12 FAST TRACK POWER TIPS!

FOR SONGWRITER SUCCESS
Gain a lifetime of knowledge on how to become a successful songwriter in just 1 hour or less!
by Charles A Brady
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Every so often you get challenged to provide some consolidated information from your background and knowledge and experiences. I guess in effect it is an attempt to consolidate a lifetime of knowledge into 12 brief “Power Tips” of information that one can scan and learn quickly the necessary ideas and information needed to implement into their own lives so as to attain the end objective they desire. And quickly! Sort of like “I’m at point A and I need to get to point B with the briefest and most concise directions possible.” Just the facts Charles... Just the facts! It is just that which I bring to you now in the form of the ultimate 12 FAST TRACK Power Tips For Songwriter Success that I am about to share with you now.

It is toward that goal that I have prepared what I consider to be the Top 12 FAST TRACK Power Tips For Songwriting Success. In just 12 brief and concise paragraphs I am going to share with you what would take most a lifetime of trial and error and potentially tens of thousands of wasted dollars and hours to learn. These are the most important common denominators of success utilized by many of the top songwriters.

I hold firmly to the belief that most of the world’s most powerful and moving songs never make it past the initial draft and most find themselves tossed into a dusty drawer never to see the light of day or the lights of the stage. To me this is sad. The world needs great songs that can encourage us, comfort us, assure us, lift us, share our sorrows and bring tears to our dry and dusty eyes. We are emotional creatures after all.

A song that causes the foot to tap or that moves beyond the natural into our hearts and touches our spirit and emotions is a wonderful thing. Melody and lyrics that make us think or feel certain emotions or that elicits certain responses from within us are powerful tools. Songs have rallied nations and taken on a life of their own. Many of the modern movements of our day can be aligned with a particular theme song of that time period. Political campaigns use theme songs to galvanize and unite the voters. Who could forget the Clinton Campaign’s use of “Don’t Stop Thinking about Tomorrow?”

The song is a vehicle. It carries the message or the story of the writer on the bed of a melody that comes across in such a form that it can move not only the mind or the intellect, but it reaches further and deeper into the very heart of a man, woman, boy or girl. It can touch our souls. Who could possibly deny the power of a song when observing a 2 year old child as they mimic and try to sing words and tunes they don’t even know yet as the theme song from their favorite program begins. The excitement of the child begins as the first note is sounded and
captures the child’s attention in ways we adults only wish we could duplicate, as it holds them firmly until the last note is sounded.

The world’s greatest preachers and churches long ago discovered the power of the song as a motivator and compulsive agent to bringing the desired decision of the sinner to their much needed salvation at the close of a preached message. The song is sometimes debated as being as important an agent as the preached word itself. While the preached word worked on the intellect it is often the song that drives the final and often emotional surrender of the hearer into that blissful state of forgiveness and acceptance they are now cleansed and right with God. The song is powerful.

I hope that you, rather you are an aspiring songwriter or a highly successful songwriter, will glean from my experiences in the music industry, something that will impact your ministry or career in a very special and powerful way. I have hundreds of hours working with individuals at every level of success. From the writer who is still waiting on that first cut to writers who have penned many of the standards of our time.

One thing I have learned and learned well. All it takes is one great idea, one great concept, one great tip, and a life and a career can be forever changed! I have seen that played out over and over again to people at every level. Great ideas and concepts and tips are available for all who have the will to embrace them and put them into action. Many of the world’s greatest fortunes have been attained by those who finally figured out what it took for them to become a success.

So now without further delay let’s dig into these Top 12 FAST TRACK Power Tips For YOUR Songwriter Success! Hold on and come to the table with a sharp knife because this is going to be pure 100% Beef! No fillers or substitutes! Ring the Bell because Songwriters School is now in session!

