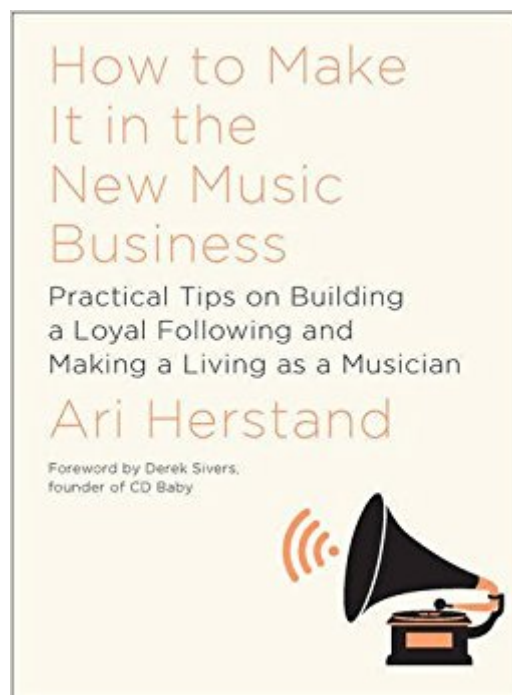


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# How To Make It In The New Music Business: Practical Tips On Building A Loyal Following And Making A Living As A Musician



## Synopsis

"Ari is at the front of the front. He gets it. I've read a hundred how-to-make-it-in-the-music-biz books, and this one is today's definitive, comprehensive manual." —Jack Conte, 150+ million YouTube views, Pomplamoose, CEO of Patreon

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.

## Book Information

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## Customer Reviews

“This is the single best book on the current music business. An absolute must-read for every musician.” - Derek Sivers, Sivers.org, founder of CD Baby  
“Ari is at the front of the front. He gets it. I’ve read a hundred how-to-make-it-in-the-music-biz books, and this one is today’s definitive, comprehensive manual.” - Jack Conte, 150+ Million YouTube Views, Pomplamoose, CEO of Patreon  
“Ari understands this space. He gives a tremendous amount of information. Anyone wanting to make music for a living should read this, period.” - Peter Hollens, 150+ million YouTube views  
“An indispensable and comprehensive manual on how to navigate the modern music business.” - Forbes  
“The best ‘how to’ book of its kind. As a working artist himself, Herstand knows of what he speaks. . . . The book crackles with the actual experience of being a working artist. Highly recommended.” - Music Connection  
“There is a great divide between what the young musician thinks being a rock star is and what actually working as a musician entails. Ari fills in the blanks with his light hearted yet blunt demeanor. He’s the informed older brother most of us never got in this crazy, confusing industry.” - Andy Grammer, chart-topping singer/songwriter  
“Incredibly valuable. Not just for musicians, but for entrepreneurs and anyone else wanting to succeed in the music business. Ari has written the ultimate guide on how to make it in the music business. Incredibly detailed yet fun to read, this is the book that generations of musicians will rely on to build their careers. One day, all these quotes will be replaced by quotes from A-list rock stars who got their start by reading this book.” - Philip Kaplan, CEO and founder of DistroKid, Fandalism  
“There are few careers more difficult than being a professional musician, but How to Make It in the New Music Business will absolutely increase your chances of success. Ari Herstand is a fresh, emerging authority on a music industry that is just taking shape, and a fearless

tour guide in a brand-new jungle. I highly recommend this for your music career.â• - Paul Resnikoff, Publisher, Digital Music News

œThere are a lot of books that attempt to describe how to make and do itâ™ in the music business. What sets Ari apart is his not only his insatiable curiosity, research and conclusions but also the fact that he is a musician that has actually done the very itâ™ he writes about. Reading Ariâ™s book teaches you what the music industry actually is, not what others think it should be.â• - Jeff Price, Founder of Tunecore, Audiam

œNo one has ever laid out a roadmap to a successful music career in todayâ™s world as Ari has in his book. Covering things like proper etiquette when emailing promoters to getting your songs placed in film and TV, Ari expedites the sometimes tedious process of learning what it takes to be a professional musician. If you want to take your career seriously, read this book.â• - Andrew Leib, artist manager

œAri Herstand tackles the complexities of the music business in a way that any indie artist or songwriter can understand. Heâ™s got deep sympathy for music creators who want to make a living from their artâ•and a ton of practical advice on how to do it.â• - Etan Rosenbloom, director and deputy editor, Marketing & Communications, ASCAP

œAt a time when everyone is complaining about how the music industry is not supporting artists, Ari offers hope in the form of practical, usable advice. I know that his DIY-with-a-team approach works, because he, like hundreds of others who follow a similar path, are living their dreams as working musicians.â• - Bruce Houghton, Skyline Music/Hypebot.com

œEvery time Ari Herstand writes about a topic in the music industry, he absolutely nails it. Plus, being a full-time musician himself, his insights are that much more valuable to aspiring artists. Couldnâ™t recommend this book highly enough.â• - Dave Cool, director of Artist & Industry Outreach, Bandzoogle

œAri is the first person I turn to for advice on anything music business related. Itâ™s especially wonderful because his advice is coming from a place of actual experience. Heâ™s living it.â• - vox, chart-topping artist

œHow To Make It In The Music Business is the one book I wish I had when I started doing music 4 years ago. It is now the book I emphatically recommend to all my musician friends in any and every stage of their career. Ari, through his personal experience as a musician and research curated from industry experts, breaks down a myriad of topics and concepts that are crucial to independent music success. One of the best investments you can make if you are serious about your independent music career. Itâ™s the new Bible for independent musicians.â• - Gospel Lee, Billboard charting hip-hop artist

