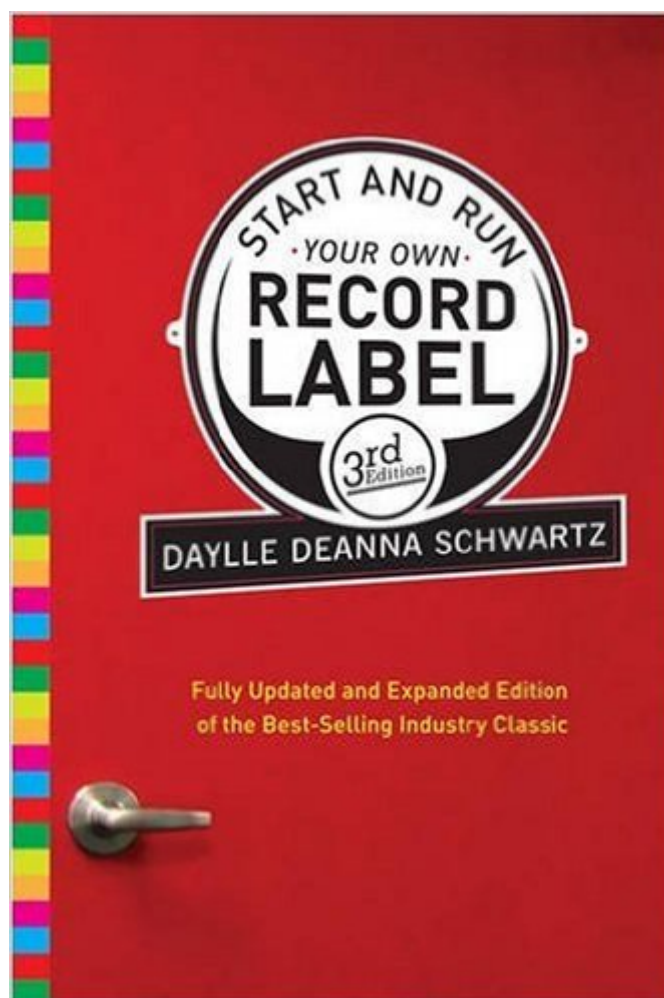


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# Start And Run Your Own Record Label, Third Edition (Start & Run Your Own Record Label)



## Synopsis

For everyone interested in starting a record label “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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Average Customer Review: 3.8 out of 5 stars [See all reviews](#) (70 customer reviews)

Best Sellers Rank: #95,177 in Books (See Top 100 in Books) #43 in [Books > Arts & Photography > Music > Business](#) #170 in [Books > Business & Money > Small Business & Entrepreneurship > New Business Enterprises](#) #178 in [Books > Humor & Entertainment > Sheet Music & Scores >](#)

## Customer Reviews

Daylle Deanna Schwartz wrote an excellent survey book on how to start and run a record label. It is a book for people who are interested in starting their own music label, managers, artist, etc. I would truly recommend this book to anybody who is tossing the idea around in their head about entrepreneurship in music, college students (like me), or an artist and personal manager who is sick of waiting to get signed by a major label! Her topics range from Distributions, copyrights, Marketing and promotion, Radio airplay, and international market, among others. Schwartz also includes tips from other independent label owners, distributors, publicist, journalist, and Program and music directors at college and commercial radios. She emphasizes **HARDWORK, PROFESSIONALISM, PERSISTENCE, MARKETING** and **PROMOTING** your artist. Also make sure you have a great lawyer and search for the money trail (government grants, investors, loans, etc) to start up your label. After reading this book the next step you need to do if you are truly serious and ready to work **HARD** and **SMART** is research each individual topic ranging from starting a small business, to business plans, Distribution and copyrighting, **MARKETING AND PROMOTION**, etc!!! There is also books on internet promotion that are more up to date. The key here is to **RESEARCH** and not just use this one book for all the answers. Invest in going to music seminars, people. People aren't going to you, you have to go to them and get in **THEIR** face!!!! can't wait to read her other music book. One more thing: she was a high school teacher, but she had the faith, motivation and drive to start her own label in this shark infested and diseased industry. Schwartz **RESEARCHED** and worked **HARD** and **SMART**. **YOU** have to start somewhere!!!

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