



The Self-Promoting Musician (Music Business)

By Peter Spellman

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Take charge of your career with these do-it-yourself strategies for independent music success! Peter Spellman, the Director of the Career Development Center at Berklee, gives tips on how to: write a business plan, create press kits, use the Internet to boost your career, customize your demos for maximum exposure, get better gigs and airplay, network successfully, and create the industry buzz you need to succeed. A must-read for every aspiring musician!

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