such a big help to tens of thousands of artists!**With this manual, you'll**

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**discover that music marketing doesn't have to be expensive to be effective.** Whether you're promoting a fast-growing indie label or a one-man or one-woman act from your basement, the Guerrilla Music Marketing Handbook gives you the tools you need to get the maximum bang for your buck! Here's a glimpse at what you'll get:

**Section 1: Guerrilla Music Basic Training-** 3 Simple Steps to Effective Music Marketing- The Power of Goal Setting: A Foolproof Plan for Reaching Your Music Aspirations Faster- The First 5 Steps to Marketing (and Profiting From) Your Music- The #1 Question You Must Answer When Promoting Your Music

**Section 2: Guerrilla Music Marketing Online-** Five Principles of Internet Marketing Every Musician Should Know- The Guerrilla Marketing Online Fan-Attraction Formula- Everything You've Always Wanted to Know About What to Post and Share Online to Promote Your Music- How Pomplamoose and Karmin Used YouTube and Social Media to Build a Huge Fan Base

**Section 3: Guerrilla Music Publicity-** 32 Ways to Get Exposure for Yourself, Your Band or Your New Music Release- Killer Press Kits: The 29 Key Elements of Sizzling Music Publicity Materials- How to Exploit the Music Media and Get the Widespread Coverage You Deserve- 5

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Steps to Getting an Avalanche of Media Exposure

**Section 4: Guerrilla Music Money & Sales**- 32 Ways to Sell a Lot More of Your CDs, Downloads and Music Merchandise- The Easiest Way to Make Money in the Music Business- 25 Ways to Finance Your Next Recording Project, Music Video or Major Equipment Purchase- How to Double Your Music Sales (in 90 Days or Less)

**Section 5: Guerrilla Music Promotion Tactics**- 12 Low-Cost, High-Impact Music Promotion Ideas That Work- How to Use the Telephone More Effectively to Get Paid Gigs, Radio Airplay and Media Coverage- 19 Things You Should Be Doing Right Now to Promote Your Music Better- Often-Overlooked Promotion Strategies You Should Be Using to Market Your Music

Final Guerrilla Music Marketing Thoughts

**Bonus Section**- Four Things You Can Do to Generate More Music Sales (in Five Minutes or Less)- The Law of Context (What Sheryl Crow Taught Me)"The most directly applicable, start-tomorrow, creatively inspiring book I've ever seen on promoting your music!"-**Derek Sivers**, founder of CD Baby"Applying many of Bob's ideas, and without any wholesaling or distribution, I sold more than 20,000 albums of my music over the last five years. Using his suggestions, I increased my fan base by 35% in just one

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year. Pretty good for a non-performing artist who does all studio work. Bob is the master of music marketing!"-**Kris Lee-Scott**, Hanai Music "I bought Bob's Guerrilla book, and in less than two months I've done more to energize the promotion of my new CD, and previous three CDs, than I've done in the past four years combined. Bob really got me going. More than that, his book crow-barred a self-convinced 'I hate promotion' guy out of his stubborn old habits and into enthusiasm -- which is no small feat!"-**Da.**  
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