



How To Be Your Own Booking Agent: Comments From Universities

“Ms. Goldstein’s book is an invaluable aid for the music business student. The text not only tells what to do when launching a music career, but describes in detail how to do it!

Jeffrey Dorenfeld
Assoc. Professor, Music Business/Management
Berklee College of Music

“Jeri’s book provides a simple, yet complete guide of how to set career goals, run your own business, negotiate contracts, promote artists, establish tours, and schmooze with major industry contacts. Several music business college programs

use it in a variety of courses. It’s that good. It will help you understand the industry and show you how to become a successful player.”

Larry E. Wacholtz, Ph.D.
School of Business, Belmont University
Author, *Inside Country Music* (Billboard Books)
How The Music Industry Works (Thumbs Up press)

“This book delivers the knowledge and know-how for musician’s to succeed at any level in the entertainment business.”

Patrick F. Sullivan
Teaching Fellow, Music Business Program
New York University

“I use this book in the commercial music program at Cal State Los Angeles and the response from students has been tremendous. It’s much more than about booking. It’s a practical tool for almost every facet of the music business.”

Deborah Holland
Singer-Songwriter and Professor of Music,
California State University, Los Angeles

“I was told I should write a book to share my knowledge about the Music Industry...I found Jeri’s book and realized she has said it all for new musicians! I use the book in my 10 week “Getting Gigs” course at Musician’s Institute and recommend it a couple of times a week to other musicians.”

Chris Fletcher,
CEO Coast to Coast Music Booking
Instructor, Music Business at Musician’s Institute & L.A. Music Academy

“Ms. Goldstein’s book is the definitive resource for the self-promoting artist and anyone seeking a career in the booking and touring segment of the music industry. “How To Be Your Own Booking Agent” has been an invaluable text in our program’s Booking and Touring course for more than three years now. Students have consistently and enthusiastically commented on its usefulness as a music industry resource.”

Richard Grossman
music business coordinator
Musictech College, St. Paul, MN

“Jeri Goldstein’s book has replaced an entire shelf of other books for me. The information is accurate, concise and easy to understand. For me it’s like taking the best chapters out of all the other music business books I own and putting them all together in one easy to digest presentation. For me it was inspiring. I’m planning on making it required reading for all my students.”

Todd Johnson
Instructor Cal Arts, College of the Canyons, The Masters College