

# 50 SONGS YOU SHOULD WRITE

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# Resume'

**Starving Musician**

**Cold**

**Broke**

**Insecure**

**Stressed**

**Owned a Hand Basket**

**Lots of Musical Gear**

**Golf Course**

**Bowling Alley**

**Gas Station**

**Deckhand**

**1<sup>st</sup> Band, Bigtime**

**Kicked Out of 1<sup>st</sup> band**

**Ladies Shoe Store**

**Telemarketer**

**Flower Delivery**

**Joined A Very Good Band**

**Quit The Crappy Band**

**It Hit The Fan Around Here**

**House Painter**

**Door-to-Door Sales**

**Bank Drive**

**Auto Worker**

**Joined the Best Band Ever**

**Finally Gonna Make It Big**

**About Now, I Knew It All**

**Fired/Quit 3 Days Later**

**Amro Music, Memphis**

**Washington Music, DC**

**Ensoniq, Philly**

**Sonic Foundry**

**Broadjam**

**BTW Madison**

**New Secret Project**

**Boat Captain (TBA)**

**Lucky and Thankful**

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# Education

**Three older brothers**

**Three years in college**

**Freshman year all three times**

**Married up**

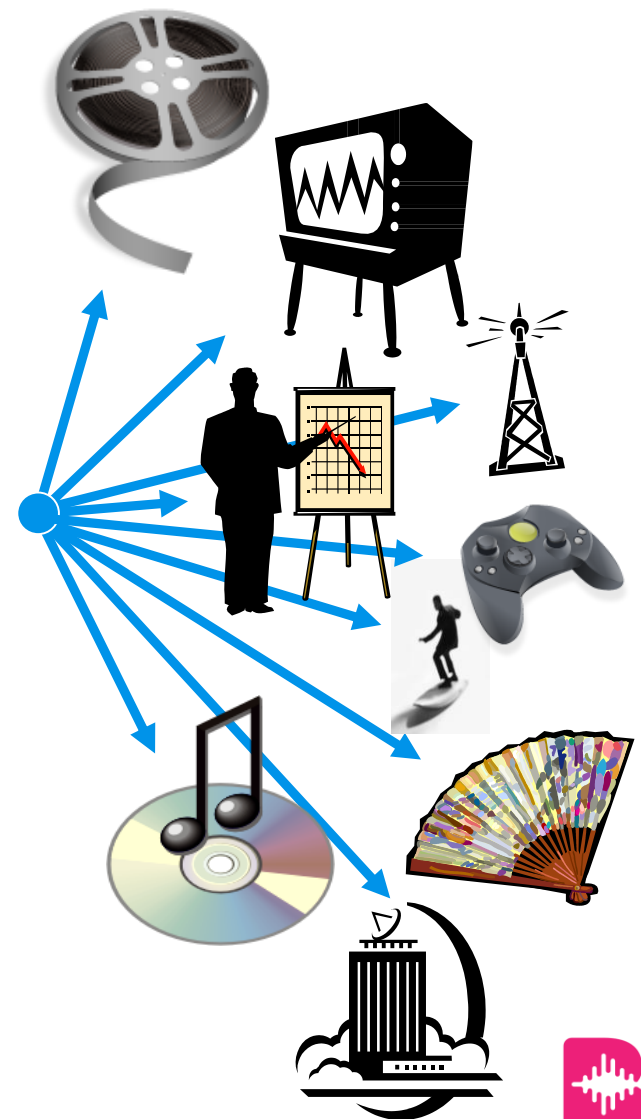
**Became An Entrepreneur**

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Profiles  
Top 10s  
Song Contests  
Download Sales  
**Music Licensing**  
Web Hosting  
Social Network  
Transmit  
Reviews