(Recommendation from the author) Because this is all beef and no fillers I’d recommend taking one Power Tip at a time and absorbing it fully. I have below each Power Tip left room on the page (other than for our Kindle readers) so that you can think on the Power Tip and make notes on how you could incorporate that tip into your situation. These are not instant answers but they will lead you into workable solutions that are real, tangible and that really work!
POWERTIP 1 - Write Something New Every Day. It doesn’t have to be perfect or even complete. Just begin by putting words onto paper! The worst you can do is waste a 2 cent sheet of paper! In a best case scenario you will begin putting down your thoughts and then something begins to develop! It happens more often than you think! Perspiration often becomes Inspiration! The best and most successful writers are the ones who have penned thousands of random words and phrases and then IT happens! Random words become INTENSE THOUGHT that gives way to passionate prose and then the song begins the birthing process. Before you know it you are now the proud creator of a future hit song! But it only comes when writers write! So Write Something New Every Day! Use the gift of the creator that resides within you!

My Notes:
POWERTIP 2 – Find A Place And Time To Write. In order to write you MUST have a designated time and space for composing the future hits that you will be writing. Make sure your family and other household members know that this is YOUR SPACE and YOUR TIME! If you can, pick the time when you feel most creative! Are you more “alive” and creative in the early morning watching the sun come up over a cup of Joe? Then find that writing place and time that works best for you! The main thing is to develop a habit of writing and a routine that gives you the time and space to perfect your craft. Find Your Place And Make A Date!

My Notes:
POWERTIP 3 – Read Song Lyrics Daily. It may sound silly but everyday take at least 20 minutes just to read song lyrics. Read poems and the lyrics of older songs. Many of these may be in the public domain and can be a treasure trove of material to trigger inspiration. If you are going to be a songwriter then make part of your day a time of studying the great compositions of the past.

My Notes:
POWERTIP 4 – Review Your Previous Songs. If you have folders of songs that are collecting dust, go back and revisit those songs. A great writer knows (and will admit) that the first inspiration is not always the best inspiration! Look carefully and with new thought and inspiration how the song could be redrafted to make it better. Are there ways to shorten and strengthen the flow of the lyrics? Can you make the song more powerful and easier to remember! **Rule #2 is always make the song easy for the artist to sing!** A wordy song is a hard song to remember for both the singer and the listener.

**My Notes:**
POWERTIP 5 – Use Repetitive Elements In Your Song. Many of the biggest hits and most memorable tunes are those which employ the effective use of repetitive elements. Think of tunes like Happy Birthday. It has 3 repetitive lines and one line of variation. It is possibly the most recognizable tune in music. Go back to your songs and see how many of them would be good candidates for using repetitive elements to make the song stronger.

My Notes:
POWERTIP 6 – Spend Time With Other Writers. Nothing could be more inspiring to a songwriter than to be in the company of other tunesmiths. Sharing your stories of success and challenges is a rewarding part of being a writer. Join a local songwriters association or if there is not one in your area begin one! You may be amazed at how easy it is to find other writers looking for the same opportunities you are! If you need help starting a group join a national organization like the Gospel Songwriters Association and find out what resources they can offer to help you set up a songwriters group in your area. You can find them on the web at www.gospelsongwritersassociation.com

My Notes:
POWERTIP 7 – Study English. It may sound odd but every great songwriter needs to have a good handle on the English language. Remember you are working with words! Learn all you can about them! Practice good sentence structure and learn how to communicate a thought clearly and you are well on your way. Take time to learn synonyms and rhyming techniques. While songwriting does give the writer a certain amount of creative license you should pay close attention to your lyrics as you develop your song.

My Notes:
POWERTIP 8 – Invest In Your Craft. Just as any job requires certain tools and materials songwriting is no different. A regular investment in your songwriting future should be a must. Books and writing supplies and software and association dues and entry fees are all part of the craft. If it helps you write better songs on linen stationary than penning them on a legal pad or index cards then spend the few dollars! If it makes no difference on the quality of the songs then invest your money elsewhere. The Bible teaches that where our treasure is there our hearts will be…. 

My Notes:
POWERTIP 9 – Have A Website. – Every writer and artist should have a website that markets their craft. If you are a writer you should always be pitching your songs to every recording artist you can find. Using a blog is also a great way to build your skills as a writer. Remember that songwriting is communicating. Regular communication through writing blog entries is a great way to build and develop your skills. Websites are not nearly as expensive to set up and maintain as they used to be. The Gospel Songwriters Association even helps writers in that area with DVD’s and videos and screencasts teaching members where the best values are.

