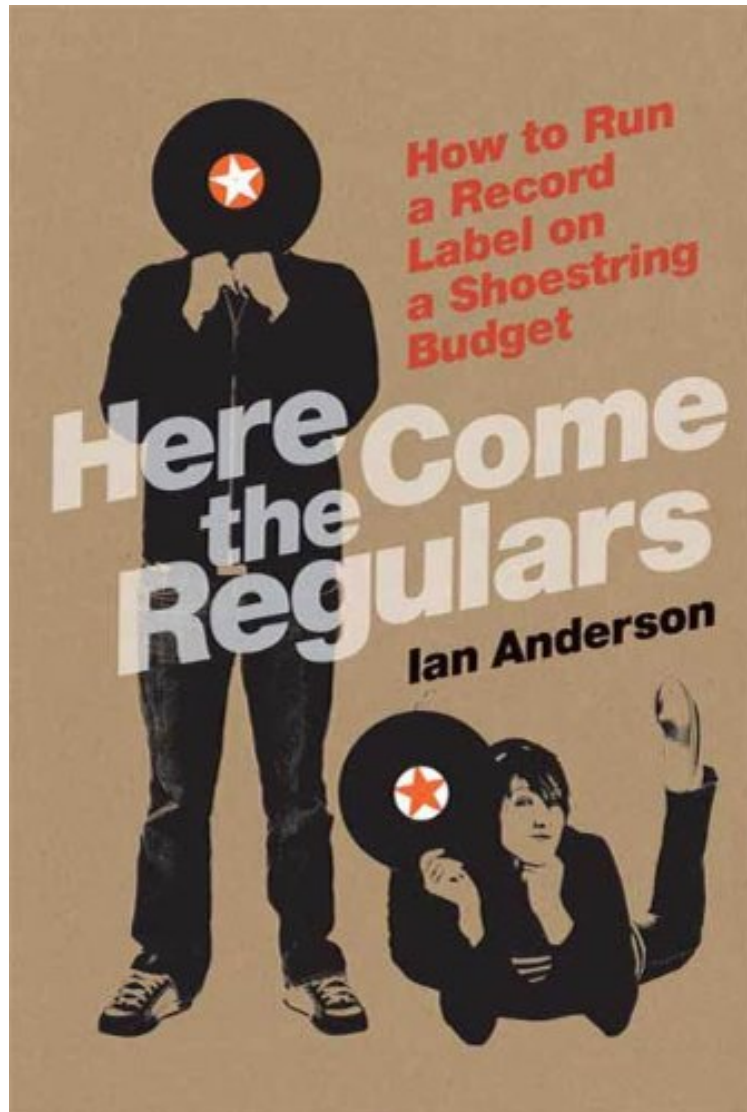


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## Here Come the Regulars: How to Run a Record Label on a Shoestring Budget

*Ian Anderson*

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**Ian Anderson : Here Come the Regulars: How to Run a Record Label on a Shoestring Budget** before purchasing it in order to gage whether or not it would be worth my time, and all praised Here Come the Regulars: How to Run a Record Label on a Shoestring Budget:

2 of 2 people found the following review helpful. Great place to start a fun read!By PAny kid who starts his own business before he's out of high school is pretty darn passionate, and now that the author, Ian Anderson, is in his early 20s, he's had years of experience running an indie label. It shows in his down-to-earth advice. The music business is

changing dramatically, and this book is a terrific snapshot of what's great about indie labels and creative indie musicians. A fun read, well laid-out, and a great gift for the garage band in your life. 1 of 1 people found the following review helpful. Excellent Info for those interested in starting their own label By Fatty McChubs It is an easy, fun read. What I liked best about this book is, unlike others on the subject, it lays out some of the groundwork operations for those who want to start a label from nothing, right now. On the other hand it has information about the operations of a label that is actually selling records and is being recognized by people such as those at rollingstone and pitchfork. 0 of 0 people found the following review helpful. Very Informative Book; A Bit Brief By M. Bachochin This book is an all around good source of information, I felt. It covers a wide range of topics, almost like an FAQ put into book form. It guides the reader through several levels, from beginning a record label, all the way to the big times (not so big that it's unrealistic though). Anyways, this book was a great, smooth read - not slow at all - and briefly goes over what seems to be about 75%-90% of the record label industry. Highly recommended.

Ian Anderson started recording music when he was thirteen and launched his own successful label, Afternoon Records, in 2003, when he was just eighteen. Now this wunderkind of the indie music scene has written the ultimate guide for all those aspiring to a career in the record industry. Here Come the Regulars covers territory ranging from a label's image to its budget, focusing on the importance of blogging culture and how to use new media like MySpace, Facebook, Twitter, Amazon, and iTunes to the best advantage. Aside from its essential advice including a truthful account of the role of attorneys, contracts, and record deals this accessible guide also contains key practical information ranging from sample legal agreements and press releases to actual figures illustrating how much money to spend on what (promotion, tour expenses, even T-shirts), all specifically geared toward the young upstart with very little in the bank. As the front man for the indie-pop band One for the Team and the editor of the music blog MFR, Anderson demonstrates how an energetic and persevering small label can thrive in an era of big box stores and homogenized radio stations. Showing how to start with \$500 and an office that's the size of your bedroom closet because it is your bedroom closet, Here Come the Regulars will become the dog-eared, underlined bible on your nightstand. C