90% of our members are free

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warner | music | group



nickelodeon



FOX



fuse

Lifetime NETWORKS

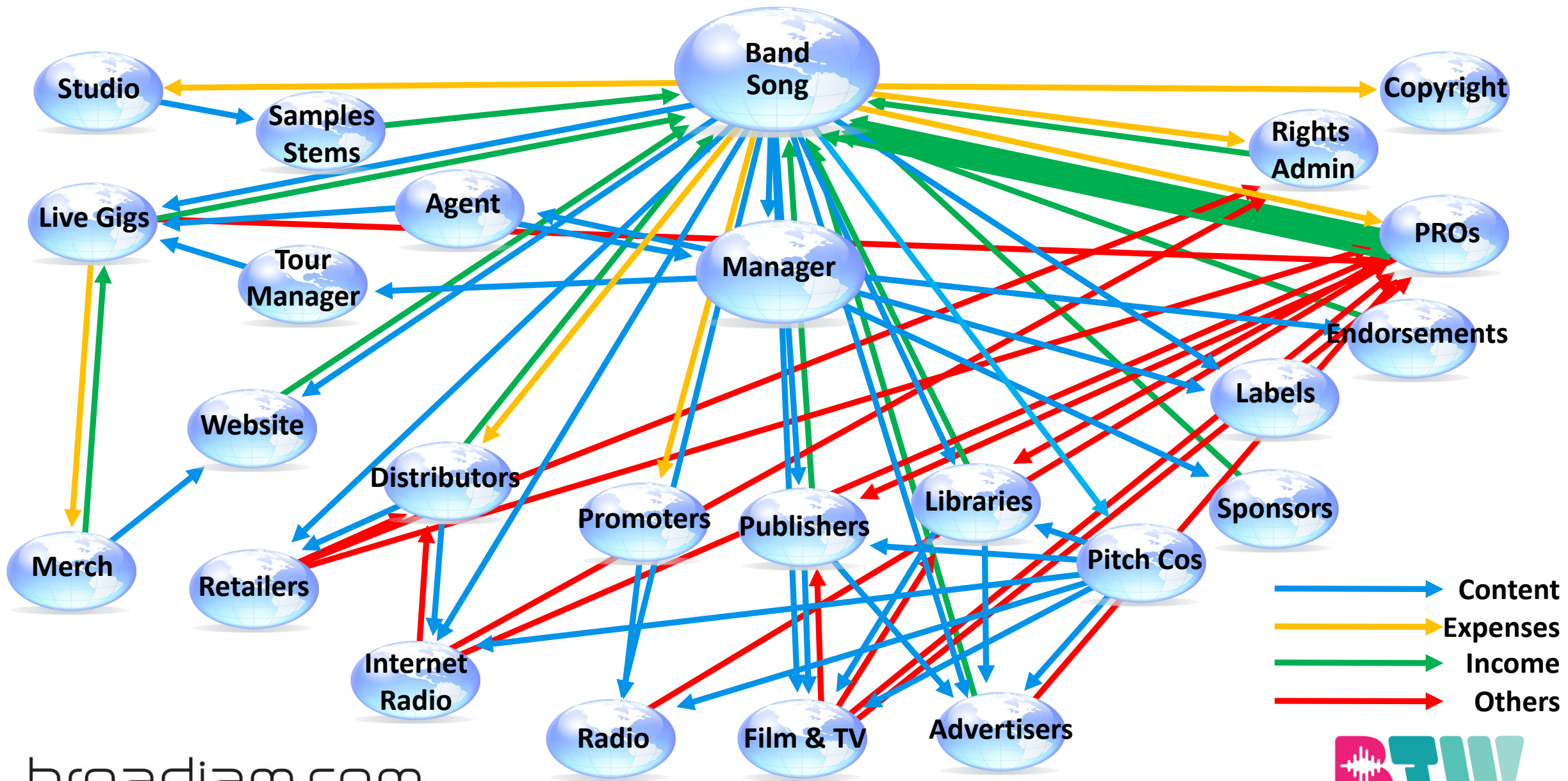


SHOWTIME



Kwik TRIP





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## Skills

Rap or Sing  
Sing harmony  
Play instrument(s)  
Play by ear  
Read sheet/tab  
Numbering/charts  
Play lead  
Write lyrics  
Write music  
Scales  
Covers

## Industry

Instruction  
Creation  
Performance  
Intellectual Prop  
Distribution  
Merchandise  
Radio  
Management  
Development  
Sales & Marketing  
Finance

## You

Honest  
Work Hard  
Get Along  
Accountable  
Early  
Go the Extra Mile  
Lift Others  
Give Credit  
Humble  
Study  
Prepared

**Make Yourself Easy To Work With**

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# How Do You Make More Outside Of Your Local Market While Living In It?

