



Smart Rappers Get Paid!: The Common Sense Guide to Creating, Marketing and Selling Your Music

Miles J Hughes

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Hip hop has become both the cultural leader of young america and a multi-billion dollar industry that is in a state of flux due to artists shaking loose the shackles of the major labels. While ownership is good, most rappers have little understanding of the process of creating, marketing and selling their own music and with as many books as there has been for indie rock bands there have been NONE for rappers--until now.

Smart Rappers Get Paid! is a full-length guide that takes you from the initial stages of planning an album or mixtape you intend to sell all the way to where money changes hands. This guide details everything you will need to operate as a business. You might be wondering "why should I buy this book when there's so much free information on the internet?"

Here are three important reasons to answer that for you:

1. Most of the information you'll find online is scraped from techniques that have nothing to do with the music industry, much less hip hop, and you know putting a square peg in a round hole never works--and neither will their free (and unfocused) "advice".
2. Most of the information you'll find online that does have its roots in music is written for rock bands and pop artists--not rappers--and if you've ever been around rap fans or gone to a live hip hop show you know that these are two TOTALLY different cultures and that free (and irrelevant) online "advice" simply won't cut it.
3. Most of the information you'll find online doesn't come from anyone with actual experience working with rappers as an A&R, hip hop journalist, and music publicist--this book has all of those experiences and knowledge gained so you benefit. That free (and inexperienced) online "advice" doesn't even come close.

Some of the topics discussed in Smart Rappers Get Paid!:

- How to create a music budget detailing costs, marketing plans, distribution and sales.
- How to find a producer and why you should seek to build chemistry over a cheap price.
- How to hire a graphic designer, photographer and what to look for when booking studio time.
- How to build a fan base from scratch and get your music in the hands of music bloggers and magazine editors.
- How to set up your business and use tax benefits to get things cheaper through your company

Plus many more chapters devoted to your development as an independent rapper looking to make a name (and money) for himself. Buy the book, apply the knowledge and get paid!



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