



Money and Heart: Social Media and Business Smarts for the Independent Musician

Jana Pochop

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Money and Heart: Social Media and Business Smarts for the Independent Musician Jana Pochop

Jana Pochop compiles years of experience as an artist, a booking agent, a tour manager, a venue booker, and a social media fiend to share some of her best practices for independent artists of all levels. Topics include web presence, social media strategy, crowdfunding strategy, fan base growth, touring tips, booking strategy, and some personal stories from Jana's seven years on the road.

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