

## Connections Newsletter



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## Welcome

Welcome to the September issue of the connections newsletter. Our mission is to seek out people with some of the resources they need to become successful by their own definition, and need the resources of others to complete that goal. Here you will find people who need your resources and have the resources to help you. It often takes time to make all of the right connections, so you may find some of the connections you need within each new issue.

The reason you are here is because you want to help others achieve success and find others who want to help you. To help this network grow with more resources, please find people in your network who feel the same way and ask them to subscribe to this newsletter to join our community. They can still get this subscription for free if they subscribe before September 11<sup>th</sup>. Their subscription, and yours, will remain free for as long as you remain subscribed. On September 11<sup>th</sup>, all new subscribers will pay a subscription fee. You can use the link you used to subscribe, which is [http://www.taylorsappe.com/connections\\_newsletter\\_subscription/](http://www.taylorsappe.com/connections_newsletter_subscription/)

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## ***Educational Contributions***

### ***Why do covers on YouTube?***

You write your own songs and want to promote them. Right? So why would you want to perform cover songs on YouTube instead of your own?

YouTube is a search engine for music. Search engines show multiple results based on what people search for. For instance, if people are searching for a particular song, let's say "Closer", by the Chainsmokers, the search results would produce every instance of the song on YouTube, and every channel that has the keyword or description with the word "Chainsmokers" or "Closer" in it. You can use this to effectively drive traffic to your YouTube channel.

First find artists that are in a similar genre and style to what you do. Then video yourself performing cover songs of these artists. When posting, be sure to include the song name and artist in the keywords. In the description, mention the song and original artist who performed it and that you are performing it in your own style. Also, in the description, place a link to where they can find your original songs, or a link to your web site where you will have other links to where they can hear and buy your music. Not only will this help people searching on YouTube stumble on your music, but your link to other places where you can be found will improve your overall internet presence as other search engines pick up the link. If you know some html code, you can strengthen that presence by using your name as a clickable link instead of just showing the URL.

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## ***Networking ideas***

When you have about an hour to devote to your own education, watch this podcast interview with Jimmy Dunne, by Aaron Davison on how to network your way into the music licensing industry.

<https://www.youtube.com/watch?v=bwfWIvfTioU>

### ***How to not suck at networking***

I ran across this article by John Dwinell of Daredevil Productions. It really hits home. His title was a little different, so I sugar coated it a bit for the faint hearted.

<http://daredevilmusicproduction.com/networking/>

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## **A&R Tip of the month**

Beginning with this issue I will be posting an A&R tip of the month to help you to pitch your music directly to people who can help you.

### ***Arena Sonic Brand Publishing***

International recording star, singer, songwriter, producer, composer and entrepreneur Romina Arena and her company ARENA SONIC BRAND PUBLISHING are looking for great tracks (via links only) along the lines of Adele, Celine Dion, Andrea Bocelli, Josh Groban, etc. for a female voice only.

Instrumental versions are needed where you (the writer/composer) must be open for collaboration on lyrics and offer publishing as well.

She's also searching for great (complete) songs (again via links only) that have a classical crossover sound along the lines of Sarah Brightman, Josh Groban, or more pop such as Celine or Adele. She's also searching for great French songs.

Finally, she's looking for professional composers / composers (preferably located in Los Angeles), with their own recording studios who are open to collaborate, create, record and produce, movie, TV, animation and advertising campaign soundtracks. For all inquiries please contact via email only at:

**Romina Arena**

**ARENA SONIC BRAND PUBLISHING**

**romina@rominaarena.com**

**www.rominaarena.com**

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### ***New subscribers you may want to connect with***

Subscriber #0006

Describe your goal:

Meeting other artists & doing some mutually beneficial collaborations.

What skills do you need from your collaborators?:

Rock & Hip Hop Instrumentals

What skills do you have to offer to a collaboration?:

Vocals, YouTube Video & SoundCloud Audio Creation (Adobe Audition After Effects, & Premiere), creating remixes.

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Subscriber #0007

Describe your goal:

To obtain airtime, exposure, a much larger audience and, if at all possible, I would like to write, record and play music for a living.

What skills do you need from your collaborators?:

Networking and education on how to do so. Promotion and possibly, financial assistance to get at least one of my cds pressed and packaged. I have dozens of people who have been waiting a very long time to purchase cds. Unfortunately, I've not been able to afford it.

What skills do you have to offer to a collaboration?:

I have a degree in music, play guitar, piano, sing, write, record and have been playing for 30 years.

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Subscriber #0008

Describe your goal:

I'm just looking to meet some like minded music people. I own a small studio in Wisconsin. I wear all the hats, engineer, producer, musician, owner. Sometimes it gets hard, it would be good to have some more people to work with.

What skills do you need from your collaborators?:

I'm recording a solo album but it would be nice to have a producer or someone to help me mix the album. Sometimes I need musicians to work on songs for people that come through my studio. All sorts of stuff, the possibilities are endless.

What skills do you have to offer to a collaboration?:

I play many instruments and can record them at my studio. I can produce or use my

contacts to find other musicians to record on their material.

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Subscriber #0009

Describe your goal:

Make a living as an artist and also place a song to some good chance

What skills do you need from your collaborators?:

Producing

Promoting

What skills do you have to offer to a collaboration?:

Songwriting

Singing

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Subscriber #0010

Describe your goal:

Get my songwriting out into the world. Connections with people in production.

What skills do you need from your collaborators?:

Recording experience, mixing, mastering - production. This side of things is very new to me.

What skills do you have to offer to a collaboration?:

Songwriter, pianist.

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Subscriber #0011

Describe your goal:

To make beautiful music, learn from and teach others, and have fun. I would like to team up with others to get cuts and license deals

What skills do you need from your collaborators?:

I love writing melodies, and most of my cowriters are lyricists. That is great, but I would love to find someone who I could write melodies with.

What skills do you have to offer to a collaboration?:

Melodies. I also write lyrics and work with a great producer. I can sing and have access to a couple great vocalists.

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