

## SONGWRITING EXERCISE - THE ANNIHILATION SONG

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OK - so you just watched the "Annihilation Song" module. What did you think?! Does it make sense?

In summary - literally (and practically) any key major artist whom you admire, who's had hits on the chart, in any genre - has previously written and released what I affectionately call the "Annihilation Song."

This is the song that literally makes all the current competition: old fashioned, tired, irrelevant and basically - not really cool anymore!

So here's the writing exercise - short and sweet.

You are going to write your ANNIHILATION SONG! Yes! You are going to *annihilate* your current artist peers and come out with something NEXT LEVEL, FRESH, 2 YEARS AHEAD OF THE CURVE, NOVEL, that POPS OFF THE PAGE in a "WHAT DID I JUST HEAR" type level!!!

This can also be the "anti" to what's super popular right now. For instance, can you represent something different? Can you bring a fresh culture or point of view.

And hey - don't forget, this is usually also a visually compelling statement too! A new explosive artist - is often accompanied by an equally captivating and fresh visual identity. And maybe that's even a place to start. What would *visually* be fresh (i.e. the way you show up on stage)? Perhaps you can hone that in and then - reverse engineer *what* type of music makes sense for that visual look!

Lastly, one idea here is that every decade - is usually defined by a certain sound or movement. So, can your "annihilation song" be part of that new song / style / direction for the decade? For instance, we can look at the 50s, 60s, 70s, certainly the 80s (as example) of what each of those decades sounds like. And if you were still determined to make disco songs in 1982 - your career and length of stay on the charts was surely quite limited!

Note also for your ego! Creating this new annihilation song might not be something you can do on your own. You might want to seek out a producer to help and helm that sonic direction. It could be another co-writer. It could also be a new set of tools. That's right - move to another playground as far as the tools available to you. It could also be you - starring the initiative and starting / forming a band or a project!

# BENJAMIN GROFF – HIT SONGWRITER ACCELERATOR

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In short - disrupt both *yourself* - and your genre! If you don't do it - someone will do it for you.

Overall - the takeaway here is simple:

Stop hiding!

Go for the jugular!

Make the most extreme version of yourself and your art!

Step out into the spotlight!!

This is what it's going to take to stand out - get people's attention and to literally no longer compete with your competition.

Why?

Because the lane that you're creating - there is no competition! This is a green field! This is *all you*.

So, let's get it! Let's go into annihilation mode and write that annihilation song!

Kapow!!!

And remember to share your "annihilation song" at #BenjaminGroff

I'll be listening. : )