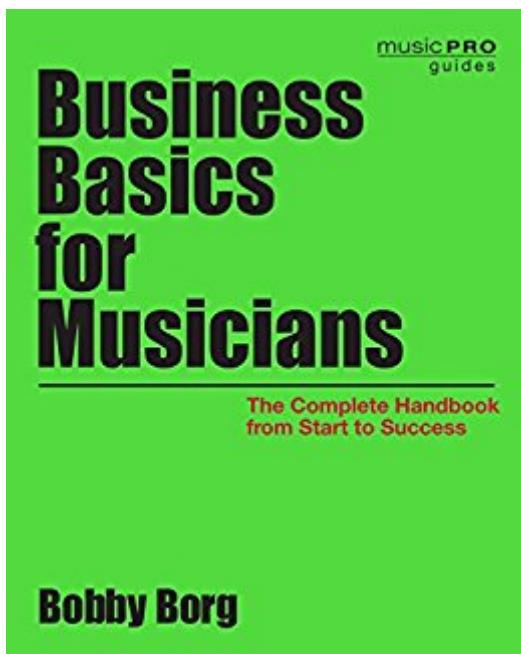


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# Business Basics For Musicians: The Complete Handbook From Start To Success (Music Pro Guides)



## **Synopsis**

(Music Pro Guide Books & DVDs). There has never been a greater need for musicians to understand the music business than now, when emerging technologies make it possible for artists to act as their own record labels, and new contracts are structured to grab the biggest slice of an artist's revenue pie. But in a digital age overflowing with confusing and ever-changing information, musicians need trusted business advice from a veteran artist who can break down the basics in a language they understand. Written by a professional musician for other musicians, *Business Basics for Musicians* is the layperson's guide to the music industry. In a conversational tone and an easy-to-scan format, it simplifies five vital areas in which musicians need to succeed: Career Execution, Business Relationships, Pro Teams, Deals and Dollars, and Future Predictions. Everything from copyright to record deals, managers, merchandising, and doing it yourself is covered. With interviews, anecdotes, and review quizzes, this must-have manual will help artists master business essentials quickly so they can get back to doing what they love best creating music.

## **Book Information**

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## **Customer Reviews**

One of the better books describing the business of music. Each chapter has discussion questions which really help in understanding a particular concept. The activity assignments helps in conceptualizing how different aspects of the music business work.

This is one of six must-have books in my library. I rely on it. If you want a clear explanation of the ins and outs of the music biz, then I recommend this book. Even if you've been on the scene for a while, it's a good refresher.

There is no better definitive guide for a musician who wants to succeed and earn a living in the music business. This is a "must have" -- as are all of Bobby Borg's books. This is written by an "in-the-trench" musician and manager who has been there/done that...who understands the challenges that musicians have in launching their business. What he teaches his student at UCLA and in the music world is that you need more than 'talent' to make it happen in the music industry. What he points out is "how" you manage your business side that differentiates you from the other talented musicians. This book will help any musician find their way in this tough industry. Bobby is a great guide and teacher.

The new book of Bobby Borg is really practical and it is a book for musicians...not lawyers. This means that you can read from the musician's perspective what is the current status of the music business and how can you act according to your interest. The book covers the most parts of the music industry and targets the needs of a modern musician regardless if he is a part of a band or a solo artist.

A really in detailed explanation about what an artist should do to get into music industry. A must read book for all artist and manager's out there who are looking to be successful in music industry. Thank you Mr. Borg for such a wonderful book.

Borg's book does a great job explaining key business concepts for musicians! I definitely recommend this book to any young enterprising musicians who are eager to learn more about today's music industry!

Once again, Bobby has created a roadmap for navigating the music business. This is the latest, most up to date resource out there. If you are an artist looking for an easy to read, thorough

resource, buy this book. It's the best of its kind published to date!

Borgâ™s book is the most complete practical guide to being a working musician Iâ™ve ever seen. From his unique perspective as a Berklee Alumna, noted recording and performing artist of over 25 years, Borg offers valuable tips and practical advice on getting started, developing your business and pursuing a successful music career, in a style that is both non-pretentious and engaging. His writing includes several real life examples and excerpts from interviews with noted industry professionals that highlight the keys to success and the pitfalls to avoid when trying to make it in this businessâ€ from band agreements to songwriters split sheets to the importance of live performance, this book leaves no stone unturned. If one is serious about pursuing a career as a musician, this book is a must-read.

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