

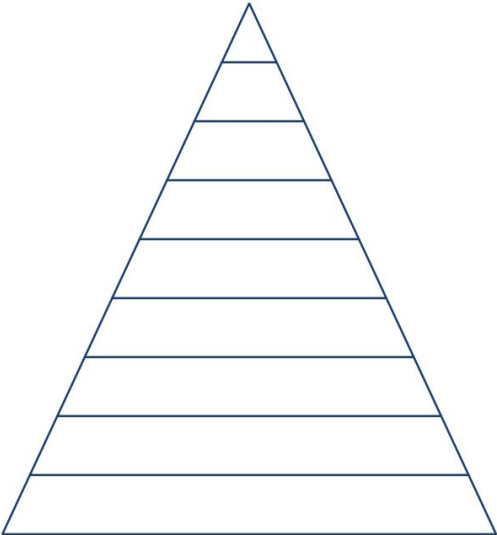
The Summerfest Effect

Milwaukee's Summerfest is one of the most sought after gigs in music. To book a slot, a band needs to be diligent and follow the steps outlined here. At each step, your peer group gets more rare and exclusive.

The same applies to your business. Dare to envision a big, daunting goal, be bold enough to ask how to get there, then take the steps necessary to achieve it.

- FORMAL PRESS KIT
- PRESS/MAGAZINE REVIEWS
- SELL TICKETS TO A SHOW
- RELEASE AN ALBUM
- RECORD A SONG
- WRITE A SONG
- PERFORM FOR A CROWD
- JOIN A BAND

Your Summerfest Effect

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