



**One-on-one Coaching  
Welcome Pack**

**V1.4 January 2019**

Copyright © 2019 The Song Foundry, Inc.

## Welcome!



### **Congratulations on signing up for a coaching package!**

I'm excited to work with you and hope you get a lot out of our one-on-one time together.

In the rest of this welcome pack I'm going to outline some specifics about how coaching with me works, but first, I want to introduce our **Coaching Promise**.

It looks like this:

#### **You can expect me to:**

- Start and end your session on time
- Look over any material you send to me before your session
- Explain things in the clearest, most engaging way I can
- Be clear about what you should work on to make the best progress in between sessions
- Believe in your potential as an artist
- Be smart. Be inspiring. Work hard to help you reach your goals.

#### **In return, you should:**

- Be ready for your session on time
- Send your material at least 24 hours before your session
- Ask questions if you've not understood something I tried to explain
- Understand you'll only make progress by working hard in between sessions
- Keep going, even when you doubt yourself or your potential
- Keep an open mind. Be fearless. Work hard to reach your goals.

You can count on me to do my side, whatever happens.

As for your side: it's up to you. If you want to make quick and long-lasting progress, this is what you've got to do. Songwriting is 1% natural talent and 99% working hard to get better. I'll work hard to help you reach your goals as a songwriter, but don't forget most of your progress is up to you.

You can let me know if you have any questions about any of this in your first session.

## Connecting with Skype

You'll need a Skype account to get started. If you don't have one yet, you can get one for free at **skype.com**. You'll also need to install the Skype app on your computer or device before your session.

Once you're set up please send a contact request to the username **thesongfoundry**.

Please make sure you're online in a quiet space with a reliable Internet connection shortly before your session is due to begin. I'll call you at your session start time.

## Scheduling Sessions

To schedule your sessions, just head to **thesongfoundry.com/coaching/schedule** and use the automated system. You can also use that link to reschedule or cancel any sessions you've already scheduled. (Though please remember sessions can't be cancelled or rescheduled at less than 24 hours' notice.)

How often you schedule your sessions is up to you. If you're new to songwriting, I recommend you schedule sessions **every week** or **every two weeks** to keep your momentum going. If you're looking for more casual feedback on your songs, you might schedule them **once a month**. Feel free to ask if you need any advice on this.

To get the most out of your sessions, I recommend you schedule your next session as soon as you've finished the last one. Alternatively, it's a good idea to schedule all of your sessions as soon as you've paid for your package.

## Session Structure

Skype sessions at The Song Foundry last **45 minutes**.

Your sessions are your time, and I want you to get the absolute maximum you can out of that time. So be sure to ask me if you have questions and absolutely let me know if you have specific things you want to do or discuss.

That said, to keep our sessions focused we'll generally concentrate on one of three things:

### **Song Feedback**

We'll look in detail at a song you're working on right now and talk about how you can refine and develop your ideas further.

### **Song Analysis**

We'll take apart an existing song to see what makes it tick. I have a ton of examples I'll suggest, but you can also suggest your own.

### **Creative Practice**

We'll talk about working methods and craft skills, to give you the tools to write smarter and more creatively. Think of this as somewhere between picking up a songwriting toolkit and seeing a songwriting life coach.

We might focus on one thing for the full 45 minutes or combine two things in your session. In general, we'll decide what to cover in your session at the end of the previous one so you're clear what to prepare in between.

## **What to Prepare**

Again, I'll give you clear ideas about what to work on in between sessions to make the best progress, but here are some guidelines for how it usually works:

### **Song Feedback**

I'll be able to make much more helpful comments about your songs if I've had a chance to look and listen to them before the session.

You can email materials to **coaching@thesongfoundry.com**, but please make sure you do this at least 24 hours before your session to give me plenty of time to look at them. You can send recordings, lyric sheets, lead sheets or full sheet music if you work that way. As you'll find out in your sessions, drafts or works-in-progress are absolutely fine – in fact they often give us more to talk about than anything that's too polished.

It's best to send sound files as MP3s, and music and lyric sheets as PDFs or Microsoft Word files. You can also send links to files hosted online, on sites like SoundCloud.

### **Song Analysis**

If we analyze one of the song lyrics I recommend, there are lyric sheets you can download for free at **thesongfoundry.com/coaching/downloads**. (Use the password 'showme' if prompted.)

At a minimum, I recommend you print a copy of the lyric sheet (and sheet music if you like) and listen to the track at least three times. You should write down any thoughts and ideas you have on the music or lyric sheet. Typically I'll give you specific questions or areas to think about for each song.

If we've agreed to analyze a song of your choice in your session, you should find a link to the track and find (or create) a decent-looking lyric sheet before the session. You can either email them in advance to **coaching@thesongfoundry.com** or instant message them to me via Skype during your session.

### **Creative Practice**

Sometimes I'll recommend you read something specifically before your session, in which case you should do that. Otherwise, if you have any specific questions about what we'd agreed to talk about, it's worth having them in mind before we start.

### **Three Important Reminders**

OK, we're nearly there. But three important reminders before we're done:

- We can refund a coaching package before any of the sessions have been taken, but once you take the first session we can't refund you for any part of a package.
- You're welcome to take typed or written notes during your session, but out of courtesy please ask me first if you want to make any kind of video or audio recording.
- Your privacy is very important to us at The Song Foundry. If you send or upload your songs to us we'll never share them with anyone outside of The Song Foundry without your permission.

If you want to see the full Terms and Conditions, they're at **thesongfoundry.com/coaching/terms**.

### **Questions?**

Let us know if there's anything else you want to know.

The best thing to do is to drop an email to **coaching@thesongfoundry.com**. You can also call on **+1 (646) 883-0030** – if no one answers, please leave a message and someone will get back to you ASAP.

Otherwise, congratulations again for signing up for a coaching package.

I'm really looking forward to working with you.