

SONGCHECKS

Your name: Stone

Song name: Love On Demand

First impressions (30-sec snap judgment A&R listen)

- Straight off the bat, I know where this song is going. It feels true to its post-punk/goth rock/danceable roots. However, the intro is too long for your average listener today. The guitar melody is strong and catchy, but the mix feels muddy. There is little separation/definition between instruments.
- To my ear, this song sonically is still in demo form. The kick sound is too clicky and distracting throughout the song. I enjoy the vocal melodies very much. There is sadness in the melody, but it still gives me a glimpse of hope. I would love to be able to hear the lyrics more. Songwriting in terms of melody is strong - I can't hear the lyrics, so I can't comment on concept/songwriting. Structure definitely needs work.

First full listen-through impressions

- This "mix" is a great blueprint for where this song could go, but the mix is below average for me. Now it's time to get a producer involved to trim the fat and take this song to the next level sonically.

Section by section thoughts

- INTRO
 - Too long.
- VERSES
 - Should be coming in around 15 seconds.
- CHORUS
 - We should hit the chorus by 45 seconds to 1 minute to keep the audience's attention.
- OTHER
 - More definition between parts. It's not clear musically what section is verse/pre/chorus etc. Defining your sections is important!

Your song/mix feedback was done by Esjay Jones

You can book Esjay on SongChecks here: <https://bit.ly/38bSdf8>

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WHAT RULES

- I totally get the VIBE of this song. You nailed the attitude and emotional value. Sonically, the song should be better, but I LOVE how this song makes me FEEL.

WHAT DOES NOT

- I think it's important to focus on your songwriting and STRUCTURES. Great melodies and lyrics benefit from being in a strong format that feels easy and natural to the listener.
- RATE and FOCUS
 - Vocals - The vocals feel too bright/shiny but far away in the mix at the same time, which could be your intention. However, I am losing focus and clarity and it's unpleasant on my ear. I would very much like to hear the nuances of your voice and the lyrics more clearly. I want to be able to turn it up LOUD and not hurt my ears :)
 - Hi/mid/low - This is a demo mix, so it's difficult to make an accurate mix assessment.
 - Energy/vibe - LOVE THE VIBE AND FEEL OF THIS SONG! This has been captured well in this demo which is an incredible blueprint of how amazing this song and mix could be. But it's not there yet.
 - Take time to look at your melodies. And could the chorus be bigger?
 - The arrangement needs work and the production is straightforward. However, I think it is important to place more time on capturing the sounds that define the sonic brand of your project. How do you want the kick drum to feel in the mix. What about the bass tone, etc. EVERY tiny piece of this puzzle is important!

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What would I reference if I was mixing this?

- For me, the overall feel of this song is hitting a post-punk/goth rock/European demographic. I am a big Joy Division/Bauhaus/Talking Heads fan, and I think this song sonically falls into the same wheelhouse, so I would reference songs in that era to keep the authenticity BUT bring it into a more alternative-modern mix.
- We want to make sure the TONES are correct when tracking so we can carve focus, clarity, and SEPARATION into the mix in order for it to compete with other modern mixes in its genre.

Overall mix rating: scale of 1 - 10 (1 = remix it, 10 = Grammy time)

- I would give this mix a 5 because it gives me a great emotional vision of where the song SHOULD be mix-wise. However, it isn't there yet.

Final thoughts

- I think your instincts are good! Trust your melodies and keep referencing songs that inspire you that have success. Reference both old and new mixes so you can find a sonic hybrid that sets you apart from others.

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