



SIGNATURE SONGWRITINGTM
CIRCLE

SONGWRITING THAT BREAKS THE MOLD

SSC Songwriting Program Guide

The Signature Songwriting Circle Program at CCVM, created by Cari Cole, CEO of Cari Cole Voice & Music Co., allows independent artists to experience the A&R, artist development, and songwriting processes used at major labels and publishing companies.

After a decade of working together as mentor and artist, Cari and artist/songwriter Stolar decided to come together to raise the bar on independent music by helping artists write better songs and get access to top-level songwriters that could impact their careers.

This process involves the time-tested system of A & R: matching the artist to the material, and guiding artists to write songs that reflect their true vision and artistry. This is accomplished through personalized meetings, targeted A & R sessions, songwriting co-writes, artist persona development, and branding guidance.

How does the Songwriting Program & Co-Writing Process Work in SSC?

Our Signature Songwriting Program is a highly personalized process that leads each artist step-by-step through the process of defining their sound, message, and direction. It starts with a Songwriter Profile Form, followed by an A&R meeting with Cari. In this session, Cari assesses your musical direction, brand, and style, and gives highly customized A & R guidance. This session helps to further refine your direction, message, genre, song concepts, and ideas. During this step she creates an A & R profile that is then given to the CCVM Songwriter for co-writing sessions. Afterwards, participants meet with the CCVM Songwriter to discuss song concepts and references for the co-writing session. See below for a more thorough outline of our step-by-step Signature Songwriting System.

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. 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.

Do I Need to Have a Featured or VIP Seat to Interact with the Songwriting Team?

During the 6 months there are 6 monthly *Kick-Off Sessions* held by our CCVM Songwriting Team throughout the program. SSC'ers in every seat will have the chance to interact and learn from all 5 CCVM Songwriting Team Experts.

What Styles/Genres are the CCVM Songwriters Able to Co-Write In?

Our CCVM Songwriting team is collectively familiar with writing in many genres including Pop, Indie, Alternative, Rock, Jazz, Blues, R&B, Classical, Electronic, Hip-Hop, Rap, and Folk.

It's also important to keep in mind that the SSC Private Co-Writing Sessions will take place in an acoustic setting to emphasize the importance of song message and structure. The style, production, and musical sound will be a strong part of your co-write, and will be referred to in your A & R direction, 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 to practice to.

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, A & R considered songwriting)

Copyright split forms are signed at the end of class following finalizing sessions.

Here is an explanation of how the songwriting process flows in our Signature Songwriting Circle:

Step 1: Songwriter Profile.

Each artist fills out a *Songwriter Profile* where you have an opportunity to inform us of your experiences in the music industry so far, detail your musical influences & obsessions, tell us about your musical vision, and express the message and audience you are trying to reach (as well as share your latest music tracks with us). This gives us an understanding of where you are and where you are headed, as well as an overall view of your music and goals.

Step 2: SSC Songwriter Folder Materials in Gdrive (for VIP & Featured Seats)

- A & R Profile Form fill out Month 1
- SSC Prep Forms: fill out once a month

Cari will then review these profiles to learn more about you and get you ready for your A & R session with Cari. These profiles also help us in placing you with the songwriter we think will best help you execute your message, sound, genre, and direction. Step 2 Month 1 in Membership

Step 3: Month 1 ~ Private 60 min A & R Session w/ Cari. (*VIP & Featured Seats only*)

Next is the *60 minute Private A & R Session* w/ Cari 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! Watch your inbox for the A & R Profile Form and the A & R session appointment link.

All seats fill out the A & R Prep Form and Featured + VIP Seats send it in to 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.

Step 3: Co-Writing Sessions Start Month 2 - Month 5 (*VIP & Featured Seats only*)

Tip: Don't overprepare for these sessions . You can come to the session with ideas for your own reference, however the A & R Direction from Cari and expertise of our Songwriters will guide the sessions on its own.

Each Co-write is conducted in 3 sessions.

1. Prep Session: 30 minutes
2. Cowriting Session: 2 hours
3. Finalizing Session: 45 minutes

Links to set up your sessions are sent monthly VIA EMAIL. Be sure to schedule your appointment right away as sessions will expire and there is an order to the sessions. Prep sessions are held first, co-writes follow the Prep and Finalizing follows the Co-write. Sessions must be held in this order.

Note: If you have any song concepts, notes, or ideas to run by the team while you're waiting for your sessions, send them directly to Cari at cari@caricole.com for her to

review and guidance. There is no need to contact the songwriters as you will see them at the subsequent sessions.

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

The first part of your co-write starts with a private 30 min session with each songwriter that you are scheduled to write with during the course. In this session(s) you meet with the songwriter to discuss your song concepts and musical direction for your co-writing session discussing the A & R Profile Cari creates in Month 1. This general first meeting helps to make your co-writing session more productive and efficient.

2. Co-writing Session: 2 hr Session with CCVM Songwriter.

Following your Prep Session is your Co-writing Session. Following this session (or during the sessions, you'll receive an acoustic instrumental track to work on your song.)

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

45 min Finalizing Session to complete your song with your designated songwriter. In this session you meet with the songwriter you wrote with to complete lyrics, melodies and song sections (bridge etc) remaining.

Note: If you still have tweaks following the finalizing session, you can set up one additional session with the songwriter for an additional charge. Email Cari directly at cari@caricole.com.

Following the program, continued co-writes are available through our White Glove Experiences. To apply fill out the application here at www.ccvm.co.

Monthly A & R Signature Songwriting “Live” Classes with Cari.

Months 1 - 6 you meet with Cari for “live” Signature Songwriting and A & R Classes twice a month as you move through the materials and programs. Participants fill out the SSC Prep Form once a month prior to classes and Featured + VIP seats send in 72 hours before class so Cari can review and help prepare for class. *Get these dates in your calendar now.*

CCVM Songwriting Team Kickoff Sessions

Month 2 - 5 you meet with the CCVM Songwriting Team for 6 Kickoff Sessions to receive signature songwriting guidance and instructions for your first solo signature songwriting session. Allow 1-2 hours following this session to write! *Get these dates in your calendar now.*

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

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/

CCVM Songwriter: Miranda Glory 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.

soundcloud.com/mirandaglory

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

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 currently has cuts out with John Legend, 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

Which Songwriters Will I Have Access to?

VIP Seats get 3 cowriting experiences in SSC: Each VIP'er will write with Amy or Jon as well as both Jess Best and Miranda Glory.

Featured Seats: Featured Seats receive 1 cowriting experience in SSC and will be assigned to either Amy Kuney, Jon Buscema, Jess Best, or Miranda Glory.

Stolar only hosts Kickoffs during the Circle. He is unavailable for co-writes in SSC, and writes with artists in our private White Glove Experiences. For more information visit our Label w/o Walls page at www.ccvvm.co.

Note: Our CCVM Songwriting Team Experts are available exclusively to artists within our programs. Participants coming out of SSC can set up co-writing sessions through our CCVM White Glove Experience. For more information email info@caricole.com.