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# Maximizing Music Xray: Pitch Your Songs DIRECTLY To Music Industry Pros!

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by Norman Dolph



## Synopsis

Maximizing Music Xray: The songwriter's low cost, direct pipeline to the "EARS" of the music business. Writers who use Music Xray, SELL their songs. You'll learn presentation tricks that help your song sell itself. Maximizing Music Xray analyzed over 2000 song pitches and 300 target opportunities. You'll discover: What Music Xray is, how it works, what it gives you as a writer/performer. The Pitch. What works and what doesn't. What do buyers really want? Don't waste money aiming at the wrong targets. Selling the song? Or yourself as the performer? Two different goals, two different pitches. Special songwriting tips for international users, and instrumental / soundtrack writers. .MP3 sound slip-ups you must avoid. Be Careful. Formatting your lyrics for maximum impact. Where and how to get help with Music Xray. How NOT to shoot yourself in the foot. An INSIDE, behind the scenes, look at how the Music Buyer evaluates your songs. This book gives your songs a head start getting into the marketplace of the music industry. Maximizing Music Xray pays for itself when it gets you in one right door, or keeps you from blowing a precious opportunity.

## Book Information

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Songwriting

## Customer Reviews

As a songwriter I have had some success submitting songs to Music Xray's listings, and I've signed a few contracts over the past few years. I believe Music Xray is an honorable company and has the songwriter's interests at heart. However, I have found its instructions and explanations of how the program's features work to be long, wordy videos that ramble and do not zero in very well on specifics. Alas, along comes Norman Dolph with his new book *Maximizing Music Xray: Pitch Your Songs Directly To Music Industry Pros* to save the day. The author shares his own experiential awareness and opinions of using Music Xray from the viewpoint of being an active user, which should be music to all of our ears, and it is indeed. Norman differentiates the different categories MXR offers songwriters to submit their work to (categories that in my opinion have become more difficult to decipher since MXR's latest redesign of the site), and shares the likelihood of which categories songwriters are most likely to see results from. MXR offers "Diagnostics" for songs submitted, which should provide valuable information for songwriters, and indeed it does...to a certain extent. Dolph questions and discounts certain "Diagnostics" which in all fairness MXR owner Michael says are still be worked out; Dolph's comments on areas like "The Needle" told this user that he wasn't missing something here after all, and indeed this info is amiss. The book's breakdown of completing uploads, formatting correctly, and increasing your submission odds by completing various optional categories is valuable info.

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