

A zero-budget guide to starting a business, with lessons from punk music

Punk Rock Entrepreneur

Running a Business without Losing Your Values

by Caroline Moore

“Caroline Moore offers the best kind of hope for anyone who hopes not to spend the rest of her or his life grinding out boredom in an office cubicle. *Punk Rock Entrepreneur* shows musicians and other artists how to make a living (or part of one) out of creativity without resorting to the loathsome selling-out that kills your soul. It won't be easy. It might not work. But it can be done.” —Ted Rall, cartoonist and author of *Bernie and Snowden*

“An inviting, practical, no-nonsense guide to getting a DIY business off the ground. Moore is like your smart big sister, business mentor, and life coach guiding you through the ups and downs of entrepreneurship. And she's really funny and really real.” —Eleanor Whitney, author of *Grow: How to Take Your DIY Passion and Project to the Next Level and Quit Your Job*

Do you have an idea for something that you want to share with the world but don't know where to start? Want to make a living without selling your soul? Have a business plan but can't afford to buy anything up front? This book is for you. *Punk Rock Entrepreneur* is a guide to launching your own business using DIY methods that allow you to begin from wherever you are, right now. Caroline Moore talks (and illustrates!) you through the why and how of business operations that she learned over years booking bands, organizing fests, sleeping on couches, and making a little go a long way. Engaging stories and illustrations show you the ropes, from building a network and working distribution channels to the value of community and being authentic. With first hand accounts from touring bands and small business owners, this book gives you the inspiration and down-to-earth advice you'll need to get started working for yourself.

SUBJECT: Small Business / Creativity

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CARTON QTY: 64

ART: b/w illustrations throughout

Marketing Notes

1. Every year, 13% of adults in the US start a new business
2. In punk music, bands succeed because of, not despite, their limited resources

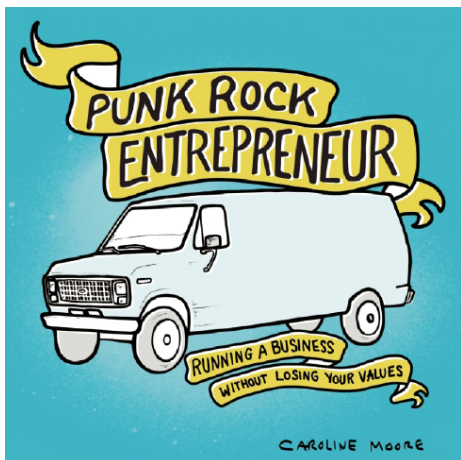
Comparative Titles

- *Grow* Eleanor Whitney 9781621060079 (Microcosm) \$11.95, 2013
- *Show Your Work* Austin Kleon 9780761178972 (Workman) \$12.95, 2014
- *Crossroads of Should and Must* Elle Luna 9780761184881 (Workman) \$16.95, 2015
- *Art, Inc* Meg Mateo Iasco 9781452128269 (Chronicle) \$16.95, 2014
- *Whatever You Are, Be a Good One* Lisa Congdon 9781452124834 (Chronicle) \$14.95, 2014



Caroline Moore is a photographer and designer from Brownsville, Pennsylvania. She has honed her business sense through years of involvement in the DIY punk scene, and has spoken on the topic at Weapons of Mass Creation Fest and Dare Conference. Her photos have been published in Alternative Press, the Vinyl District, and BIE Media, and she's designed for the CREATE lab under Carnegie Mellon University, Denis Leary, and Green Day.

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