

Cash Tracks: Compose, Produce, and Sell Your Original Soundtrack Music and Jingles

Jeffrey P. Fisher

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This new, updated second edition provides musicians with all the latest information they need to make jingles and score video productions. With so many changes in the industry, this is a much-needed revision to this popular guide. With major emphasis on promotion, this book covers some new technological information based on today's soundtrack composition techniques. With a huge demand for professional compositions for movies, TV, video, radio, and other multimedia formats, this book delves into how to take advantage of this demand and make a successful career. Fisher educates readers on how to organize production resources, prepare and present demo recordings, work with clients, craft profit-producing copy, promote work, protect themselves legally, get the money they deserve and more.



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