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# Film & TV Market

## 2018

Roseanne

Sunday Night Football

The Big Bang Theory

NCIS

This Is Us

Young Sheldon

Manifest

The Good Doctor

America's Got Talent

Bull

## Last Week

60 Minutes

America's Got Talent – Tue

The Bachelorette

Macy's Fireworks

Celebrity Family Feud

\$100,000 Pyramid

American Ninja Warrior

Big Brother – Tue

Big Brother – Wed

Big Brother - Sun

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# Film & TV Focus

**Re-frame your thinking about writing commercial music**

**Know the market – watch and listen**

**Understand the odds**

**Disconnect emotionally from your music**

**Edit, change and re-write when requested**

**Develop covers of known songs**

**10 rejections – 1 success**

**You're not selling out, you're making a living**

**Understand the metadata:**

**Genres – Sub Genres, Tempos, Lead Vocal**

**Subject Matter, Mood, Era, Language**

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<u>15 Genres</u>	<u>Subs</u>	<u>Selected</u>	<u>%</u>	<u>50,000</u>	<u>15 Main genres</u>	<u>% of all</u>	
Pop	39481	2262	5.73%	2,865	Classical	9.48%	Hmmm
Unique	19828	1518	7.66%	3,828	Unique	8.89%	Hmmm
Rock	32032	1444	4.51%	2,254	Rap	8.54%	Hmmm
Country	20408	1241	6.08%	3,040	Electronic	8.06%	Hmmm
Electronic	16873	1171	6.94%	3,470	Country	7.06%	
Rap	12376	910	7.35%	3,676	World	6.75%	
Folk	12951	631	4.87%	2,436	Latin	6.73%	
Classical	6324	516	8.16%	4,080	R & B	6.72%	
R & B	8455	489	5.78%	2,892	Pop	6.65%	
Jazz	8056	446	5.54%	2,768	Jazz	6.43%	Hmmm
New Age	5769	314	5.44%	2,721	New Age	6.32%	Hmmm
World	4217	245	5.81%	2,905	Folk	5.66%	
Blues	6234	240	3.85%	1,925	Rock	5.24%	
Latin	2485	144	5.79%	2,897	Blues	4.47%	
Spoken Word	232	6	2.59%	1,293	Spoken Word	3.00%	

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**15 Sub-genres (49%)**

	<b><u>%</u></b>
Unique - Holiday	10.60%
Unique - Soundtracks	9.50%
Electronic - Dance	8.58%
Rap - Hip Hop	8.38%
Classical - Contemporary	7.68%
Country - Contemporary	7.27%
Rock - Hard Rock	6.61%
Pop - General	6.59%
Country - Rock	5.65%
Pop - Alternative	5.63%
Pop - Rock	5.44%
Country - General	5.13%
Rock - General	4.36%
Rock - Alternative	4.30%
Pop - Easy Listening	4.29%

**Tempos (87%)**

Medium	(111 - 130)
Medium Slow	(91 - 110)

**3 Vocal Mixes (96%)**

Instrumental	35.06%
Male Vocal	31.69%
Female Vocal	27.22%

**Era (89%)**

2000 and Later

**Language (77%)**

English

**387 Subjects – Top 15 (40%)**

	<u>%</u>
Feelings - Happiness	5.02%
Concepts - Life	4.27%
Love & Relationships - Falling in Love	4.25%
Love & Relationships - Breaking Up	2.65%
Love & Relationships - General	2.65%
Love & Relationships - Relationship	2.62%
Love & Relationships - Attracted, Crush	2.51%
Feelings - Joy	2.47%
Love & Relationships - Madly In Love	2.14%
Inspirational - Encouragement	1.96%
Feelings - Sadness	1.87%
Good - Dance	1.87%
Love & Relationships - Lost Love	1.80%
Inspirational - Determination	1.76%
Concepts - Change	1.74%