My Notes:
POWERTIP 10 – Learn How To Pitch Your Songs. If you don’t have a publisher pitching your songs (and even if you do,) you should always be looking for the right opportunities to pitch your songs. **Rule number 1 is ALWAYS ask for permission to pitch!** Never assume and just hand off songs at concerts. You can let the artist know that you have a song demo disk with you and if it would be better to give it to them or is there someone else that handles song selection for the artist that you should send it to. Otherwise you probably have just wasted your time and disk because it will never make it back to the bus. I’d rather send a note to a publisher or office for the group that says “**Artist XYZ suggested that I send this to you for review for their next project. Let me know if you need any other samples or certain theme songs you may be looking for.**” This will carry much greater weight and most likely have the greatest chance of getting picked up.

My Notes:
POWERTIP 11 – Be Diligent & Thick Skinned. Songwriters and rejection go together like biscuits and gravy. You have to have the meekness of a Lamb and the hide of a Rhinoceros to make it in this business. ALWAYS REMEMBER THE GOLDEN RULE OF SONGWRITING! **They Are Rejecting This Song For This Project**. They **Are NOT Rejecting You** OR Your Songwriting Gift! If rejection of a song bothers you then you may be in the wrong business. Artists and labels and publishers get lots of songs. Many of the top groups listen to hundreds of songs before narrowing their selections down. Often they are looking for a particular song with a particular theme or even a particular tempo. If a project has ten great songs but all ten are slow ballads someone at the label is going to have to make the decision to cut a few great ballads and put in a couple up-tempo tunes to balance the album. Sometimes it’s as simple as timing. The guy who has a hook in the water the longest is likely going to catch more fish! Was his bait any different? Probably not. But a lot more fish looked at it! **Out of sight is out of mind. Remember that!** And hence the need for POWERTIP #12!

**My Notes:**
POWERTIP 12
– The List.

If there is one single power tip that I could share with you that I would consider to be the NUMBER 1 most important tip of all it would be "THE LIST." Remember this quote if you never remember anything else I've ever shared with you. "THE MONEY IS IN YOUR LIST!" Call it your little black book or your contact sheet or your contact database. It doesn't matter what you call it, it only matters that you have one and that the stronger the list the more valuable the list. Please don't confuse the size of the list as somehow being the strength of the list. It's not! One has absolutely nothing to do with the other. One person can have a contact list of 20 that will create more success and more income than another list of 2000. Yes you want to build large and growing lists but you must first work on making sure the list is a quality one! Every writer should have lists of publishers and artists and producers and record labels and other songwriters that they can use to pitch their best material too. You can be the greatest hit writer and tunesmith in the world but if no one ever knows then....... I guess you already know the rest of that story?

My Notes:
Thank you for taking the time and making the investment into what I consider to be the most condensed and concise piece of information that you could possibly get your hands on. I’ve given seminars to writers and worked with artist and writers and radio daily trying to connect the best of the best to the best of the best. I pray that you will prayerfully give consideration to the 12 Power Tips offered to you. **I KNOW That They Work** because they represent the traits and methods used by countless successful songwriters.

To learn more about songwriting I urge you to join the Gospel Songwriters Association today and begin working toward building your ministry or career as a songwriter.

Until All Have Heard!
Charles Brady

Charles Brady is the president of the Gospel Songwriters Association, Inc. and head of Caraway Media Group. A noted author, speaker and publisher, Charles currently resides in Asheboro, NC with his wife Roseanna. Caraway Media Group is a multimedia company working in the Gospel Music industry providing affordable and effective tools, training and encouragement to performing artists, pastors, songwriters, radio and television broadcasters and fans around the world. CMG networks and brings together the talents and skills of ministries and service providers and promotes the synergy between them that helps bring an effective presentation of the message of Jesus Christ to millions around the world.

Romans 10:14 “**How then shall they call on him in whom they have not believed? and how shall they believe in him of whom they have not heard? and how shall they hear without a preacher?**”