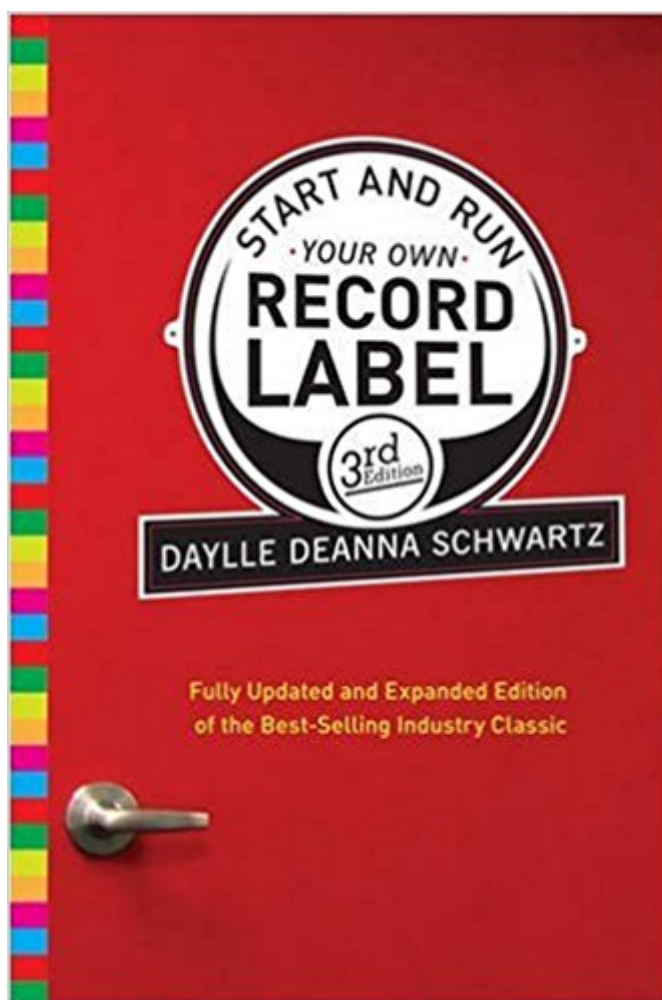


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# Start And Run Your Own Record Label, Third Edition: Winning Marketing Strategies For Today's Music Industry (Start & Run Your Own Record Label)





## Synopsis

For everyone interested in starting a record label—whether to market new talent or to release and promote their own music—there has never been a better time to do it! Music can be released, distributed, and promoted for a fraction of traditional costs. Veteran author and music-business consultant Daylle Deanna Schwartz (who started and ran her own label) has rewritten and expanded her classic, *Start & Run Your Own Record Label*, to reflect industry changes and new opportunities for marketing music in today's climate. *Start & Run Your Own Record Label* is a comprehensive guidebook to building a record label, packed with how-to information about market trends and revenue streams for music releases. In addition to updated information on physical distribution, generating publicity, marketing, and promotion, it also has new information about key issues including:

- Balancing on and offline promotion and marketing
- Making the most of online resources (social-networking sites, blogs, ringtones, videos, radio, and more)
- Using digital distribution profitably
- Licensing your recordings for use in the media
- Marketing music overseas

Ms. Schwartz has compiled new interviews with top industry professionals and independent labels—including recording artist CJ Baran (Push Play), Jed Carlson (founder, ReverbNation), Daniel Glass (founder, Glassnote Entertainment), blogger Perez Hilton, Scott Lapatine (founder, Stereogum), recording artist Ingrid Michaelson, Jeff Price (founder, Tunecore), MP3 bloggers, music-magazine editors, publicists, and others—for the most up-to-date, authoritative, and practical compendium available.

## Book Information

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## Customer Reviews

DAYLLE DEANNA SCHWARTZ is a music industry consultant, self-empowerment counselor, and successful author of many books including *I Don't Need a Record Deal* and *The Real Deal: How to Get Signed to a Record Label*. She has appeared on more than 300 television and radio shows, including Oprah and Howard Stern, and has been quoted in many publications, such as the New York Times and Billboard. Schwartz lives in New York City.

This book really is wonderful. Full of facts, anecdotes, testimonials, and great chapters that break down what you'll be facing as you launch your record label. It's so in-depth, I think it's "required reading". It's THAT good.

Thanks to the author for such a helpful guide to the record business. I learned pretty much everything that I wanted to know about a record label and gained insights I would not have thought to look up on my own. It takes you through all the steps needed to get up and running and remain above the water in the record industry. This is an older edition of the book so many things would have changed a little with regards to the internet references and technology in general but if you can make those inferences yourself go ahead and take a shot with this older version. The wheel isn't reinvented with every new car and neither should the basic steps to forming a well working record label. This book gets you rolling fast!

this book is gonna help me in extreme ways on running my record label. it gives u information you wouldn't expect, n ways to handle certain situations. i love it.

excellent item, fast shipping. A+++

This book is like a rollercoaster ride of interest. Some chapters are so slow and boring you think you might want to quit reading the book altogether. Then there comes a chapter that is just a wealth of knowledge. I am happy I bought the book and read it, but I am the type of person who loves to read every book on the subject I come across. If I had chosen this book over others, I would have been somewhat disappointed. If you are looking for books about the independent music industry, try "The Ultimate Survival Guide for the New Music Industry: A Handbook for Hell" by Justin Goldberg. It is an outstanding book, plus it comes with database of music industry information on CD ROM.

This book doesn't grab my attention as much as i thought it would. The price is not worth the quality but that is of no fault of the seller or anywhere else the book is carried, but the book itself. This is only my opinion because I've gained no real knowledge from this book or inspiration to start my own label for that matter and I'm already half way through it. Again this is just my opinion.

Great starter for anyone thinking of opening their own label or selling their own music. I would start with this book and then look for more specific books to the individual sections you'll find within the pages. Great insite and gives you lots to think about - Allows you a good beginning platform to construct a plan and then take action Build your empire one brick at a time - allow this to be the beginning to the foundation

good stuff

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