

The 7 Elements of Successful Sync Writing



Writing songs for TV, movies, ads, video games, etc.

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What Is Sync?



- Short for synchronization, matching music to visuals/video
- Sometimes spelled synch
- There are licensing fees available for your songs in sync; TV, movies, commercials, adverts, promos, trailers, video games, etc.
- Some people make a full-time living with sync licensing

The Players in the Sync Game



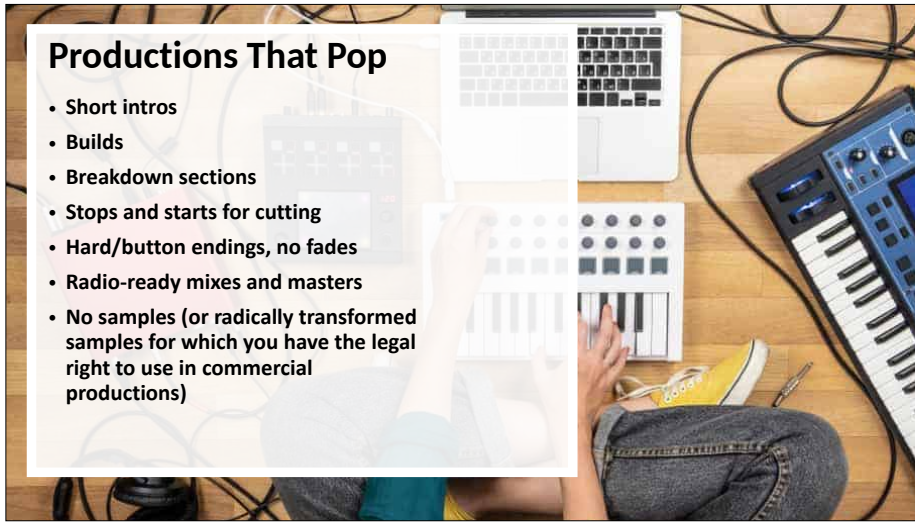
These are the main players:

- Music supervisors
- Sync agents/agencies
- Music libraries
- Ad agencies
- Online sync pitch services (Taxi, Syncr, MDIIO, Sync Community, Tracks and Fields, MusicGorilla, etc.)

Vibrant Video-Friendly Lyrics



- Non-specific
- You can use imagery, as long as it is more metaphorical imagery and won't interfere with the story being told on screen
- Plenty of space
- Create several different sections (intros, non-lyrical bridge, vocalese and scat, instrumental bits)
- Like with all music, communicating and evoking emotion is key




Productions That Pop

- Short intros
- Builds
- Breakdown sections
- Stops and starts for cutting
- Hard/button endings, no fades
- Radio-ready mixes and masters
- No samples (or radically transformed samples for which you have the legal right to use in commercial productions)

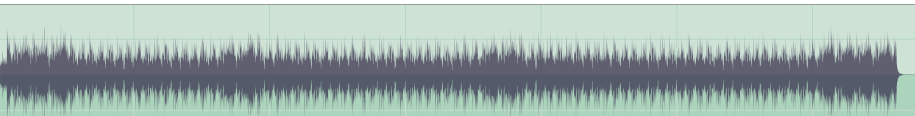
Syncable Soundwaves

- Dynamics are essential in sync
- Some sync agents or music supervisors can tell at a glance by looking at the sound wave whether the track is likely to work for sync

Good for sync



Not great for sync




Spellbinding singers



- Great vocalists
- Male and female versions
- Duets
- Quirky vocalists
- Artists

Proper Paperwork



Signed contracts and documentation are essential in sync:

- Get signed agreements (admin agreements, work for hire forms, splits sheets)
- Register your songs with your PRO
- Find a way to organize and pitch your songs
- Keep track of pitches, signings and placements (Google docs/sheets)

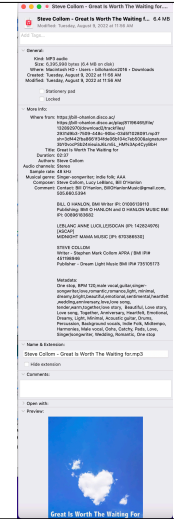


Vocalese for The Vibe

- Vocalese and scat can add non-lyrical sections to your sync song that music supervisors and editors can use to integrate your song into the visuals and dialogue
- Common vocalese/scat phrases used:
 - Do/do be
 - La
 - Oh
 - Ooh
 - Nah

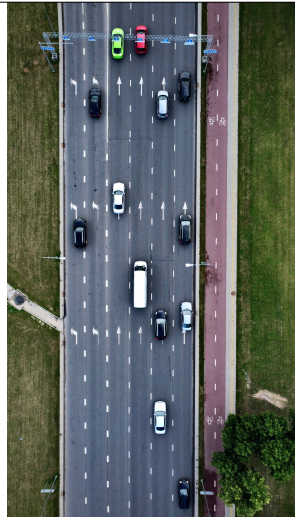
Maxed Out Metadata

- Also called metatags or metatagging, it consists of information, keywords and images attached to your music file that others can see when you send your file to them
- Sometimes publishers, sync agents, sync agencies, sync libraries or artists listen to a song long after it was sent and forget who sent it, who wrote it, how to contact the writers or people associated with the song; You could lose out on a cut or a placement!
- And sync libraries and agents often search for the kinds of songs they want quickly using metadata, so having good metatags in place can up your chances of your song being found



The 12 Likely Lanes for Sync

1. Swagger/female empowerment
2. Pure fun/bouncy/happy
3. Positive/encouragement
4. Sexy/seductive
5. Christmas/holiday -p.d. or originals
6. Love/romantic
7. Dark/dramatic/cinematic
8. Quirky/novelty
9. Acoustic/singer-songwriter
10. Hip/hop/rap, especially clean
11. Covers
12. Retro/authentic and original recordings from certain eras



Contracts and Jargon

- Songs can be signed and/or placed
- Signed=signing a contract for the song to be pitched and represented for sync
 - Exclusively
 - Non-exclusively
 - Placed=Used for a fee in a sync context
 - Length of contract
 - Reversion terms
 - One stop
 - Cover
 - Authentic
 - Public domain
 - Work for hire
 - Splits





Create teams and collaborate

- Find collaborative partners whose skills complement yours
- Find people who are hard working and keep their word
- It takes a village to succeed in sync
- Building a catalog of songs for future pitches



Nice resources to listen to songs that have been placed

- **Tunefind.com**
 - Listen to songs that have been placed in TV shows
- **<https://adtunes.com>**
 - Find music used in commercials, adverts, promos, trailers

Thank You!

- To you for taking your time and attention to attend or watch this webinar and for spreading the word
- To us as colleagues and collaborators, Nancy and Bill
- To all the people who helped us learn about songwriting and sync, including people who rejected our pitches and those who signed and placed our songs
- To Discover Sooner and Nashville Cool, for sponsoring and organizing this webinar

