



# Songcrafters' Coloring Book: The Essential Guide to Effective and Successful Songwriting

*Bill Pere*

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Songcrafters' Coloring Book is a groundbreaking approach to the art, craft, and business of songwriting. This is a book about choices --your choices. The choices you make as a songwriter which cause your songs to get the reaction you hope for, or the one you don't expect; The choices which determine whether your song sells a million copies, or never goes beyond your studio shelf. By looking at the individual components of songs, those choices become clear to you and let you know what to expect when you decide on one option or another. This book is not about songwriting rules, as there really are none. Looking at songwriting as an interrelated series of informed choices is the primary paradigm of Songcrafters' Coloring Book. Everything in songwriting is a choice with artistic, commercial, emotional, spiritual, or monetary consequences. When creating, performing or marketing songs, we often don't know what all those choices are, let alone the results that flow from each one. Common sense tells us that if we don't know what our options are and the consequences of choosing a particular one, it is impossible to make an informed decision, or the best decision to meet our objectives. When we understand what our choices are and their associated outcomes, we gain control over that incredible process we know as songwriting. There are two types of topics discussed in this work: the Whys and the Hows. It is important to know Why the techniques given here are important and When they can be used to best advantage. Along with that, there are some core ideas and concepts which underpin all the 'How-To' discussion. The How-To topics look at how you apply a particular technique to achieve a particular result. A good book challenges the way you think; A GREAT book CHANGES the way you think. You'll never look at songwriting the same way again. WHAT OTHERS ARE SAYING: "I love your style and creativity. It really puts into perspective how people actually think. A great read" -- Dennis Sinnott, former EMI Executive, author of "Masters of Songwriting" "I looked through your book last night. I have to say it is definitely the best investment I've made at this conference!" -- attendee, Indiegrl Conference, Nashville, 2009 "To describe your work as a 'book' falls far short of its worthiness. A more accurate description would be a treatise on the art of songwriting. Congratulations are in order." -- V. Vergilio, Ph D, Music Education (NY) "Your workshop was the best hour of my life as a songwriter! You turned on many light bulbs and made it all so clear." -- C.Senski, IMC Attendee 2009 I finally have gotten through my "To Read" pile and have started your book. I am loving it! You and I are definitely on the same page when it comes to the "crafting" of the song. I love your illustrations and the intelligent presentation. You are an amazing teacher. -- Mary Dawson, Author, "How to Get Somewhere in the Music Business From Nowhere with Nothing" "I can't tell you how impressed I was with how knowledgeable you are and your way of making the material comprehensible " -- George David Weiss, hit songwriter and past President, Songwriters Guild of America "Bill is one of the few teachers to emerge in the last 20 years who understands all these aspects of songwriting and is willing to share the knowledge with others." -- John Braheny, author "The Craft and Business of Songwriting"material." "Bill Pere embodies the link between music and science" -- The New York Times "I have never been captivated by a textbook like I was by this one and when I saw that Bill was conducting a songwriters retreat in Connecticut, I knew this was an event I definitely wanted to attend. The weekend was everything I had hoped for and more. After reading his book and attending his workshop, I have a great respect for Bill Pere as an artist and a teacher." -- Cecilia Dahl, singer -songwriter, Boston, MA

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