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The 9 Irrefutable Laws of Music Marketing: How the most successful acts promote themselves, attract fans, and ensure their long-term success

Bob Baker

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Do You Know These Nine Timeless Music Marketing Principles?

From the author of the "Guerrilla Music Marketing Handbook" ...

The business of making, promoting and selling music has changed drastically since the dawn of the 21st Century. (How's that for overstating the obvious?)

I've been immersed in the world of music marketing since the early 1990s. I've witnessed, participated in, and written often about the huge shifts that have taken place. I know first-hand how confusing and frustrating it can be to stay on top of everything - all of the new websites, new technologies, and new routes to success.

However, from this perspective I've also come to another realization: Hidden among all of these changes are some timeless, irrefutable principles that most musicians, songwriters, managers, publicists, and other music pros have sadly lost sight of.

Sure, the tools and tactics may evolve, but if you really look under the hood, you'll find several factors that have always powered the link between musicians, self-expression, fans, popularity, and ultimate success as an artist.

For the purposes of this book, I am calling these factors "Laws." After decades of intimate involvement with the topic, I consider them to be the foundational, undeniable principles that govern music marketing.

These laws were in effect decades ago, they are alive and well today, and they will continue to influence musicians, songwriters, bands, and fans for decades to come.

Why Obey These Laws?

In a world filled with ever-changing options, I find it comforting to know there are some things I can always count on. I may not know what the hot new website or app will be six months from now, but I can be certain that when that shiny new thing pops up, I'll have a good idea how to use it. Why? Because I have at my disposal a set of rock-solid principles to guide me.

I often use the topic of weight loss to illustrate this point. There have been many times in my life when I've felt confused and overwhelmed about what to eat and how to exercise. There are so many books, programs, experts, and options out there on the subject. The sheer magnitude of choices often keeps me from taking any

action whatsoever.

Perhaps you've felt the same way at some point in your life.
However, years ago I realized a simple, timeless principle related to healthy living that helped me immensely. And I could sum it up in four words: "Eat less, move more."

For me, that became my weight-loss "law." Whenever I start to feel frustrated, I come back to this fundamental idea, which practically every weight-loss book, program or diet is built upon. When I stay focused on this underlying law, I maintain my balance and purpose.

And that's what I hope these nine irrefutable laws of music marketing do for you - give you a solid set of principles to build your music career upon.

With each law, I give you well-known examples and personal stories from my own life in music and marketing. I also give you a short statement in bold text that sums up the main idea of the law. Each chapter ends with a list of ways you can implement the law and put it into practice.

The hope these music marketing laws give you the knowledge and clarity you'll need to make major progress with your career as an artist (or as someone who supports an artist as a manager, publicist, producer, or agent).

One final thing about these music marketing laws ...

No one will arrest you or fine you if you disobey them. However, if you seriously use them as a set of guiding principles, I truly believe you'll find yourself with more exposure, more fans, more sales, and will make more of an impact with your music.

Scroll up and click the Buy Now button!

To your success!

-Bob

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