

Jeff Cohen: The Winding Journey to Songwriting Success

- It's all about taking the initiative and enjoying the journey
- Promoting yourself is different from promoting your music; network with people in the industry on a personal level, not just to get a publishing deal
- Take any opportunity; sync licensing for TV can go a long way in the industry
- "Read your Room and know your role": When in a situation around co-writers, know where you fit during the co-writing session
- Stay true to your craft, yet don't be afraid to try new things
- ASCAP, BMI do music supervisor nights around town; show up
- Find your own co-writing team and grow successful together
- Success is not measured in the amount of time it takes to get there