



# **Guerrilla Music Marketing Handbook: 201 Self-Promotion Ideas for Songwriters, Musicians & Bands on a Budget (Revised & Updated)**

*Bob Baker*

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The classic guide to independent music promotion (**revised and updated 2013**). With this manual, you'll discover that music marketing doesn't have to be expensive or flashy to be effective. Whether you're promoting a fast-growing indie band, record label or solo act from your basement, the *Guerrilla Music Marketing Handbook* gives you the tools you need to get the most out of your music career.

Within these pages you'll find:

- **Dozens of simple, high-impact ways to promote yourself, your band, or your new release**
- Tips on how to double your music sales (in 90 days or less)
- **25 ways to finance your next recording project, music video, or major equipment purchase**
- The 29 most important elements in creating sizzling music publicity materials

"The most directly applicable, start-tomorrow, creatively inspiring book I've ever seen on promoting your music!" -**Derek Sivers**, founder of CD Baby

"After applying many of Bob's ideas, and without any wholesaling or distribution, I sold more than 20,000 music albums over the last five years. Using his suggestions, I increased my fan base by 35% in just one year. Pretty good for a non-performing artist who does all studio work. Bob is the master of music marketing!" -**Kris Lee-Scott**, Hanai Music

Don't create great music in the dark. Get the *Guerrilla Music Marketing Handbook* today. It's already helped thousands of artists get more exposure and generate more gigs and music sales. Now it's your turn to soak up these ideas and put them to work for you.

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