



# SIGNATURE SONGWRITING<sup>TM</sup>

CIRCLE

SONGWRITING THAT BREAKS THE MOLD

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## Signature Songwriting Circle Program Guide

Welcome to the Signature Songwriting Circle Online Program created and curated by Cari Cole, CEO of CCVM Label w/o Walls. After 3 decades of writing with independent musicians, and seeing similar issues arising, Cari spearheaded an A & R department at her company to give artists access to high level A & R Direction and an artist development experience usually only available to signed artists. This private online songwriting program was created specifically to develop *major label level* artists, without the constraints and control of a major label.

SSC gives independent artists an experience of A & R, artist development, and access to industry level chart topping songwriters through directed Cowriting Experiences, ensuring their voice is heard. This process greatly accelerates an artist's evolution and helps them to reach their fullest potential on their next project.

**Here is how our A & R / Songwriting Experience flows in the Signature Songwriting Circle:**

### Step 1: Songwriter Profile

Upon registration, each artist fills out a *Songwriter Profile* to inform us of your experiences in the music industry so far, including a little about your musical influences, musical vision, and the overall message you are hitting, as well as share your latest music tracks with us. This gives us an overall view of your music and goals.

### Step 2: The SSC A & R Profile Form

The next step is to fill out the *CCVM A & R Profile Form* in preparation for your Month 1 Private A & R Session with our CEO / Founder, Cari Cole. This form is a deeper view where participants answer more in depth questions about their sound and direction including a deep dive on their life and experiences to help uncover the artist's narrative. Our goal as a Team is to "see" you and "hear" you so we can help you write songs from your perspective. Cari then reviews this profile to learn more about you and get you ready for your A & R session. These profiles also help us in placing you with the songwriter we think will best help you execute your message, sound, genre, and direction.

All seats fill out the A & R Prep Form but only White-Glove, VIP and Featured Seats send it in to [cari@caricole.com](mailto:cari@caricole.com). Viewer Seat Prep Forms are not reviewed by Cari but it is still suggested to fill them out each month to track your progress and get your thoughts down.

### **Step 3: Month 1 ~ Private A & R Session w/ Cari.** *(for White-Glove, VIP & Featured Seats)*

Next is the Private A & R Session w/ Cari (held online on zoom) where she guides you through the process of A & R. Cari will review the Songwriter and A & R Profile Form and come to the session ready for you. In this session you will further dig into your influences, musical direction, life & musical experiences, message, musical vision, brand, and song concepts. Cari dials out an official A & R Profile for the songwriting team to help direct them (A & R) for your co-writing sessions. This process helps dig deeper into YOU, to further flush out your musical direction, message, artist persona, song concepts, and vision. You are going to LOVE this!

#### **Month 1 Private A & R Sessions w/ Cari Cole (per seat):**

**White-Glove Seats:** 1 x 90 min Session

**VIP Seats:** 1 x 60 min Session

**Featured Seats:** 1 x 40 min Session

### **Step 3: Cowriting Experiences Are Scheduled Month 2 - Month 5** *(White Glove, VIP & Featured Seats only)*

*Each Cowriting Experience is expanded across 3 sessions with your CCVM Songwriter.*

#### **1. Prep Session: 30 min Session with CCVM Songwriter**

At your Prep Session you meet with the CCVM Songwriter you've been paired with, to discuss your A & R Profile (previously created w/Cari), song concepts and musical direction for your Cowrite. This general first meeting helps to make your cowriting session more productive and efficient.

#### **2. Cowriting Session: 2 hr Session with CCVM Songwriter**

Following your Prep Session is your Cowriting Session. This is where you're diving into the writing process with our team and coming up with the basic lyric, melody, chords. Sometimes there is still writing to be completed which is then addressed in the next session. Following this session you'll receive an acoustic instrumental track to work on your song.

#### **3. Finalizing Session: 45 min Session with CCVM Songwriter**

This 45 min Finalizing Session is for completing your song with your CCVM songwriter. In this session you complete any unfinished lyrics, melodies and song sections remaining. Following this session you will receive a rough demo of the songwriter singing the song and an instrumental to work off of.

### **SSC A & R Signature Songwriting "Live" Monthly Classes with Cari.**

Months 1 - 6 you meet 2x a month with Cari for "live" Signature Songwriting and A & R Classes. These classes cover signature songwriting, A & R and personalized direction. Classes have a transformative effect and are designed to deepen your understanding of your artist self while connecting to a rich community of like-minded artists. Select seats get direct guidance from Cari during the Live Classes.

## Monthly Prep Forms

All Participants fill out the SSC Prep Form each month prior to the "Live" classes. White-Glove, VIP and Featured Seat Prep Forms are reviewed by Cari to help prepare for class. Viewer Seat Prep Forms are not reviewed but it is still suggested to fill them out each month to track your progress and to get your thoughts down.

## CCVM Songwriting Team Kickoff Sessions

Hosted once a month by a member of our Award Winning CCVM Songwriting Team, you'll meet online to learn signature songwriting methodologies and assignments to "kickoff" your solo writing sessions during the course.

## ~~~~~FAQ's ~~~~~

### How Am I Assigned to a CCVM Songwriter for My Co-Writing Session?

There are several factors we consider when determining the compatibility between an artist and a songwriter. For this reason, we have our SSC students fill out a *Songwriter Profile and A & R Prep Form* to help us decide which songwriter will best execute your message, sound, genre, direction, and more.

