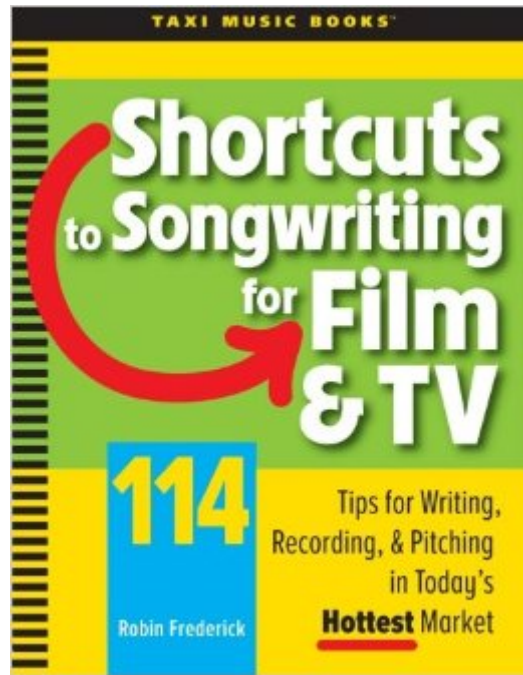


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# Shortcuts To Songwriting For Film & TV: 114 Tips For Writing, Recording, & Pitching In Today's Hottest Market



## Synopsis

Tens of thousands of songs are needed each year for TV, movies, and commercials. The songwriting techniques and marketing tips in this book will show you how to craft your music and lyrics to give the Film and TV industry what it needs, make broadcast quality recordings, and pitch your songs to today's fastest growing and largest market for music. You'll learn... ~ 16 secrets to writing powerful lyrics that will work in hundreds of scenes ~ 10 techniques for creating energy, mood, and atmosphere in your songs ~ 21 strategies for making broadcast quality recordings on a budget ~ 17 Shortcuts that help you lay the business groundwork and start pitching your songs ... plus 50 more Shortcuts, including an in-depth look at the Top Ten ways songs are used in Film and TV, tips on writing for Film and TV musicals, and exclusive interviews with top music supervisors and buyers! "Truly a great resource for anyone who wants to get their music used in Film & TV. This book is a Must Have!" ~ Stephan R. Goldman, Music Supervisor for 65 feature films "This is not merely a 'How To' book but, more importantly, a 'What Not To Do' book. It gives songwriters the edge they need to compete at a whole different level." ~ Peter Greco, 17 years as Sr. Vice President of Music at Young & Rubicam, NY "An indispensable guide with tips for any songwriting in any genre looking to expose their future hits in Film & TV." ~ Jay Frank, author of FutureHit.DNA

## Book Information

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## Customer Reviews

I am an instrumental composer and I do not deal with songwriting per se. However, I did purchase the book after a fellow composer recommended it to me. Let me tell you, Robin Frederick's style of

writing is riveting to say the least. She had mereading the book page after page without wanting to stop. The research that went behind this book is absolutely amazing. A wealth of information backed by an extensive study of the trend. What did I gain out of it? As I mentioned earlier, I don't write songs but now I KNOW how music supervisors and how the successful songwriters operate. The music business is after all... a business and any business minded musician needs to be aware of the 'bigger' picture. Robin Frederick's book effortlessly shares the facts about writing and pitching songs for film and TV. I thoroughly recommend it to songwriters AND composers alike.

My wife gave "Shortcuts to Songwriting for Film & TV" to me as a Xmas gift. I can't stop reading (and using) the things that I am learning in this book! There are eight (8) "Parts" in this book that covers 114 Tips! Just browse the Table Of Content using the "Search inside this book" link by this vendor. You'll be amazed how comprehensive Robin's book is! I am going to the many Web Links that Robin lists. These links add 'more' information to any tip- should you need it. Robin lists the tips in a VERY easy-to-understand way... complete with full explanations and even side-bar notes! Robin's book can be used like a reference book for lookups or a tutorial for "How to's". She offers names and entities important to marketing or pitching. She gives experienced advice on the pros/cons of industry methods. She offers solutions, and success or failures/strengths of given actions. I love and need this book! Ms Frederick's book validates many of the things that I am hoping to do. Thus, she energizes me to pursuit more of my songwriting dreams. And what songwriter/composer does not need encouragement & positive advice? Armed with "...Songwriting for Film & TV", I know where to apply more of my energy and resources and which concepts I may wish to reduce (or eliminate) from my particular path to earnings in this industry. For me, this book qualifies to be a "TAO" of earning income via Film & TV Songwriting. Robin's book gives "direction" and the important, "small step objectives" to my songwriting. Reading this fortifies defined marketing targets using special writing/arranging/marketing ideas for Film & TV. The "Indie" songwriter/composer must have a copy of this book. I can't say enough good things about this so... If you are a Composer/Songwriter- or a "wan-a-be" ...trust me...just buy it! Mo J., (Balto., MD USA)

I wrote about forty songs before I read Robin Frederick's Film/TV book. Some were lame and some were pretty good, but I didn't get any into film or TV. I've written ten more songs since reading this book and I've had three great placements. One was as source music on a national daytime soap, one was in a two-minute scene of a quasi-reality show on a major network, and the third was a licensing agreement with an international fashion company. Coincidence? I don't think so. I write

songs because I love to, and I'll continue to write songs even if I never make another penny from it. But it's nice to be paid for something I love doing. If you want to write songs that get into film/TV, buy this book.

The music landscape has changed dramatically. With a new CD under my belt, it's time to market it. But how? Everyone I talk to is trying to figure out how to market profitably in this new world of free downloads. CD sales are a start but while many in the profession are still trying out old formulas, Robin is a step ahead providing valuable guidance and specific, actionable tips for stepping into the realm of film and TV music; an avenue I hadn't considered seriously before reading her book. Robin makes a convincing case for pitching to film and TV and reveals the potential of this revenue stream. She provides tips on how to best utilize the information and media resources we already have to become more aware of what works. Her book contains chapters on songwriting, production and strategies for pitching. It's comprehensive yet every chapter stands on its own and is highly interactive providing actionable tips along the way. I found the final chapter of interviews with top music supervisors to be very insightful. I will refer to this book often. Tastes are fickle and music styles change but regardless of my level of success, this book has left me feeling confident that I'm prepared to give it my best shot. Thank you for writing this book just in time for me, Robin.

I bought both of Robin Frederick's 'Shortcuts to Songwriting' books at the same time (this one and the one on hit songwriting). I was a total novice at songwriting and wanted to improve my lyrics and my husband's music so that we could pitch and sell to TV and film opportunities. I can honestly say that no other books in the genre (and I have a few) come close to the usefulness of these 2 books. The shortcuts are specific, clearly written, incredibly relevant, and easy to put into action. My lyric writing and my ability to 'arrange' my husband's music has been 100% influenced by them, and I would attribute any success I might (hopefully) have in the future to the advice in these 2 books of Robins, a short Berklee songwriting course, and to the help and advice of my fellow songwriters at Taxi. Incredible value for money. Thank you Robin.

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