

WRITING SONGS THAT SELL

SUMMARY:

Whether you write songs to market to your own audience as a performing songwriter, or songs to pitch to other artists, “Selling” the song means maximizing its potential for broad-based appeal. In this information packed seminar, you’ll learn specific tools for improving your lyrics, melodies and chord structures, and giving your songs more impact. Gleaned from over three decades of songwriting and live performing, Craig’s tips guarantee practical and useful information for every songwriter attempting to improve his or her craft.

Topics include: Sleeker Song Forms, Maximizing Hook Potential, Rhyming for Impact, Writing from the Heart, Sweetening with Metaphor and Other Lyric Devices, Unifying with Theme and Variation, and Showing vs. Telling.

CLASS LENGTH: Approximately 2.5 hours with discussion and Q&A.

THIS SEMINAR IS BEST SUITED FOR: All songwriters who wish to take their writing to the next level. Ideal for groups with mixed skill sets and various goals.

MINIMUM REQUIREMENTS: Some knowledge of basic song forms and terminology. No musical or performing skills required.

VARIATIONS AVAILABLE: None.

Craig Bickhardt SongSession Workshops

Contact: Larry Ahearn, Song Gallery

Songgallery@comcast.net

Larrya1966@aol.com

610.574.6276