



The Songwriter's Survival Guide to Success: How to Pitch Your Songs

Dude McLean

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(Music Pro Guide Books & DVDs). This is the only book written for songwriters from the viewpoint of a music publisher. Veteran music publisher Dude McLean presents the how-to of getting your songs recorded. It's the art and craft of songplugging from the perspective of a veteran music publisher who's been pitching, and been pitched to, for years. McLean's experience covers every aspect of music publishing, including representing, securing record deals for, administrating for, and having songs recorded or written by everyone from Ray Charles to Whitney Houston, ZZ Top to Twisted Sister, and Johnny Cash to Tanya Tucker The Songwriter's Survival Guide to Success How to Pitch Your Songs covers every aspect of songplugging with proven step-by-step procedures. It deals with the how, when, why, and to whom to pitch, details how to find and keep contacts, how to get to artists, and how to connect with a good music publisher. Outlines procedures for getting your songs recorded; a songwriter's dream survival guide; and the psychology and how-to of marketing yourself to music-business decision makers.



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