



The Tour Book: How to Get Your Music on the Road

Andy Reynolds

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Live music is a huge industry. In 2006, concert ticket sales totaled \$3.6 billion in North America alone! Playing live is an integral part of the success of any musician, band, or artist. There is a huge difference between writing and recording your songs in your home studio or rehearsal space and going out and putting on a show. If you can't cut it live, then you really won't impress any audience, let alone gain a record deal and sell your music. So how do you make sure your show has the maximum impact? How do you appear professional and knowledgeable in an industry that has its own conventions, language, and baffling technical terms? How do you get booked into a venue and get paid? How do you then get bigger and better shows? The Tour Book: How to Get Your Music on the Road answers these questions and many more. It provides practical advice, hints, and tips on every aspect of putting on a live show, including rehearsal, equipment, travel, accommodations, show booking and promotion, sound checks, contracts, taxation, working abroad, and marketing. Featuring interviews and quotes from key industry figures and contemporary artists and musicians, The Tour Book is a must-have for any band or musician who is serious about playing live and making it big.

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