### What Styles/Genres do the CCVM Songwriters Co-Write In?

Our CCVM Songwriters are all extremely well-versed and experienced in a wide variety of commercial genres (Pop, Rock, R&B, Urban, Electronic, Country, Folk, Jazz, Hip Hop, Rap), making them very adaptable to different kinds of writing.

The SSC Private Co-Writing Session Songs are all developed in an acoustic format to emphasize the importance of song message and structure. The style, production, and musical sound will be referred to in your A & R direction as a source for the tempos and grooves, but all songs will be formatted in an acoustic setting. You will receive a demo of the songwriter performing the song as well as an instrumental guitar or piano track following your session.

### How Are Copyrights Split Up Between You and Your Co-Writer?

Our copyright split is as follows:

60% to the artist - YOU.  
20% CCVM Songwriter  
20% Cari Cole (songwriting direction, titles, lyrics, A & R)

Copyright split forms are sent out Month 5 following finalizing sessions.

### Do I Need to Have a White-Glove, Featured or VIP Seat to Interact with the Songwriting Team?

Outside of the Cowriting Experiences (White-Glove, VIP or Featured Seats) there are 6 monthly Live Kick-Off Sessions hosted by our CCVM Songwriting Team. SSC'ers in every seat will have the chance to interact and learn from all of our CCVM Songwriting Team Experts at these sessions.

## Which Songwriters are available for the Cowriting Experiences?

Songwriters are paired with artists based on the seat purchased.

**White Glove Seats:** White-Glove Seats get 1 A & R sessions with Cari and 4 Cowriting Experiences with all 4 SSC Songwriters: Amy Kuney (AMES), Miranda Glory, Jon Buscema, and Jess Best.

**VIP Seats:** VIP Seats get 1 A & R Session and 3 Cowriting Experiences with all 3 of the following SSC Songwriters: Amy Kuney (AMES), Miranda Glory, Jon Buscema, and Jess Best.

**Featured Seats:** Featured Seats receive 1 A & R Session and 1 Cowriting Experience with 1 of the following SSC Songwriters: Amy Kuney (AMES), Miranda Glory, Jon Buscema, and Jess Best.

Stolar hosts Kickoffs 1 and 6 during the Circle. He is not available for Private Cowriting Experiences in SSC as his services are exclusive to our CCVM Label w/o Walls Private White Glove Experiences.

## ~~~~~ About the CCVM Songwriters ~~~~~

Our CCVM Songwriters are experienced in writing signature songs across all genres that help artists get their message on the page and out to the world. They've spent years writing with some of the biggest names in the industry and now they're going to share their professional songwriting skills with you!

**CCVM Songwriter: Amy Kuney (AMES)** After signing with Kobalt Music Publishing in 2015, AMES has written with and had songs cut by the likes of Kelly Clarkson, AKON, Rita Ora, Michelle Branch, Tori Kelly, Lights, Icona Pop, Adam Lambert, Jason Mraz, Jojo, Maddie Poppe, LIGHTS, Finneas Maia Sharp, Darren Criss, Ben Platt and Christina Perri.

[spotify.com/ames](https://open.spotify.com/artist/4yK8G8F0F0F0F0F0F0F0F0)

**CCVM Songwriter: Jon Buscema** Currently working with Dan Wilson, Baker Grace, EZI, Penguin Prison, Jane XO, Kiso as well as signed artists w/Warner Chappell, Sony ATV, UMPG + Kobalt.

[www.angrymobmusic.com/jon-buscema/](http://www.angrymobmusic.com/jon-buscema/)

**CCVM Songwriter: Miranda Glory** Songland Songwriter 2020 (NBC). As graduate of Berklee College of Music, with a B.A. in songwriting, Miranda has written w/ established songwriters and producers, including Autumn Rowe (Fifth Harmony, Cher Lloyd), Sheppard Solomon (Enrique Iglesias, Britney Spears), Zac Poor (Tori Kelly, MNEK), David Brook (Eminem, Charlie Puth), The Fliptones (Jason Derulo, Flo Rida), and others. She is also a contestant on the Spring-Summer 2020 Season of "Songland" w/John Legend.

<https://mirandagloria.com/>

**CCVM Songwriter: Jess Best's** single "More" has over 3 million plays on Spotify after reaching #4 on the US viral chart and #15 on the global viral chart, and was added to multiple influential playlists. Her limited edition project VELVET sold out in 3 hours the day it was released.

[www.jessbestmusic.com](http://www.jessbestmusic.com)

***During SSC, our Head Songwriter Stolar hosts 2 of the 6 SSC Kick-Off Sessions (available to all seats, but is not part of the cowrites).***

**Stolar** He has worked with and written songs for / or produced by John Legend, Finneas, Aloe Blacc, Selena Gomez, Take a Daytrip, Hall + Oates, Train, Fitz + the Tantrums, Lukas Graham, David Guetta, G-Easy, Jesse McCartney. He also wrote on “Brooklyn in the Summer” for recording artist Aloe Blacc -- which reached over 1,000,000 listens on Spotify the day it was released.

[www.stolarmusic.com](http://www.stolarmusic.com)

All of our CCVM Songwriting Team Experts are vetted by Cari and exclusively available at CCVM. Participants coming out of SSC can set up additional co-writing sessions during or following SSC through our CCVM Label w/o Walls White Glove Experiences. To apply for this, fill out the Application at the bottom of the page on [www.ccvvm.co](http://www.ccvvm.co).