



330 West 58th Street, Suite 411
New York, NY 10019-1827

"THE HIT FACTORY: MAKING YOUR MUSIC MAKE MONEY" w/ ERIC BEALL

NAME _____ EMAIL _____

ADDRESS _____

CITY/STATE/ZIP _____ PHONE _____

1 Day Intensive / 10AM-4:30PM / Saturday, March 19th, 2011

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"THE HIT FACTORY: MAKING YOUR MUSIC MAKE MONEY" w/ ERIC BEALL

1 Day Intensive / 10AM-4:30PM / Saturday, March 19th, 2011

LOCATION: SHETLER STUDIOS, 244 West 54th St., 12th Floor (Bdwy & 8th Ave)

This one-day workshop takes a strategic approach to building your songwriting business. It will focus on understanding your market and developing your brand, turning your songs into hits, and selling those hits to the people that need them.

THIS WORKSHOP IS OPEN TO ALL!

The focus will be on interaction as the workshop listens to songs brought into the group for review. The morning will be devoted to "Understanding Your Market"; helping to develop individual business strategies. The afternoon will continue with "Making The Hits" and then finish with "Selling the Hits". Songs by workshop attendees will be reviewed and all are encouraged to either bring their song recordings on an iPod or a CD. There will be a piano in the studio but we ask that you bring your own guitar if that is your instrument! Of course you are welcome to just listen and learn!

ERIC BEALL is the author of the book "Making Music Make Money (An Insider's Guide To Becoming Your Own Music Publisher)" and "The Billboard Guide To Writing and Producing Songs That Sell". Eric is a music industry veteran, having held senior Creative jobs at Zomba Music, Jive Records, and Sony/ATV Music. He's worked with a wide variety of artists, writers and producers ranging from NSYNC, Backstreet Boys, and Britney Spears, to Sarah McLachlan, The Script, Stargate Productions, and the Jonas Bros. **Currently, he is A&R at Shapiro Bernstein, one of the industry's most respected independent music publishers, where he's brought in hit songs like "Put Your Records On" by Corinne Bailey Rae and "Too Little Too Late" by Jojo.**

Prior to joining the executive ranks, Eric was an accomplished songwriter and record producer, with several Top Ten hits for artists like Diana Ross, The Jacksons, Martha Wash, and Joey Lawrence. He's a teacher for Berklee Music Online, at the prestigious Berklee College of Music and blogs at ericbeall.berkleemusicblogs.com.

FEE: \$175.00 (includes Eric's books "The Billboard Guide To Writing and Producing Songs That Sell" and "Making Music Make Money" to be distributed at the workshop. *If you already own one or both titles - email the SongHall*). Your check should be mailed with the completed upper portion of this application to the above address. If you are not currently a member of SHOF, an additional dues check and a completed membership application (available at songhall.org, "join now") are required, as this workshop is open to members only. You can also make your membership payment only via PayPal. Please make your checks or money orders payable to **Songwriters Hall Of Fame. Class size is limited, so early registration is encouraged. There will be a lunch break with many shops and restaurants available nearby. There is a parking lot on the same block as Shetler Studios.**

If you have questions regarding this course – log onto www.songhall.org and enter "SHOF Today." You can click on FORUM – select this course and post questions for the instructor and the Songhall.

For more information email: pbliss@songhall.org