

Five Laws of Stratospheric Success - For Songwriters

By John Terry

“The Go-Giver”, written by Bob Burg and John David Mann, is a small book with a big message; although its focus is on the business world, with minor adaptation, it is applicable to many other ventures as well, including songwriting!

The basic premise of “The Go-Giver” is that it is by giving that we achieve success, something I have found to be very true in my songwriting career...it was by volunteering to help others – first as newsletter editor, then as a 10-yr board member (and now again as newsletter editor) for FWSA, and also as a local chapter coordinator for the Nashville Songwriter’s Association International (NSAI) – that I made many of the connections that have contributed substantially to whatever success I’ve had (however limited that might be)!

Burg and Mann suggest that there are “Five Laws of Stratospheric Success”, as follows:

- 1. The Law of Value:** Your true worth is determined by how much more you give in value than you take in payment.
- 2. The Law of Compensation:** Your income (or, “reward” – JT) is determined by how many people you serve and how well you serve them.
- 3. The Law of Influence:** Your influence is determined by how abundantly you place other people’s interests first.
- 4. The Law of Authenticity:** The most valuable gift you have to offer is yourself.
- 5. The Law of Receptivity:** The key to effective giving is to stay open to receiving.

So, how do these “Laws” apply to songwriting?

- Shift your focus from getting to giving. Burg and Mann emphasize that success comes from giving value to others, rather than simply trying to get something for yourself.
- Create value for others. As songwriters, create value for others, which in turn will bring success and fulfillment. (Write songs that YOUR AUDIENCE (whoever that might be) wants to hear!)
- Cultivate relationships and connections. As songwriters, we should develop relationships and connections with others, as these will lead to opportunities and success. Network! (But don’t be a “gherm”... don’t network by asking others what they can do for you!)
- Be authentic and true to yourself. As songwriters, it’s important to be true to your values and beliefs, and also to be authentic in your interactions with others. In other words, “Write what you know”, and don’t try to be someone you aren’t!
- Take Responsibility for your own success. As songwriters, we should accept responsibility for our own success, and not rely on others to make things happen for us.

- Be open to receiving help from others. As songwriters, it's important to be open to receiving help and support from others, as this can help you achieve your goals and overcome obstacles. This could be song feedback (which perhaps was different from what you hoped for?) or someone booking you into a writer's round or a co-write session!
- Embrace challenges and setbacks as opportunities for growth. As songwriter's, we're going to get our fair share (and then some) of rejections, challenges (writer's block) and setbacks. Let these be opportunities for growth and learning, rather than letting them hold us back.
- Give more than is expected. By doing so, you create value and build stronger relationships.
- Practice gratitude and appreciation. As songwriters, we should show gratitude and appreciation for the people and opportunities in our lives, as this can help cultivate positive relationships and attract more opportunities for success.

Try putting these "Laws" into action in your own life, especially when it comes to your songwriting. I think you'll be glad you did!

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