

# 4 Practical Tips To Create Value For Your Song

## Understand Your Song's Purpose

Why did you write the song? Who is it for? How is the song expected to make someone feel? When you answer these questions, you can more easily identify where your song is needed. For example, if you have a song about coping with loss, perhaps sharing it with a support group is beneficial. Or if you have a dance-pop song, instead of just promoting to playlists, DJs, etc., share it with kids dance groups on social media. Ask if they'd want to create a dance for it. Write with intention, share with intention.



## Bring Your Song To Life

The worst place for your song to live is in your head. You probably have a good amount of voice notes on your phone, scratch ideas in an app or notebook...start there. Make sure the song is fully written and ready, and create a master quality recording (learn to do it yourself, or hire a professional). When you have a master quality recording of your song, it opens up a world of opportunity. You can be heard.

## Introduce Your Song Every Week *(to someone new)*

For every person who hears your song, there is at least one more who has not heard it. That should encourage you to introduce your song to a new opportunity every week. But be sure to share your song in a way that serves others. It's not about you, it's about what your song can do for the listener. This is more than just pitching to artists to record your song. Will the song work well in a film, or TV show? Will the lyric work well in a book of poems? Do you need to send it to someone directly on social media who is posting about something relevant to your song? Look for those opportunities, *continually*.



## Don't Wait For Permission

The paralysis of analysis continues to plague many dreams, and stunts progress. My hope is that you have honed your craft, and your ear to the point where you understand if your song is well crafted and well recorded. If so, then get to work. You don't need to wait for a music publisher or recording label to pick up and back your songs. Work your songs yourself. You don't need anyone's permission. If you have music to share with the world, you do it. Let the listeners be your feedback.