

# Music Industry Author and Branding Fool Kicks Off Summer Book Tour in Santa Monica

SANTA MONICA, Calif., June 17, 2014 (SEND2PRESS NEWSWIRE) – Loren Weisman, a music industry consultant, and self-proclaimed “branding fool,” is the author of “The Artist’s Guide to Success in the Music Business” (ISBN: 978-1608325788). On June 28, he begins the “Proof of Concept Tour,” a two-month, 40-city book and speaking tour. It will take place from 12 p.m. to 4 p.m. at The Third Street Promenade Barnes & Noble in Santa Monica, Calif. at 1201 3rd Street. Special guests will include multi Grammy® Award Winning Producer/Engineer, Val Garay.

In addition to signing copies of his new book, Weisman plans to focus his Santa Monica Barnes & Noble book signing on artist branding and will launch the audio version of the first chapter, “The Music Industry and You” (ISBN: 978-1626341487) from “The Artist’s Guide to Success in the Music Business.”

Chapter One is narrated by Weisman and has 20 tracks. It includes more than one hour of advice with track titles such as: Are You a Good Investment?; If It Was Easy; and How Do You Spell Success?

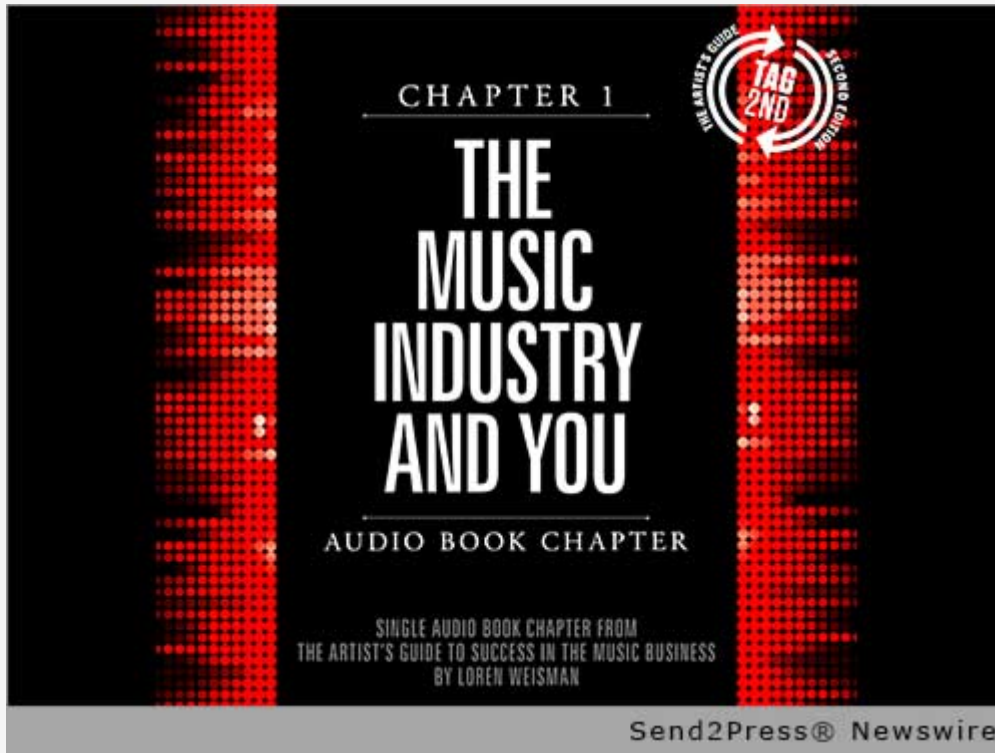
Several guests from inside and outside the music industry will join Weisman in “The Proof of Concept Tour” to share their branding ideas and applications. In addition to branding fundamentals, wilder branding ideas will also be tossed into the mix.

“These concepts are ideal for people in and out of the music business to use and apply from the book and beyond,” Weisman says. “Branding is essential for any business. If you’re not branding your images, your logo, your font and your content, and then reinforcing it with consistent and uniform content, you’re getting lost in the mix.”

“The Artist’s Guide to Success in the Music Business” delivers the, “Who, What, When, Where, Why and How” of the steps musicians and bands have to take to succeed in music.

“It’s a roadmap from passion to profession,” Weisman says.

The audio book chapters from “The Artists Guide to Success in the Music Business” will be released every two weeks following the June 28 Chapter One release.



All 11 chapters are available for \$2.99. In between each chapter, additional audios, including the introduction, conclusion and various music business tip quotes will be released for free.

During “The Proof of Concept Tour,” Weisman will visit Miami, New Orleans, Nashville, New York City, Boston, Washington DC, Austin, Atlanta, Las Vegas, San Francisco, St. Louis, Oklahoma City and many other cities.

For more information, visit: <http://www.lorenweisman.com/>.

\* VIDEO: [http://youtu.be/leP8\\_LnHc0E](http://youtu.be/leP8_LnHc0E).

\* AUDIO: <https://soundcloud.com/loren-weisman/loren-weismans-tracks-the-art>.

\* Photo: [Send2Press.com/wire/images/14-0617-weisman\\_300dpi.jpg](http://Send2Press.com/wire/images/14-0617-weisman_300dpi.jpg)

\* Photo Caption: Loren Weisman.

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\* Photo Caption: Weisman takes branding to new level.

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\* Photo Caption: “The Music Industry and You.”

News issued by: Loren Weisman



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