

# Angela's Artist Advice

Angela Marie Eidenmiller is the ISSA Associate Director of Artist Relations. Over the past few years many of our Award Winning Artists have benefited from Angela's sage advice.

## Promoting *The Alchemy of a Song*

A song's alchemy doesn't live in the clinical precision of a chord change or the ink bled onto a midnight page, although this is the beginning of its birth.
The real magic is the moment something invisible (your song) finds a witness.
A song begins as a private language.
A feeling too slippery to hold, too heavy to ignore.

Maybe it's a memory, maybe it's a wound, maybe it's joy that refuses to sit still.
But when it's shaped into melody and released, something happens... ***it stops belonging to the one who created it***.

It's not just yours anymore; it finds new homes... new hearts.

- In the quiet drive of someone who needed to hear exactly that line.
- In the crowded room where strangers sing it back like they've known it forever.
- In the headphones of someone who finally feels understood.

The relentless pursuit of the path that fits your specific music takes persistence and a deep personal investment. If you are just one of many artists in a massive machine, it's fair to question how your story is being carried—and where your song is truly being heard.

The secret sauce?

Locate someone as invested in your song's success as you are.

Looking forward to seeing you all in Atlanta and until August...
Keep creating, keep connecting, and keep contributing.

Your friend,
Ang

That's the transformation... the magic... that's the ***alchemy***.
A song is no longer just sound... it becomes a bridge -

- Between people who have never met.
- Between versions of ourselves we barely recognize.
- Between what we feel and what we can finally say out loud.

And the pure connection grows into a full-circle miracle—coming back to you in the moment you realize your song returns to teach you how it knew them before you ever did.

It's magic, sure... but not just the kind you make...
..its the kind you witness!

As a promoter, this is where my heart beats. When you hand me your "baby," you are handing me a private language—that piece of your soul you finally felt brave enough to share.

I carry a deep respect for the courage it takes to let go of what you've created.

It is the greatest honor of my professional life to take that magic and offer it every opportunity and every open door I can find. It is a tremendous responsibility that often feels like the weight of the world, but it's a weight I'm proud to carry. Because once that bridge is built, I get to watch your song find its way home.

## The Big Question: ***When do you need a Promoter?***

I am often asked, "Angela, when is it time to bring in a promoter, and how on earth do I find the right one?"

The truth is, you need a promoter when your song is ready to cross that bridge, but you need a partner to help pave the way. But don't just hire a resume or a list of contacts.
How do you find the right one? ***You hire the person who feels exactly the way I described above about your music.***

Look for the witness who treats your "baby" with exact cautionary reverence.

Find the professional who doesn't just see a product, but feels the literal weight of the world when they carry your story into the light.

You need someone who will protect your song with everything they have while searching for the right opportunities that are perfect for you and your song.

There is no exact equation that works for any two songs, and no single strategy works for two different people.