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# RECORDING

The magazine for the recording musician®



FOR THE SONGWRITER

## 25 Mistakes Artists Make

By Eric Alexandrakis

A rogues' gallery of slipups  
every recording songwriter should avoid!

### 3. A bio? I can handle that, I just have to tell everyone I'm a genius!

No, you can't write it yourself, and neither can your English major cousin Miri. Yes, yes, Auntie Grizelda is always raving at family get-togethers about Miri's wonderful grades... as her department-head boyfriend 20 years her senior sits next to her looking posh in his bowtie, asking you to pass the yams.

Sorry, I got carried away... No I didn't—get a proper bio written. Comparing yourself to every major rock star and hit album in a bio does not make you relevant. I see this all the time. "With a voice like Bono and a stage presence like Michael and a political awareness reminiscent of Lennon..." Yeah, and just a hint of cinnamon. You have to leave it up to the critics to call you the next Kevin Federline. (Assuming that's what you want.)

If you need help with your bio and absolutely don't know where to turn, I'll let you in on someone I've personally worked with successfully. Have a look at the website for Katy Krassner, [www.katykrassner.com](http://www.katykrassner.com), and if you like what you see, commission her to write you a bio. She writes bios and press releases for major artists, actors, brands, and indie labels.

### 23. I've got 100,000 followers on Facebook and Twitter!

Yeah, but between 0 and 10 impressions per post. No sucker will believe you really have that many people interested in you with those numbers. Social networking is an art and a science, and it seems that brands are finally starting to realize its importance. A great example of how social networking is supposed to work is at [facebook.com/DuranDuran](https://www.facebook.com/DuranDuran). The aforementioned and wonderfully talented Ms. Katy Krassner runs it.

Eric Alexandrakis ([alexandrakis@recordingmag.com](mailto:alexandrakis@recordingmag.com)) is a highly successful songwriter, producer, and recording musician. He has had several Top 40 hits on the Adult Contemporary charts, has licensed hundreds of songs for film and video, and recently completed a remix of Depeche Mode's new single "Should Be Higher". Learn more at [www.ericalexandrakis.com](http://www.ericalexandrakis.com). And he's recommending Katy Krassner because he likes her work, and thinks you will too.

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