

Music Consultant, Producer and Coach Loren Weisman speaking at MMC 17

HARRISBURG, Pa., Feb. 12, 2013 (SEND2PRESS NEWSWIRE) – On Friday, February 15, at 2:30 p.m., Loren Weisman will be delivering “The State of The Record Deal in 2013: Myths vs. Reality” at the 17th Annual Millennium Music Conference (MMC) in Camp Hill, Pennsylvania. Loren will discuss a great deal of the behind the scenes activity and what is really going on as regards what it really takes to thrive in today’s business. Loren will also discuss how locations like Camp Hill, Pa. and other “hub” locations are more important to up-and-coming musicians over the larger cities.

Loren will be available for free 10 minute coaching sessions in the main ballroom on Friday and Saturday.

Loren Weisman is a music consultant, music producer, and coach who helps independent artists, musicians, bands, labels, and managers achieve sustainable success in the music business. He has contributed to over 700 albums as a drummer and producer.



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In addition to his work in music, Loren also maintains television production credits with three major networks and serves as a media consultant to many businesses in and out of the arts and entertainment fields.

Weisman is the author of the new book, “The Artist’s Guide to Success in The Music Business: the Who, What, When, Where, Why, & How of the Steps that Musicians & Bands Have to Take to Succeed in Music, Second Edition” (ISBN: 978-1-60832-578-8; trade paperback; Greenleaf Book Group).

The book provides invaluable advice from a music industry insider who demystifies the artist’s journey from passion to profession. Both practical and inspiring, “The Artist’s Guide to Success in the Music Business” provides comprehensive details on how to launch and sustain your success in today’s music industry. From production and performance tips to marketing and career-building advice, author Weisman serves up lessons culled from his over twenty-five years as a working musician and a music business consultant.

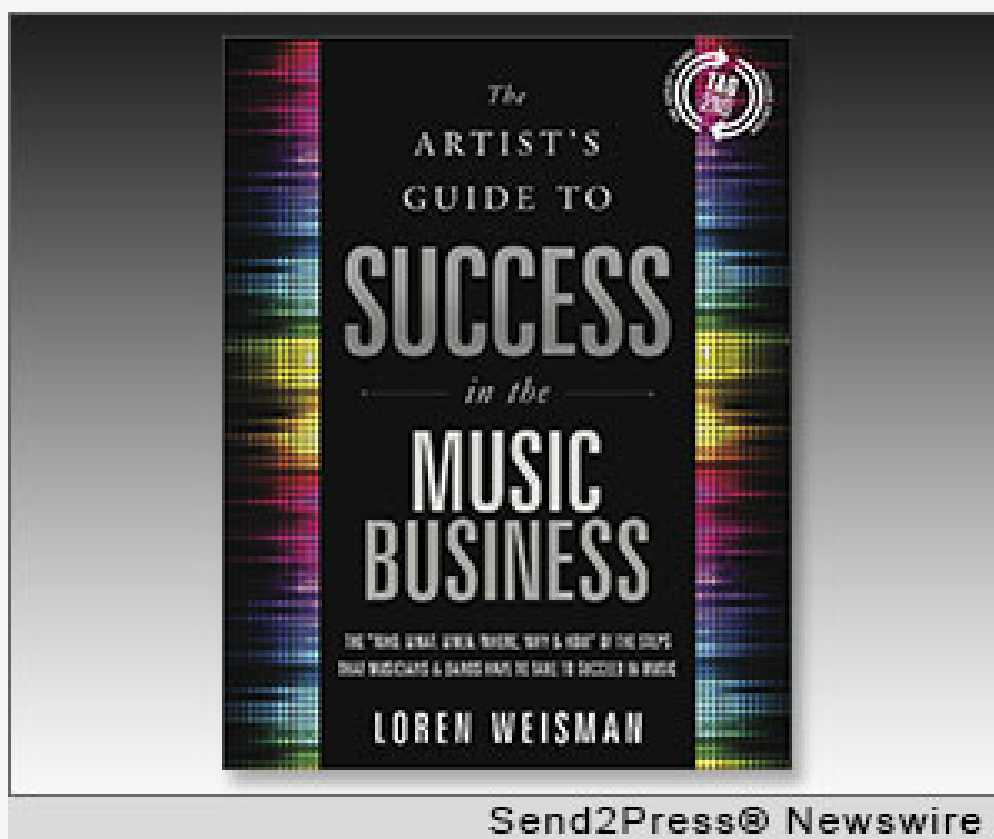
Aspiring musicians will relate to Weisman's struggles that resemble their own, while benefiting from his professional counsel.

"The Artist's Guide to Success in the Music Business, 2nd Edition" will also be on pre-sale as part of a book and consulting package only being offered at MMC.

For more information about Loren Weisman, hiring him for a speaking engagement, his consulting services or his new book, "The Artist's Guide to Success in the Music Business, 2nd Edition," visit <http://lorenweisman.com/> .

For more information about the Millennium Music Conference, visit, <http://musicconference.net> .

News issued by: Loren Weisman



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Original Story ID: 2013-02-0212-001 (8518) :: Music-Consultant-Producer-and-Coach-Loren-Weisman-speaking-at-MMC-17_2013-02-0212-001

Original Keywords: Loren Weisman, The Artist's Guide to Success in the Music Business, 2nd Edition, Millennium Music Conference, MMC, Elle Double You Productions, ISBN 978-1-60832-578-8, trade paperback, Greenleaf Book Group, marketing a band Loren Weisman Harrisburg Pennsylvania HARRISBURG, Pa.

Alternate Headline: Loren Weisman hosts 'The State of The Record Deal in 2013' at 17th Annual Millennium Music Conference

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Original Shortcode for Story: <http://goo.gl/V5Iox>