



Name Kate Fletcher

Listing # S090513PO

Title: Leavin'

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| N/A | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 (10=best) | |
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Style

- On target for this listing
- Hard to classify
- Not close enough to what listing asked for
- Not "current" sounding
- Style not consistent enough from song to song for an artist pitch

Stylistically this submission right on target with this listing which references Pop artists in the range of Britney Spears to Leona Lewis.

Overall Comments

The musical arrangement of this song is imaginative and musically tasteful. My main comment is specific to your chorus melody. While what you have certainly works within the structure of this song, I think you could develop your chorus so that melodically it contrasts more with your verse melody and is also more distinctive and memorable.

Kate and Simon, overall this submission is really impressive. The songs are all well crafted, the production and arrangements are strong, and the vocal performance really stands out. You definitely have something here. I would encourage you to keep writing and recording. I wish you nothing but the best of luck!

Status: Forward Return

Title: Decisions

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Bio Comments

I read your bio from your taxi page. In the future make sure you actually upload your bio and photo to the listing your submitting to as well. Having said that I think your bio is well written and features all the elements an industry executive would expect in your bio. I think your photos are also effective too.

The main reason(s) you were or were not forwarded for this listing is:

You've done a really great job developing your narrative. I have just one comment. As strong as your chorus is, I think your bridge could actually be more distinctive. Lyrically I think your bridge is too generic next to the quality of your other lyrics and musically I get the sense that your song loses some momentum at the bridge.

I forwarded "Fading" because I think it works perfectly for this listing. While "Leavin'" and "Decisions" are good songs, overall I don't think they're quite as developed as "Fading".

Status: Forward Return

Title: Fading

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Listener ID # 303

Overall great job with this song. From lyrics to melody, to vocals to production, etc, this song is right on target for this listing.

Status: Forward Return

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.

Recommended Reading

We're Here To Help You!

When you get right down to it, each of TAXI's critiques reflect what just one person thought of your music, and within the context of a particular listing. The critique form itself really has no bearing on whether or not the submission is forwarded. That decision is based solely on the screener's gut feeling. The screeners generally forward material that they feel is so strong that they would be proud to personally walk it in to an A&R person's office.

While it is just one person's opinion, it's a very educated one. You might not always agree with our screeners, but it's important to keep in mind that these people have held key positions in the industry. Friends and family may love your music, but none of them have to risk their high paying jobs when they tell you how much they like your music.

The average A&R person at a major label gets one or two signings per year, so you can bet dollars to donuts that he or she is going to think long and hard before signing an act. Remember, they're not only gambling a million dollars of their company's money on each act they sign, they're also wagering their six figure job, a hefty expense account, and their company BMW.

When we send our members' material to them, those recordings must hold up to their standards or they won't continue to list with TAXI. If they don't list with us, you don't get any opportunities and we go out of business. That's a little insurance policy the companies have with TAXI. They know we won't risk our business by sending them music that are just "pretty good." By the same token, you're assured that because we adhere to such high standards, you'll always have a nice variety of listings to respond to.

The TAXI A&R staff is really biased toward forwarding your material for three reasons (although it may not always seem like it). Reason number one: It's easier to write "Great job!" on a critique form than it is to formulate and write out constructive criticism. The second reason is that the screeners really enjoy proclaiming, "I've got a winner!" during a screening session. They feel a certain sense of pride and "ownership" when they pick what could very well become a hit record. The last reason: If they don't keep our members happy, they won't continue working at TAXI.

Music is an extremely subjective medium. You may get critiques of a given song that seem to conflict. Our critiques are intended to provide you with the honest reaction of an industry professional. Different people notice different things - good and bad - about any given song. Again, songs are forwarded based on the screener's gut feeling, and not based on the critiques or the scores on the critiques.

The bottom line. We give a damn. You might want to disregard the opinion of one of our screeners, but if the same opinion is expressed by a couple of them or more, it could be extremely valuable feedback that you probably couldn't have gotten anywhere else.

Very few major artists and writers got to be major without paying their dues. If "making it" were easy, everybody would be a star. It takes time. It takes persistence. It takes guts. You can't run home with your tail between your legs every time someone doesn't like one of your songs. Even successful songwriters with hits to their credit face rejection much of the time.

Remember, Thomas Edison failed over 10,000 times before he finally created a working light bulb. Nothing in life ever happens by accident, most of all, success. Success usually comes to those who have a plan that they persistently carry out. Failure is almost guaranteed to those who lack persistence.

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