



Guerrilla Music Marketing, Encore Edition: 201 More Self-promotion Ideas, Tips and Tactics for Do-it-yourself Artists

Bob Baker

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Take a moment to picture this in your mind ...

A room packed with enthusiastic fans at your next gig. An inbox loaded with e-mails from fans and media people clamoring to know more about your music. A clipboard overflowing with the names and addresses of people who just signed up on your mailing list. **While you're at it, imagine this ...** So many orders for your music and merchandise, you don't know how you'll get them all out in one day. The sweet feeling of being connected to and appreciated by thousands of music fans around the world. **Does this picture match your reality today?** If not, what's keeping you from getting there? It could be as simple as a new idea, a fresh approach, or a simple way of cutting through and reaching your ideal fans. Sometimes, it's the little things that create major breakthroughs. And those are exactly the kinds of tools, tips and strategies you'll find in "**Guerrilla Music Marketing, Encore Edition: 201 More Self-Promotion Ideas, Tips & Tactics for Do-It-Yourself Artists**" by Bob Baker. The first book in this series, the highly acclaimed "Guerrilla Music Marketing Handbook," has for years been considered the self-promotion bible for independent, empowered musicians. Derek Sivers, founder of CD Baby, called it "the most creatively inspiring book I've ever seen on promoting your music!" About.com described it as "the one thing you need to launch a profitable music career." This 228-page sequel delivers **an arsenal of low-cost, high-impact promotion ideas for do-it-yourself, empowered musicians just like you.** Within its pages you'll uncover creative ways to get exposure, connect with fans, sell music, and make more money with your music! **NOTE:** This is NOT an updated version of "Guerrilla Music Marketing Handbook." It's a completely different title with a new set of tips and real-life tactics to help you succeed.

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