

Sync Music Checklist

to increase your odds of a placement.

LYRICS

- EMOTION should be clear and strong, no ambivalence
- TITLE / IDEA is intriguing, fresh, unique
- THEME is UNIVERSAL, not too personal
- IMAGERY is fresh (not detailed, or evolving storyline)
- AGE of SINGER (lyrically universal or young, don't date)
- CONVERSATIONAL, (not poetic)
- AVOID CLICHES (like the plague :)
- Don't TELL `EM how you feel. The listener wants to "feel it".
- Use Correct PRONOUNS (seriously)
- Avoid "preachy" topics

CHORD PROGRESSIONS

- FRESH, interesting, not overused or dated.
Predictable chord progressions make for boring melodies.
Solution? More unique chord progressions.
- COMPARE to Billboard/iTunes charts in genre
- if needed, GOOGLE hit song chord progressions

HOOKS

- INTRO - INSTRUMENTAL HOOK
- NONSENSE SYLLABLES work great with video/film
- LYRIC HOOKS as well as melodic
- SING ALONG after hearing once?
- Can it be RECOGNIZED in 3-5 seconds?

ARRANGING

- SHORT INTROS
- EAR CANDY ON INTRO
- V/CH/V/CH/B/CH (most popular song form currently)
- DYNAMICS with texture, not volume. (for example, breakdown bridge or chorus at end leading to full chorus.)

RHYTHM

- Vocal RHYTHM OF LYRIC is natural speaking rhythm, and best to have contrasting syncopated sections
- GENRE ACCURATE sounds of drum kits important
- SYNCOPATED drum kick patterns are in. (think hiphop)

MELODY

RANGE:

one octave is a safe bet for either guys or females. If it's easier to sing along with, tends to be more hooky.

REPETITION

opening "motif" or melody idea, then 2 or 4 lines later change that up, either rhythmically or melodically, for the prechorus, then into the big hook chorus. typically don't use more than 2 melody ideas per verse or chorus.

NONSENSE syllables are video friendly.

can help get film/tv/commercial cuts.

RHYTHMS of Vocal Melody

Avoid predictable (read boring). Incorporate fresh, hooky rhythms.

SYNCOPATION —placing the rhythmic accent on a

"weak" beat—listen to current hits and it's everywhere.

Syncopation and catchy, unique rhythms are arguably the best tools you can use to help separate your melody from the herd—regardless of your genre.

CONTRAST between verse/chorus

Old school writing was using higher melody in first line of the chorus. More and more songs today differentiate with

rhythm change-ups rather than large pitch changes. Makes song more sing-able by listener, ergo more popular.

LISTEN to the top selling songs in your genre. If our goal is to place a song with a specific artist, or 'sound like a specific artist', then we study their recent hits. Write material that is consistent with the genre you are aiming for.

MIX

- PRE-CLEARED paperwork critical
- WIDTH by panning
- HEIGHT by frequencies (bass/kick separation example)
- DEPTH by verbs & delays
- no vocal chain, each vocal treated differently
- TIMING issues corrected
- mix BROADCAST QUALITY? compares to radio/movies
- MASTERING broadcast quality? not just loud. Mixing & Mastering can be the difference between placements or not.