

YOUR Next TODO LIST

Lori McKenna is a big believer in building relationships with other singer/songwriters and local radio. In her words, great things happen when you work on your confidence, take chances and “stick your neck out.”

Here are my tips to help you as you make your way toward your own country music success story.

- 1: Reach out to local radio stations** and introduce yourself. Create relationships wherever you go.
- 2: Have the confidence to perform your own songs** and embrace every opportunity to give people the chance to hear them.
- 3: Record demos of your songs.** If you don't play yourself, ask around and get somebody who doesn't mind helping, or who will play for a small fee.
- 4: Recording studio time is expensive so be prepared** before you arrive. Practice like crazy!
- 5: Perform LIVE as much as you can.** Start small at open mics and eventually move up to playing your own gigs. There is nothing like working out your songs in front of an audience to find out what works and what doesn't.

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YOUR *Radio Station* CHECK LIST

Here is my radio station check list of all the things to remember during your visit.

- 1: Introduce yourself to everyone with a positive attitude to the PD or Program Director, the APD or Assistant Program Director, and the MD or Music Director**
- 2: Arrive at the station prepared to perform your song in the PD's office or LIVE on the air. This is your chance to sell your song to the people who decide what's going to be played on the station.**
- 3: If you get the chance to be LIVE on the air, be ready with the story behind your song and be concise. Be friendly and go with the flow.**
- 4: Offer to do station liners and read them exactly as they are written with good energy.**
- 5: Follow up with a written thank you note or email and when you have your first single, be sure to autograph a copy for the station.**

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