

What's This Book All About Anyway?

How to Get Somewhere in the Music Business was written in answer to the hundreds of questions from aspiring songwriters which I receive through my music publishing company website, through my radio show, ***I Write the Songs***, and as a newspaper columnist and contributor to several songwriting e-zines. Questions like:

- ◆ What exactly does a music publisher do and do I really need one?
- ◆ What kind of demo is adequate to represent my song ? How much should it cost?
- ◆ How do I get my song to an artist?
- ◆ How can I survive financially until I'm discovered?
- ◆ What can I do *today* to be proactive in promoting myself and my music?
- ◆ What if I only write lyrics? What if I only write music?

Perhaps no industry has ever undergone such massive changes in such a short time as the music industry has over the past few years. Internet and computer technology have opened new opportunities for emerging songwriters and artists, as well as new questions about copyright ownership and protection. While New York, Los Angeles and Nashville remain the 'Big Three' music cities where much of the business is conducted, other wonderful cities with rich music histories of their own are now bustling with new and creative concepts, artists, recordings and songs—cities like New Orleans, Atlanta, Austin, Houston and Seattle. The wisdom that has prevailed from the 1960's to the 1990's about the need to relocate in order to make it in the music industry now seems strangely outdated.

In the light of this decentralized musical landscape, ***How to Get Somewhere in the Music Business from Nowhere with Nothing*** departs from the conventional advice of the last several decades and introduces the paradigm that success is achievable for every songwriter willing to put forth the effort necessary to excel—whether or not they live in one of the Big Three.

As the music industry playing field continues to be leveled, however, it is not only more likely—but *necessary* -- for individual songwriters and artists to chart their own courses and destinies rather than to be dependent on the all-too-illusory record deal or publishing contract. What is essential to succeed in this new millennium of music is a balanced understanding of the traditional music business on the one hand, blended with creative entrepreneurship on the other.

Success means different things to different people, but in the end, almost all artists hope for opportunities to make a living while still retaining creative control and doing the music that burns in their hearts. While paying due attention to the traditional principles of the music industry, ***How to Get Somewhere in the Music Business*** stimulates readers to become as imaginative in promoting their music as they were in writing it in the first place so that they can create their own success.

The basic thesis of this book is that it is absolutely possible to achieve (and even surpass) your musical goals—starting from where you are—with what you have—right now!

How successful you will be depends on how willing you are to accept responsibility for your own success.

Let me say that one more time:

Success in achieving your goals will depend on how willing you are to accept responsibility for your own musical destiny.

If you simply want to play music and hope that fate will find you, you can save yourself some time and set this book aside. But if you're ready to stop dreaming and start doing something about your music, you will learn many things in this volume to get you started and keep you going along the sometimes rocky—but never boring—path to your dreams.