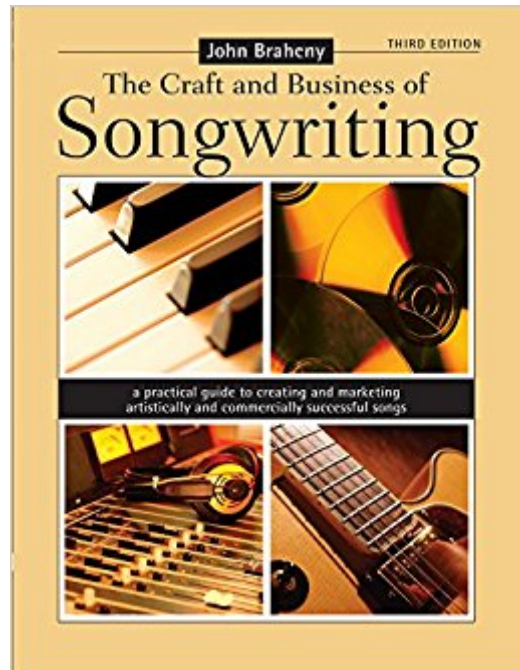




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# The Craft & Business Of Songwriting



## Synopsis

The essential guide for success in songwriting  
In this comprehensively updated 3rd Edition, John Braheny teaches you the craft of songwriting and then goes behind the scenes of the music business to unearth insider secrets that will make your songs stand out. You'll find exercises and anecdotes to help you:  
Develop a "songwriter's consciousness" for picking out original ideas  
Collaborate effectively with co-writers  
Break into songwriting for film & TV, children's music, and commercials  
Use the internet to best advantage for pitching songs, networking, and publicity  
Understand the business of demos and song contracts  
Braheny also brings you up to date with ongoing changes in online digital song distribution, podcasting, song-pitching services, home recording technology, production music libraries, and web hosting services. It's everything you need to know to make your mark on the world of music!

## Book Information

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## Customer Reviews

John Braheny co-founded and directed the Los Angeles Screenwriters Showcase, a national nonprofit organization dedicated to creating opportunities for songwriters to be discovered. Braheny is also a journalist, talk show host, teacher, and consultant.

If you're keen to get into the game of songwriting, it's a good book to read. It tries to provide details about the entire process involved in songwriting - from idea generation to marketing your songs.

However, like any one book that tries to cover all bases in a very large and complex undertaking like the songwriting business it ends up lacking in detail in every area. Lots of topics are summarily treated, especially areas on writing lyrics and composing melodies. The plus to the book are that it's got lots of great insights into the music business and is very matter of fact and brutally honest about the music industry and how it works and that helps in dispelling any rosy myths one might have when thinking of getting into it. That pushes you to realistically assess your talents and work harder to step up your game or decide if this career is one you really want to get into. My advice though is that this one book will not be enough if you really want to learn everything you need to know about songwriting, especially the musical aspects of composing and writing great lyrics. Some other books I found very very helpful as a companion to this were: Shortcuts to Hit songwriting - Robin Frederick. My review for this book is functionally the same as my review for another book "6 steps to Songwriting Success" by Jason Blume. Essentially both books try to do the same thing, but in my opinion this one does a better job, and that's the reason I gave it 4 stars and gave the other 3 stars. If you're evaluating the two books and have cash for only one, go for this one instead.

This book definitely taught me how to be a better songwriter. It doesn't have too much depth in any particular aspect of songwriting; I'd consider it more of a "survey" of songwriting, nonetheless this was a great purchase. Along with songwriting itself, you'll be learning about how profit is split, and how the music business works in general/things to consider in order to be successful.

"The Craft and Business of Songwriting" should be at the top of the wish list for any aspiring songwriter. It's also a valuable book for an accomplished songwriter. In this fabulous book, Jon Braheney shares what he's learned in his very accomplished career. He has been an A & R man for many years, and for anybody that doesn't know, that's the first hurdle a lot of people have to clear to get their hit song on the radio. A & R is artist and repertoire and they choose most of what gets sent on through the system. He knows his stuff, and he's happy to share it. In this wonderful manual, Braheney goes over nearly every piece of putting together a hit song and getting it on the radio. He discusses some about actually writing the song the best way, but this isn't a how-to manual for writing songs. It's about writing songs that will get played on the radio. There are better books on pure songwriting. The real value of this book is showing you what an A & R person is looking for. The business part of the book is invaluable. He explains exactly what you should do and who you should know to move your song to production. It's nearly a step by step guide that has worked for many other people. It's great! I recommend this book to any songwriter. It was recommended to me by

very successful people in the business, and it is a great resource for anyone that likes to write.

Looking forward to reading it again and diving into the facets. Looks like a great and thorough book of theories. Was in great condition

I can't say enough about this book, which I bought on recommendation from an industry veteran. John Braheny's book has helped me immensely- not only is the content packed with all the information an aspiring songwriter needs to know, but each chapter is self-contained: you can easily refer back to sections coaching you through each part of the songwriting process. I've kept this book 5 feet from my recording gear since the day I bought it and refer back to it three times weekly. If you can't afford to have John Braheny sitting beside you, this book is the next best thing!

This the forth or fifth time I've bought this book. (It tends to not be returned when borrowed!) It's a good overview with lots of knowledgeable insights, great information, tips and tricks. From basic nut and bolt guidelines to getting your song to market. It's not a be all and end all, but it lets you know what's out there and is a great place to start from.

Bought it as a textbook for a college songwriting workshop. This book is a wealth of information on songwriting from both a creative and economic perspective.

I've been writing songs for many years without much commercial success. This book explained to me exactly what I've been doing wrong. But more importantly, it explained why it was wrong. It was like someone just gave me the magic key to open the right doors. It also helped explained certain mysteries on the business side of things so that when I'm talking to the pro's, I now speak their language. Great book, a must read for any aspiring song writer.

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