

WHAT IS IT?

If you are hoping to create a buzz, you need to be well prepared. That preparation includes the live aspects of being able to perform a great show and win over audiences. It also means developing a great package, doing some research and developing a strategy to market yourself to the music industry and to the public.

WHY DO I NEED TO KNOW ABOUT THIS?

Without marketing and promotion, no one will ever know that you exist. This is, in effect, a guide to self-marketing and promotion.