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# Indie Rock 101: Running, Recording, Promoting your Band (The Mastering Music Series)

*Richard Turgeon*

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*Indie Rock 101* is a clear, concise, all-in-one primer for beginning to mid-level musicians looking for the essential fundamentals behind running, recording, and promoting their band. It contains all the basics that can take years to collate from more specialized or technical books, magazines, and websites--and it's written by a real independent musician.

- Part I, Running Your Band, covers the topics most relevant to forming and running the band: the people, practice, and songwriting.
- Part II, Recording, covers pre-production considerations, gear, and how-to basics, and timeless fundamentals and techniques around recording, mixing, and mastering.
- Part III, Promoting, covers what you need to know to establish and grow your fan base, including graphic design, your press kit, and website, sharing and selling your music, playing out, and making a video.

Whether you're just starting out or looking for a 360-degree primer to help take your music to the next level, *Indie Rock 101* is the one book that covers it all.

- Written by a music industry insider, learn from someone who has been there and succeeded.
- Get insight and need-to-know information on running, recording, and promoting your band that is usually gained through painful experience. Overcome the barriers facing your band.
- Get on the runway to becoming pro, navigate the music world without a label, and get your music out to the world

Featuring photos and Q&As from:

- Birdmonster
- CDBaby founder Derek Sivers
- Juliana Hatfield
- John Vanderslice
- Karate
- Mark Kozelek of Sun Kil Moon
- Spanish for 100
- World Air Guitar Champion "Hot Lixx" Hulahan
- And more

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