œAri Herstand is a leader in the DIY music movement and has written the perfect recipe for success.â• - Patti Silverman, SF MusicTech Summit, SXSW

œThis is a book that not only should every musician read, but this is a book that should remain on your desk by your computer at all times. This is the definitive book for independent musicians.â• - Wade Sutton, Rocket to the Stars

Ari Herstand is a DIY musician who has played over six hundred shows around the country, has performed on The Ellen DeGeneres Show, has charted in the top 10 on iTunes and has had his music featured in countless TV shows, commercials and films. He currently fronts the funk band Brassroots District. In 2012, Herstand launched the music business advice blog Ari's Take ([www.aristake.com](http://www.aristake.com)), which was nominated by L.A. Weekly as one of the best music blogs of Los Angeles.

If you are working to become successful in the music business, either as an artist or producer, **AND ON YOUR OWN PERSONAL TERMS**, this book is an **ABSOLUTE MUST READ**. Other reviews say things like, "The best book I've ever read on making it in the music business". I totally agree. It covers everything you need to know. Let me repeat this for emphasis: **EVERYTHING YOU NEED TO KNOW**. And it's very readable and easy to follow. Brilliant! Once you've read this book, I can also recommend some Udemy courses by Christopher Greenwood on marketing for musicians. (They regularly go on sale for \$10). He's a musician who markets himself brilliantly. (He also does a monthly online program called Fanbase University. I signed up for the first month which is \$20, which gets you access to a lot of great videos, plus you can email him with any questions. I give him five stars, too! Udemy does a lot of great courses: Social media marketing, piano, guitar, Logic, ProTools, etc. Plus Office, Word, Excel, Mac and PC tutorials, and a lot more. \$10 is a great deal. Five stars for them, too! Another great book: *The Future of The Music Business (How To Succeed with the New Digital Technologies)* by Steve Gordon. But I still recommend you read Ari's book first. It's one of the best investments any musician can make in their career.

**How To Make It in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician** I have made my living as a solo cover singer for nearly a decade and lead singer of a traveling cover band for over 6 years continuously before that. I am no stranger to "making a living" as a musician. In fact, I earn as much as the average household in the country. It's my "day job" that I've always dreamed of transitioning into an independent recording and touring career, playing my own songs, but just never knew the next step. In 2008, I actually googled, "independent recording artist" and found NOTHING useful...flash forward to today and you get pages and pages of websites dedicated to the new music business, but just as little by way of the actual list of tried and true strategies and honest tough-love revelations and explanations found in the pages of Ari Herstand's "How to Make it in the New Music Business"...I can't wait to get

started on my true calling and I wish you luck with yours!

LOVE, LOVE, LOVE this book. If I could give it a ten-star rating, I would. I have zero interest in a music career and still I loved this book from the business sense it provides. Heard the author on a podcast and loved his straight talk and generous spirit to SHARE his knowledge with others in hopes that they will 'make it' in the music business. SO INSPIRING! A perfect gift for anyone who has a dream of making music one day. Game changer. LIFE changer. So big it could be used as a door stop, but so jam-packed with great advice. You will be a hero if you give it away, you will be rich and successful if you do what Ari tells you to do. As he says in the credits at the end, "Thanks to my parents for raising me right, teaching me to think of others before myself." Better than college when it comes to business advice. His tips will fast-forward any music career. And he says, "You have 'made it' in the music business when you can pay your bills doing what you love. Not when you play halftime at the superbowl." YES! I appreciate that his tone is authentic and direct, and while some people/stories in the music industry can be crass, he isn't. He says it like it is but keeps it "PG" by writing 'work your a\$\$' off instead of the real word. This is part of what makes it a good gift for young adults - gave it to a high school senior. So good.

Before even having finished the book I'd already recommended it to all of my closest musician friends. Honestly, there were times when I felt like reading this book was "cheating"- like looking in the back of the math book for the answers- because virtually every other paragraph had me going "wow, it would've taken me years of mistakes to figure that out," or "damn, of course, that's so obvious", etc. The book provides a very specific step-by-step on everything from designing killer social media profiles to synch licensing, to how-to-kill-a-tour, so on and so forth, and it does it all incredibly well. I've read a few books on the music industry, but none was an easier read- it's witty and funny and entertaining while still being packed with hardcore, pertinent info from cover to cover- and it never feels like the author is "talking down" to you, as some of the books written by MU industry execs/lawyers often do. It really just feels like one musician doing his genuine best to help as many others as possible, and I couldn't be happier I picked it up.

I tend to be more of a "covers" style of musician as opposed to say a singer/songwriter so much of the advice in this book isn't really relevant to my situation. But the book is so packed with excellent content I couldn't see giving it anything less than 5 stars. If you're really serious about playing music full-time or if you just want to make the most of a part-time career this is the book to get. It's so

dense you really need to have a notebook handy while you're reading it to make notes to yourself. You should also plan to read it multiple times as you won't get it all the first time through. Ari has done an amazing job of researching and putting into writing every aspect of the business that is important for an unsigned artist to know. I could see someone creating a college course around this book, it's just that good. Buy it. Now. Seriously. You're welcome.

This is my first review I have written. Ari deserves it. I've read through several music business books which left me disoriented, still not really knowing what to do. Finally, that is in the past. This book is completely actionable and will give you the edge you're looking for. Thank you Ari!

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