

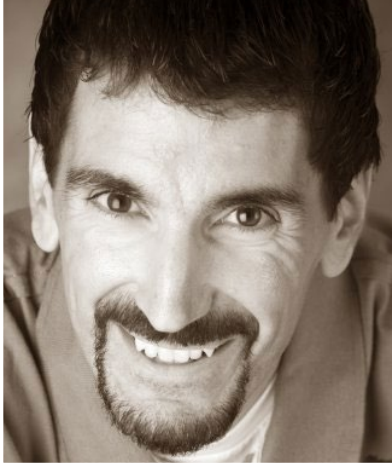
# BRUCE'S BONUS BOOK

## VOLUME 2



**MORE PRACTICAL TIPS FOR  
ASPIRING PERFORMERS**  
*Plus Advice from Guests!*

# INTRODUCTION



*Bruce Wawrzyniak*

Welcome back. Hopefully.

In Bruce's Bonus Book: A Collection of Tips for Up-and-Coming Entertainers, content was made available from the first 40 episodes of "Now Hear This Entertainment." Now it's time to roll our sleeves up even further with takeaways from Episodes 41-80.

"Now Hear This Entertainment," for those of you who've come across this book by some means other than the show itself, is a free weekly podcast available at [www.NHTE.net](http://www.NHTE.net) as well as on [iTunes](#), [Stitcher Radio](#), and [SoundCloud](#), among other platforms. In the middle of each episode is a segment called "Bruce's Bonus," during which the host, Bruce Wawrzyniak, president of Now Hear This, Inc., gives out "a helpful tip for the listeners that are musicians, singers, songwriters... entertainers who are out there trying hard to make a go of it." The aforementioned eBook was a collection of the "Bonus" from each of the first 40 episodes, the number being a nod to Casey Kasem's "American Top 40." That publication not only had – as does this one – links to each individual episode, but, a closing page with a few extra tips, in keeping with the Bonus theme.

Since "Now Hear This Entertainment" is a show featuring an interview each week with someone who is having success in the entertainment business at a level that is attainable for the up-and-comers who are listening, this time around, here in Volume 2, the bonus is that a quote from each (Episode 41-80) guest is included. It's something that they said during the show that could be construed as a tip, or, a bonus. After all, while also entertaining fans of the guest, NHTE aims to identify the "how" for the manner in which the interviewee is achieving the accomplishments highlighted in the conversation so that the aspiring entertainers in the audience can come away from the show with tips on how to work toward the next level of their career.

So that explains the guest's credentials. But what about Bruce himself, giving out the Bonus each week? Who is he? In addition to creating, producing, and hosting the show since its early 2014 launch, he is the founder and president of Now Hear This, Inc., which specializes in management, promotion, and booking. He not only blogs each week on the company website, [www.NowHearThis.biz](http://www.NowHearThis.biz), but, did a guest blog in August 2015 for the International Acoustic Music Awards. He was a speaker at a Young Songwriters Workshop in Nashville, and was scheduled to be a panelist at a music conference in Atlanta in November 2015. With clients based on both coasts, he has worked with singers, songwriters, bands, and more, including performance bookings in the likes of Las Vegas, Nashville, L.A., Atlanta, Orlando, and more, plus numerous media placements, among other highlights.

"Now Hear This Entertainment" has gotten listeners from all five regions of the world: Africa, the Americas, Asia, Europe, and Oceania.

# EPISODE 74

Guest – **Windy Wagner**

**(Sang on more than 600 songs for the hit FOX television show “Glee,” has been a background vocalist for live performances by Elton John)**

Hear this full interview on

[NHTE.net](#) • [iTunes](#) • [Stitcher Radio](#) • [SoundCloud](#)

## BRUCE’S BONUS:



Remember that when you Direct Message someone on Twitter asking them to check out your music, it’s a lot like cold calls to venues. By that I mean, there are so many coming in every day, you really shouldn’t hold out much hope for a huge return on your time. Publishing companies, record labels, radio stations, and yes, even podcast hosts, are inundated with others just like you who are doing that, so consider maybe using your time in a more productive way, meaning on something where you stand a chance of better results, even if that means rehearsing or writing new music.

### What the guest said

*He shot (my video) on the iPhone and did an 8mm filter on top of it to make it look kind of weathered and old, and that was it – there was no post-production.*



# TOPICAL INDEX

Category	Page(s)
Attitude.....	10G, 11G, 13G, 16G, 18B, 18G, 19G, 24G, 27B, 27G, 29G, 31B, 37G
Booking.....	7B, 12G, 22B, 23B, 39B
Branding.....	29B, 32B, 38G, 40B
Business.....	30G, 37B
Compensation.....	15B
Crowdfunding.....	23G, 34G
Etiquette.....	3B, 8B, 20G, 21B, 22B, 25B, 26B, 28B, 29B, 33G, 34B, 36B
Health.....	2G, 9G
Internet.....	5B, 11B, 12B, 13B, 20B, 39B
Live shows.....	2B, 9B, 12G, 21B, 23B, 24B, 26B, 27G, 28B, 28G, 30B, 31B, 31G
Music.....	5G, 8G
Networking.....	14B, 41G
Opening act.....	4G
Preparation.....	3G, 4B, 6B, 6G, 9B, 10B, 21G, 28G, 30B, 36G, 37B, 38B, 39G
Promoting.....	2B, 16B, 17B, 19B, 21B, 23B, 33B, 38B
Recording.....	17G, 25B
Resources.....	4B, 14G, 40G, 41B
Social media.....	7G, 12B, 35B, 36B
Songwriting.....	15G, 25G, 26G, 32G
Time management.....	35B
Video.....	22G, 35G

**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.*