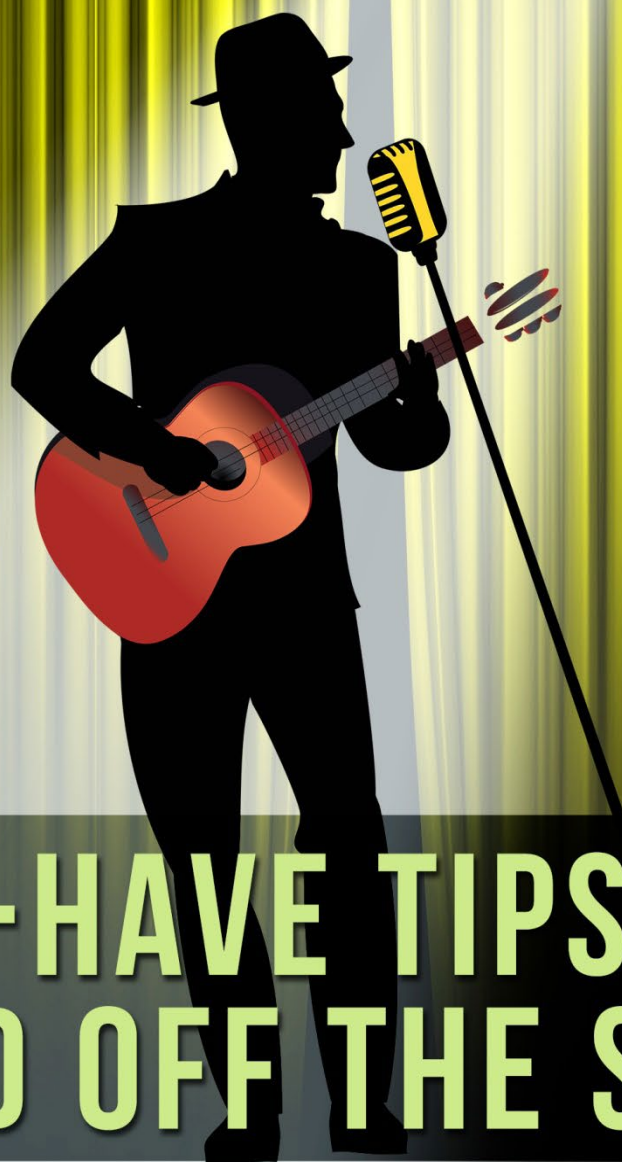


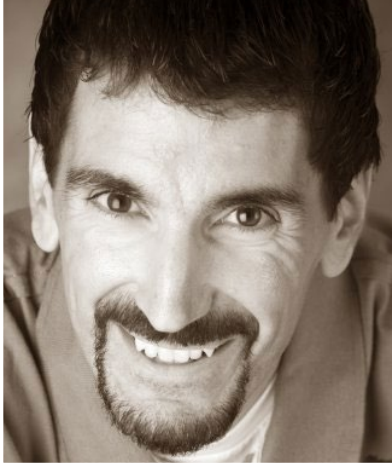
BRUCE'S BONUS BOOK

VOLUME 3



**MUST-HAVE TIPS FOR ON
AND OFF THE STAGE**

INTRODUCTION



Bruce Wawrzyniak

Welcome back. Yet again.

Two prior volumes of this book series have been published, providing 80 tips for the up-and-coming performer. Now you're about to embark on reading 40 more.

The tips are the 'Bonus' given out in each episode of "Now Hear This Entertainment," a (free) weekly podcast containing interviews with guests who are having success in the entertainment industry. The host of the show, Bruce Wawrzyniak, is also president of Now Hear This, Inc., and so his weekly tip is drawn from his vast experience in the business.

Back once again here in Volume 3 is content that was added for Volume 2 – something that the guest also said on the episode of the show referenced at the top of the page.

Most important, however, is the applicability of this information to what you are doing in your music career. The aim continues to be helping you in a practical manner. The "Bonus" (the tips) and the quote from the guest are not aimed at people with deep pockets. As is the case with the foundation that "Now Hear This Entertainment" was built on, there's an understanding that not everyone has an unlimited budget. So, the aim with the show – and this book series – has been to help you get better at what you're doing, but without telling you to invest, find backers, and raise lots (and lots) of money.

This book is for you. The weekly show is for you. Keep both in your tool belt as you go out each day to construct a career and an image that others will take notice of. Take advantage of the index (page 43).

If you have yet to listen to "Now Hear This Entertainment," there's no time like the present to get onboard. As of this writing the show is available on numerous platforms including, but not limited to, iTunes, Google Play Music, Stitcher Radio, SoundCloud, TuneIn Radio, and www.NHTE.net.

Questions are being asked of the guest each week aimed at pulling "How did you do that"-type information out of them, whether it's having gotten TV/film placement, moved up to getting booked at better venues, increasing their social media presence, or running a successful crowdfunding campaign, to name just a few examples.

Guests have ranged from participants on "American Idol," "The Voice," and "America's Got Talent," to, a Las Vegas headliner, a Rock & Roll Hall of Famer, and more, spanning various genres. Plus, there have been interviewees who've talked about aspects of a music career such as the recording studio, radio, music publishing, and other business facets.

To-date the show has gotten listeners from 120 countries, spanning all five regions of the world (Africa, the Americas, Asia, Europe, and Oceania). Here's hoping you're one of them. Enjoy the book.

EPISODE 105

Guest – **Samantha Johnson**

(A participant on “America’s Got Talent” season 10, she has been working with Americo Barbosa, who has been out with Pharrell Williams and Rihanna. Samantha is also an actress and toured ten countries as a member of the cast of “Thriller Live.)

Hear this full interview on

[iTunes](#) ▪ [Google Play Music](#) ▪ [Stitcher Radio](#) ▪ [SoundCloud](#) ▪ [NHTE.net](#)

BRUCE’S BONUS:



Perform a self-audit. Come up with an actual checklist so that you have a measuring stick in place. Have you reached goals you set, say, at the beginning of the year or the month or even the week? Compare where you are now to where you were at this point six months or a year ago. What have you gotten better at? What do you need to get better at? Where are your strengths and weaknesses and what adjustments do you need to make? Only you can answer these questions.

What the guest said

There’s so many different tactics that people use. There’s a lot of smarts behind getting subscribers (on YouTube). You wanna be searchable. You wanna know what people are looking for. You wanna make sure that, if you’re a singer, you wanna sing whatever is on the Top 100 Billboard because that’s what people wanna hear... I think posting consistently is the most important thing you can do.



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NOTE: The letter B in a page number reference is directing you to the Bonus whereas a G alongside a page number is directing you to what the guest said, as listed on the lower portion of that page.