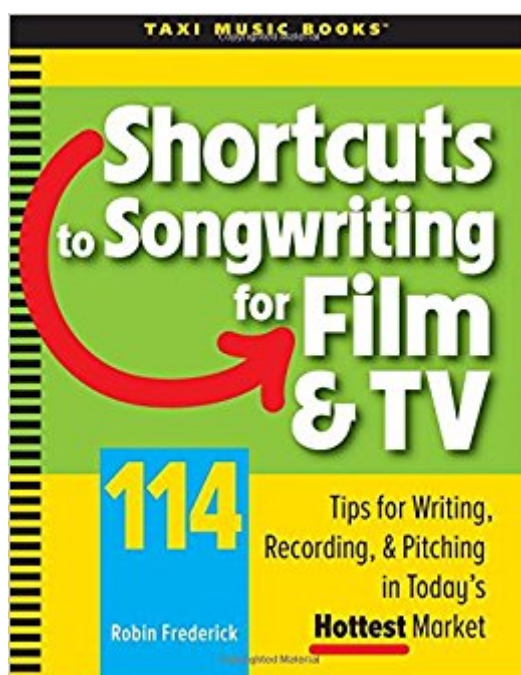


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# Shortcuts To Songwriting For Film & TV: 114 Tips For Writing, Recording, & Pitching In Today's Hottest Market



## 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

"This book is worth its weight in gold! It will save you a lot of time, heartache, and could make you a lot of money!" ~ Jim Long, music library pioneer; Firstcom, OneMusic, Crucial Music "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 on 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." ~ Peter Greco,  
17 years as Sr. Vice President of Music at Young & Rubicam, NY

Robin Frederick has written and produced more than 500 songs for television, records, theater, and audio products. She's a former Director of A&R for Rhino Records, Executive Producer of over 60 albums, and the author of "Shortcuts to Hit Songwriting" and "Shortcuts to Songwriting for Film & TV." Currently, she oversees the A&R Team at TAXI, the world's leading independent A&R company.

I just finished reading Robin Frederick's new book and I am very impressed. It took me a long time to read it because I had to stop and think about the depth of information being supplied. She has captured in 319 wonderful pages, so many, if not all, of the questions that I had as a singer/songwriter trying to enter the film and TV markets. The book is well organized, methodical, written in an easy to read style, and it is extremely informative. The exercises called "Do it Now" will be things I can work on for the next few years. She has performed detailed research and interviewed major film & TV players and has thoroughly explained the essence of this part of the music industry market. Naturally she encourages us as songwriters and composers to aim for "excellence" in our songwriting craft and to be exceptional in our personal involvement with this fascinating hot growing market. Thanks to her brilliant efforts, the outlook is bright for those who are willing to do the work and grow and develop the necessary elements in their music required to achieve success. Now where is that "button ending" she talks about? Oh yes, here it is. Alicia SelbyKazakhstan

I don't know why it took me so long to buy and then read Robin Frederick's second book. Her first one was so comprehensive, I guess I figured she would just mix the information up a different way--not so. She presents material that is fresh, new, relevant and valuable to the specific craft of writing songs for TV and Film--in just the way she advises people to mindfully write their songs. She knows what she is talking about, and she knows just enough about every aspect of writing songs: melody, lyrics, chord structure, music theory, arrangement, vocal technique, computer technology, recording technique, to provide a useful "how to" book without intimidating anyone. Buy it. Read it. Don't take as long as I did to do so. But only if you want to know how to successfully write songs for

the film and television market.

This book is absolutely stuffed with useful knowledge about all aspects of songwriting and pitching in the world of film and TV by someone who has direct experience. Although described as shortcuts each topic is usually about two pages on an aspect of technique and includes a "Do it Now" panel to get you started in a practical way on that shortcut. As it says on the cover the author, Robin Frederick, has had many successes in various media and it is abundantly clear she knows what she is talking about. Her other book that I have "Shortcuts to Hit Songwriting" is similarly very worthy. Thoroughly recommended.

The following brief letter I sent to Robin Frederick says it all: Dear Robin, I have been writing songs for about 50 years but the film/TV market is relatively new for me. I have found your book on writing, recording, and pitching songs for film & TV to be very helpful with the info & tips concerning this exciting songwriting opportunity. I've already had a song placed in a film and anticipate other placements. Thank you for sharing your wisdom and helping songwriters to reach goals in this highly competitive arena! Yours, Lee Kweller

Excellent guide to songwriting. I am still getting the follow up tips in my email and there are great discussions on the facebook page. The email also takes some hit songs and analyses, step by step. My songwriting has improved a lot and I am working towards placements. Joy

Great book!

Whether you are new to the game or a seasoned vet, this book will help you take your songwriting and placement opportunities to the next level. Robin covers all the bases in a writing style that is entertaining and informative. I've read many books on the subject and this is simply the best that is out there. I will be referring to it frequently as I continue on my journey. Highly recommended!

I've been writing, playing and producing original music for over 30 years but never really thought about jumping into the film and television side of music composition. Actually wasn't sure how to do. Then I came across an interview with Robin Frederick and learned about this book "Shortcuts to Songwriting for Film & TV" and just decided to take the plunge. Superb! Only a third through the book and I'm already adjusting my style and direction of writing some new tunes and ideas and I

know this is the right track for what I hope to do next. Inspiring and informative - well worth the bucks and the read.

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Sneaky Softball Pitching: Sneaky Pitching Tactics to Destroy a Hitter's Timing  
The Hollywood Pitching Bible: A Practical Guide to Pitching Movies and Television  
Shortcuts to Hit Songwriting: 126 Proven Techniques for Writing Songs That Sell  
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