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The Indie Band Bible Released

The ultimate guide to releasing an independent recording in Canada has finally been written. Mark Makoway, lead guitarist for Moist, has taken the last three years to prepare a book that any indie artist should possess. From how to form a band right through to signing a record deal, the book offers advice on many subjects a lot of musicians starting out may be totally unaware of.

Makoway wrote the book as a way to curb boredom while on extensive tours. "I didn't foresee it going quite as far as it has, or quite as wide reaching as it has become," says Makoway of the finished product. "Many times after shows, people were asking me questions about the music business - rudimentary things that bands should universally know. There are so many mistakes that can be made as a band, and it just seemed necessary to have something that gives guidance."

Business is a serious subject that many musicians aren't well versed in, and the book offers valuable information about how to treat your band as the business it should be. "As a band, you've really got to concentrate on your art: the songwriting, your performance ... but you've got to put just as much attention into the business

side of things. At the end of the day, a band is a business and that has to be taken care of. The book deals with both sides: art and business."

"Half the information in the book is based on mistakes Moist made," he laughs. "In terms of planning, when you're an indie band you're doing everything for the first time and you're bound to make some mistakes. Hopefully by using a reference book like *The Indie Band Bible* you'll make less mistakes. The biggest thing is to be reactive and really learn from the mistakes that you do make and not get in the pattern of making them again."

Makoway also deals with the importance of developing and maintaining contacts in the music industry. "You should really nurture those connections because there's nothing that people on your side like better, than to champion a new, great band. You've really got to help those relationships along, because they're the relationships that will open other doors for you."

The book features advice not only from Moist's experiences, but insider information from top-level music industry professionals that share tips and advice on everything from promoting a show, shooting a video, touring, to recording a demo and finally approaching a major label among many other things.

Published by Vancouver's Madrigal Press and distributed by Raincoast Books, the book will be available from most book retailers and musical instrument retail outlets. Check out www.indiebandbible.com for more information.

"The music business - there's no guarantees in it. Over the course of a career, every band gets opportunities, and if you're prepared to take advantage of those opportunities, then your chances for success are incredibly increased. *The Indie Band Bible* covers all the bases so you're up and running as a band to the point that when something great happens, you won't squander it. You'll be able to move forward."

