

SONGS IN THE SPOTLIGHT:

HOW TO WRITE SONGS THAT ARTISTS WANT TO RECORD

SUMMARY:

The “Spotlight” or concert stage is where artists earn their bread and butter. A song must perform well on the radio, but more importantly it must appeal to the artist’s broad base of fans in concert and work perfectly in the concert “set”. Longevity in the music business requires a combination of talent, excellent judgment, integrity to an image, empathy for the common man, sensitivity to trends and hot-button issues, awareness of audience diversity, and passion for the work. The artist’s goal is to maintain that special fantasy relationship with the largest possible fan base, not to fragment the audience or to exchange old fans for new ones. The concert stage is the place where the artist-fan relationship is most evident. Songs are often chosen and recorded for their ability to heighten and enhance this concert interaction.

This eye-opening seminar focuses on specific reasons why certain songs do or don’t work in the “Spotlight” and why they get may or may not get recorded. It boils down the essence of “putting the singer in the best light” and unlocks some of the mysteries behind a successful artist’s repertoire. You will gain insight into how you can shift your approach to your writing and potentially unlock the key to success as a songwriter.

CLASS LENGTH: Approximately 2.5 Hours including discussion and Q&A.

THIS SEMINAR IS BEST SUITED FOR: All groups interesting in getting their songs recorded by other artists. Material will interest both the developing and the professional songwriter seeking to fine-tune their songwriting to give it a commercial edge. This is one of Craig’s most popular seminars and it often leads to very spirited discussion.

MINIMUM REQUIREMENTS: An understanding of basic commercial song forms and terms. No musical skills required.

VARIATIONS AVAILABLE: None

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