

April, 2006

PRESS RELEASE:

**How To Be Your Own Booking Agent
THE Musician's & Performing Artist's
Guide To Successful Touring**

By Jeri Goldstein; Edited by Kari Estrin
Published by The New Music Times, Inc.

**REVISED 2nd EDITION UPDATED:
THE 6th PRINTING
With Fully Updated Resources for 2006
& NEW ISBN: 0-9606830-4-6
& ISBN 13: 9780960683048**

Since 1998, the award-winning, *How To Be Your Own Booking Agent* has been among the top selling music and performing arts business books. It is regularly selected each semester by professors teaching music business and the performing arts and continually recommended by musicians and performing artists worldwide. Jeri Goldstein's unique step-by-step guide and resource book is artfully organized into 492 pages of savvy advice, realistic methods and action plans for the performing artist and is now available in its UPDATED Revised 2nd Edition. This completely updated edition provides current information about immigration regulations for touring artists, new technology advances in digital and electronic press kits and web design basics along with exciting new insights from experienced professionals in the entertainment business. There are 24 chapters enhanced with completely updated resource sections following each chapter packed with recommended books, directories, web sites, businesses and new conferences helping artists achieve their career goals and this revised edition is truly *THE Musician's & Performing Artist's Guide To Successful Touring*.

How To Be Your Own Booking Agent THE Musician's & Performing Artist's Guide To Successful Touring tackles such topics as: The Art of Negotiating; How to Make Cold Calls; Setting Long Term Goals; Effective Telephone Techniques; Creating An Effective Promotional Package; Contracts; The Art of Touring; Managing the Road; Conferences; Trade Shows and Industry Events; Funding Sources; Crossing Borders—U.S./Canada Touring; Marketing Your Act; Accessing the Media: Print, Radio, Television and The Internet; Working with Your Record Company; Working with Managers and Agents; When to Quit Your Day Job; Hiring Help and Ethics and Attitudes.

As someone who has had the experience of climbing from the bottom to the top of the music industry, I find Goldstein's book to be THE road map for taking a career from oblivion to stardom, on one's own terms, while maintaining artistic integrity! By combining universal business practices with music industry savvy, HOW TO BE YOUR OWN BOOKING AGENT is your guide to success.

—RAVI,
singer/songwriter, former guitarist
for triple GRAMMY nominee, HANSON

The information is visually accessible with worksheets and a variety of forms included throughout the book that may be copied for the artist's use and convenience. Jeri has answered most of the burning questions, provided immediately usable methods and tackled many of the foreseeable problems. Most importantly, though, she offers the performing artist a step-by-step guide to create a successful touring career.

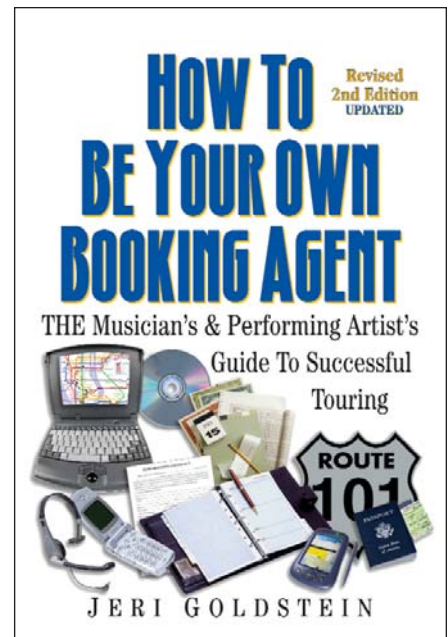
*For more information, or to order a copy of this book, contact Jeri Goldstein at
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About The Author

Jeri Goldstein was the agent and manager for some of the top touring acoustic artists on the circuit including Robin & Linda Williams and Garrison Keillor & The Hopeful Gospel Quartet. Goldstein has booked national and international tours for artists performing in country, folk, gospel, bluegrass, contemporary, classical and children's music. She has also booked tours for theater and dance. After 20 years of working as an agent and manager, Goldstein authored the award-winning book, *How To Be Your Own Booking Agent, A Performing Artist's Guide To A Successful Touring Career*. In 2001, Goldstein partnered with The Southern Arts Federation and Carnegie Mellon Arts Management Program, to produce an E-SeminArts, three-hour workshop CD-ROM, *Marketing Your Act*. Articles for the self-managed artist can be found on Getsigned.com, and have been published in Indie Magazine, Music Biz Magazine, and GiG Magazine.



Goldstein created innovative programs as a resource for performing artists—Manager-In-A-Box, a consultation program, is designed to help performing artists, agents and managers enhance their career development. The Performing Biz is Goldstein's seminar that is presented at universities, festivals, conferences, and for art councils or to individual groups of performing artists. In 2005, she began offering Career Boosting Retreats for Performing Artists at her home.

Complimenting her 30 plus years as president of The New Music Times, Inc., Goldstein's, background runs the gamut working inside the entertainment industry as concert promoter, tour coordinator, commercial television production engineer for an NBC affiliate station, commercial country radio DJ, photographer and graphic artist. She has also served as President and member of the Board of Directors of the Folk Alliance. Goldstein coordinates the Folk Alliance's Booking Agent Training School for the annual conference. Goldstein also serves as a consultant to the Virginia Commission for the Arts. Currently, she makes her home in central Virginia.

Goldstein has conducted seminars for:

Arts Councils:

Arts Council of the Blue Ridge
Arts Midwest
Arts North Carolina
Arts Northwest
British Columbia Touring Council, Canada
California Arts Council
Indiana Arts Commission
Louisiana Division of the Arts
Mississippi Arts Commission
Missouri Folk Arts Program
New Orleans Arts Council
Ohio Arts Presenter's Network
Ontario Arts Council, Canada
Pennsylvania Arts Council, PennPat
Southern Arts Federation
Tennessee Arts Commission
Virginia Commission for the Arts

Organizations:

The Music Business Institute/Cutting Edge
Enoch Pratt Free Library
Folk Alliance
Independent Children's Artist Network
International Bluegrass Music Association
Louisiana Music New Orleans Pride—LMNOP
Music Entertainment Industry Educators Association—MEIEA

Schools:

Belmont University—School of Business
Carnegie Mellon University
Colorado University at Denver—Music Industry
Loyola University—Music Business Department
Music Tech College
New York University—Music Department
University of Kansas—Music & Dance Department
University of Virginia—McIntire School of Music &
Continuing Professional Studies

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