**89 Moods – Top 15 (56%)**

	<u>%</u>
Happy - In High Spirits	8.15%
Happy - Cheerful	5.98%
Calm - Peaceful	5.05%
Happy - Joyful	4.27%
Calm - Cool	3.63%
Sad - Poignant	3.53%
Sad - Heartbreaking	3.40%
Calm - Serene	3.24%
Agitated - Restless	3.20%
Sad - Moving	3.13%
Happy - Ecstatic	3.03%
Calm - Relaxed	2.67%
Happy - Blissful	2.46%
Agitated - Tense	2.35%
Happy - Content	2.34%

**To increase your odds:**

**Write a Dance, Hip, Soundtrack or Holiday Instrumental between 91 – 130 BPMS that is current about life, falling in love, joy, madly in love or breaking up that is encouraging, cheerful, peaceful, joyful or cool. If ya feel like it, throw in a male vocal in English.**

**To guarantee your chances of failure:**

**Write a Spoken Word Duet at 190 BPMS with multiple time signatures and tempo changes that sounds like it's from the 17th century in Dutch, Cantonese or Polish and it must be hateful, vile and horrible about your in-laws, step mother, step father or a motel.**

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## Step 1

Genre

Tempo

Structure

Keys

Writing method

Style

Length

Writer's block

## Step 2

Primary 20

Secondary 15

Tertiary 3

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## Step 3 – Pick your genres

Pop

Unique

Rock

Country

Electronic

Rap

Folk

Classical

R & B

Jazz

New Age

World

Blues

Latin

Spoken Word





**Consent to losing  
sight of the shore**



**Growth happens  
during tough times**



**Get comfortable  
with being  
uncomfortable**

**Tough times don't last, tough people do**

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- **Experience is not relevant, persistence is.**
- **There is never a time when an opinion of you should determine your direction or ethics.**
- **There is never a time when the net worth of another is how you measure your self worth.**

# DAILY RITUALS

- **Solitude with affirmations**
- **Create some art**
- **Listen to music, something in & out of your wheelhouse**
- **Read something, gain some knowledge**
- **Exercise**
- **Play a game**
- **Introduce yourself to someone**
- **Help someone**

# Remember why you do it

# **BELIEVE** that you can make a living, making music

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# 50 SONGS YOU SHOULD WRITE

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# End

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# Alternate Slides Below

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# What To Prepare

**Business Cards**

**Metadata is complete and accurate**

**Promo materials are perfect**

**Relevant photos**

**Contact info on every item**

**Facebook, Linked, Instagram and YouTube Profiles**

**A Website that reflects who you are as a artist**

**Remove all negative posts from you & your friends**

**Know the answer to this, “Who do you sound like?”**

**Know what a deal is likely to entail**

**Know who you are pitching and their history**

**Materials should reflect this is all you think about**

**Make it easy to do business with you**

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# What Not To Say

**The drummer was high and a pain in the ass during the session**

**This isn't the final version, I'd like to redo the vocals**

**We were on a limited budget and we couldn't afford much more**

**My friends and family love it**

**I am not very excited about this project**

**Can you just forward this to all of your contacts?**

**I heard you did this for my friend's band, can you do it for me?**

**The Beatles, Kanye and/or Garth Brooks suck**

**Listen to tracks 2, 7 & 9**

**My music is perfect for film & tv**

**I have been playing since I was two**

**Resist explaining what the song is about**

**My entire catalog is great and I can write in every genre**

**I wrote all the lyrics and music, arranged all the parts, played every instrument, produced it, and do all the booking and management**

**Don't threaten to kill them if they don't sign your song**

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