



Name Kate Fletcher

Listing # custom

Song Title Turn it Up (Got a Hook on You)

Style

Straightforward Pop/Top 40, Youth, "Tween", Radio Disney/Nickelodeon style pop, with some dance elements. A few lyric changes might have to be made so that the song is more appropriate for younger singers/listeners.

Melody

I like what you've got here, feel it's quite strong. Verse melody was succinct, to-the-point and sufficiently memorable. I felt the same about the b-section, chorus and bridge melodies.

Structure

Again, high marks here. I like how this structure unfolds and builds toward a very solid chorus. Each section feel just right in length and contrast between them is good. I also felt the bridge was well placed and accomplished the goal of transitioning smoothly back into the final chorus.

Lyric

With the possibility of a couple of tweaks so that the lyric is more appropriate for the "tween" market, the lyric is very well-suited to the melody and overall vibe of the song. My areas of concern were with the lines, "you wanna get it on again" and "when you get hot". I know they're relatively harmless but in my experience with pitching songs for this market, A&R execs are hyper-aware of any line which might be misconstrued, or make an inappropriate inference. Thus I feel it's better to err on the side of safety and have the lyric be completely wholesome.

Title

I like the fun connotation the title delivers. I wondered about the idea of "I've got my HOOKS IN YOU" as an alternative title/main chorus line, but perhaps the title you've got here is more youth relevant.

Listener ID # 306

Overall Comments

Dear Kate,
 Thanks for the chance to hear this song. I really enjoyed it for what it was; a solid example of contemporary Youth-Pop. I must say that I very much liked the vocal performance here as well and the the fact that it was "youthful-sounding" without sounding too "young", in the mold of so many of today's female singers within this genre. As you'll see from my individual comments to the left, I believe there are many solid elements within this song. In fact, the only area where I thought there was some room for improvement was within the track itself. For some reason, it came across as sounding a bit low key and lacking some of the necessary vibrancy and energy which is requisite for a song in this style. I don't know if it's a question of this particular mix or the overall recording technique which was used but there was a certain lack of urgency which I missed. There was also a slightly muffled element which detracted from the overall atmosphere of the track. I'm not certain if you were the producer or co-producer of this track but I'd hate to see a good song lose points in the mind of an A&R exec just because the track wasn't quite up to par. Today's A&R execs tend not to listen quite as closely to core elements of songs like lyric and melody and are somewhat more prone to making judgements based on overall feel of a track. I know, it's not right, but I've seen it happen time and time again. So with a little sonic retouching, I think you'll have quite a solid little pop song/track here; nice work! Keep writing and best of luck to you!

Overall Rating

These numerical scores are an indicator of your relative strengths and weaknesses, and do not determine whether or not the song is forwarded.

	N/A	2	3	4	5	6	7	8	9	10 (10=best)	
Melody	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Lyrics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Marketability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Song Structure	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	
Engineering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	

Note: The comments and numerical scores on this sheet are meant as helpful, objective information and are not used to determine whether or not your music is forwarded. Each listing has unique criteria and submissions are considered with those in mind. This is just one person's opinion, albeit an informed one. There are many informed opinions on any given work. So, pro or con, don't let it change your life! © TAXI 1992, 1996, 2002.

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