

THE IMPORTANT STUFF

(Twelve Principles Every Writer Should Know By Heart)

- 1) A SONG IS ABOUT ONE THING.
- 2) START WELL. END EVEN BETTER.
- 3) FORM MATTERS, SO MASTER THE FORMS.
- 4) SHOW, DON'T TELL.
- 5) LESS IS MORE
- 6) AVOID CLICHÉ.
- 7) REWRITE
- 8) BE TRUE TO WHO YOU ARE. DON'T FAKE IT.
- 9) KNOW YOUR AUDIENCE.
- 10) BE YOUR OWN WORST CRITIC.
- 11) BALANCE INSPIRATION/PERSPIRATION & CREATIVITY/CRAFT.
- 12) ALWAYS BE EXPANDING YOUR SKILLS.