

## **FOR IMMEDIATE RELEASE**

### **Revolutionary Book Rocks The Music Industry**

ATLANTA, GA – December 3, 2008 – Professional musician turned author Kyle Morrison Lovely, front man for the band Shattersphere, has blown the doors open for aspiring musicians by writing the first guide to the music business that focuses on both “how to” information as well as the psychological development of aspiring music professionals.

Mr. Lovely wrote his all-inclusive 356-page mega guide titled “*How To Rock: The Ultimate Guide To Making It BIG In The Music Business*” after spending over 5 years as a professional musician and observing how and why some bands went on to become successful while others simply fell by the wayside, despite their musicianship.

Kyle Morrison Lovely, comments: “We are living in an age where the playing field has become level, and the opportunity to become successful in the music business has never been greater. However, simply writing good songs is no longer good enough to make an impact in today’s music world. The musicians of today have to develop themselves into multi-functioning, high productivity multi-taskers and develop an unprecedented work ethic in order to stay competitive. If the aspiring musician isn’t mentally and psychologically prepared for today’s music business, all of the ‘how-to’ information then becomes useless. This book helps musicians build solid foundations before supplying them with all of my personal in-depth knowledge of today’s music business.”

Kyle Morrison Lovely is 26 years old and currently lives in the Atlanta metro area. Kyle is widely recognized for his music with the band Shattersphere and also for singing the original version of the ECW Theme “*Don’t Question My Heart.*” His new book can be purchased at <http://www.howtorock.net> in hardcover or eBook format.

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