The Summit Newsletter

Our 1st Summit Newsletter!

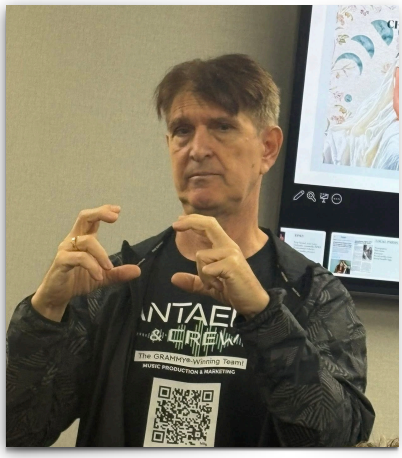
We want to thank everyone that attended the 2025 ISSA Summit. We doubled the number of attendees from our Hospitality Room in 2024 that started all of this. In fact it was your suggestions that lead us to create this year's Summit. We really appreciate your input, as that helps us grow and become a better association.

Speaking of input, this year we heard that some of our Facebook posts regarding the Summit weren't seen by some of you. It was suggested that we create and email out a monthly newsletter to keep everyone up to date. So here it is, and the good news is we're already working on making next year even bigger and better. We hope you enjoy this month's edition, and feel free to reach out to us with suggestions for future newsletters.



The 2025 ISSA Summit Celebrates Independent Music in Atlanta

The 1st Annual ISSA Summit at The Courtyard by Marriott Atlanta Perimeter Center by all accounts was a huge success. With 146 registered ISSA members from across the U.S., Europe, Asia, and Australia attending the 2 day affair. From Tamanie Dove's inspiring opening speech, the Summit was filled with informative Breakout sessions featuring topics such as Songwriting, Music Marketing in the digital age, Radio Submissions, to Booking World Class Venues.



Grammy® Winning Keynote Speaker

The most anticipated segment of the Summit, Keynote Speaker Alexx Antaeus did not disappoint the conference room's capacity crowd. Alexx's presentation covered everything from music production, artist development to industry strategy and business operations.

Alexx made himself available throughout the weekend to talk with ISSA members about the music industry and provide insights concerning their own personal projects.

Night Time Around The Fire Pit

An attendee favorite happened each night as artists would gather in the courtyard relaxing, networking, putting together impromptu jam sessions and creating new friendships that are sure to last forever.





Memories Made!







Tamanie's Notes

The 2025 ISSA Awards were an incredible success, bringing together artists, industry professionals, and supporters from around the world for a weekend filled with music, celebration, and community. With record attendance, unforgettable live performances, and meaningful networking opportunities, this year's event once again highlighted the power of independent music and the unity of our global ISSA family. The Red Carpet, Pre-Parties, Summit, and Awards Show created memories that will inspire and motivate us for years to come.



We are also thrilled to announce an exciting milestone in ISSA's journey: the International Singer-Songwriters Association is now an officially registered Media Company with the Recording Academy/GRAMMYs®. This recognition allows ISSA to further support our members by providing new opportunities for music submissions and visibility at the highest level of the industry. It represents not only growth for our organization, but also a step forward for every independent artist who is part of our network.

As we celebrate this achievement, we extend our deepest gratitude to all of you—our members, representatives, volunteers, sponsors, and fans—who make ISSA possible. Together, we are continuing to elevate independent artists onto the world stage, creating new pathways for recognition, and building a legacy of excellence. The future has never looked brighter for our community, and we cannot wait to see what the coming year holds.





Tips From Our Members

One of the great benefits of being a member of the ISSA is that we have so many members that are here to help you out with industry questions. Starting this month we will be featuring articles from two of those members. Angela Marie Eidenmiller (ISSA Associate Director of Artist Relations) and Michael Botte (ISSA Philadelphia Representative).



Just One Tip

Welcome to this Month's edition of "Just One Tip", presented by "ON THE MIC WITH MICHAEL BOTTE" in partnership with Sound Foundation Studios, where I post a "TIP" I have learned either through experimentation or from observing others smarter than me LOL!

This month's tip is all about the Waterfall approach to releasing music.

The "Waterfall approach" (also known as a "waterfall release strategy" or "tiered release strategy") has become a highly popular and effective method for artists to release music in the modern digital landscape, particularly on streaming platforms. It's designed to maximize visibility, engagement, and streaming numbers over an extended period, rather than the traditional "big bang" album drop.
How it Works (The Concept):
Instead of releasing an entire EP or album all at once, you release tracks one by one as singles. The crucial element of the waterfall is that each new single release includes the previously released tracks. This creates a "cascading" or "waterfall" effect, where your project gradually builds into the full EP or album.
Let's illustrate with an example for a 4-track EP:
Release 1 (Week 1): You release "Song A" as a single.
Release 2 (Week 4, typically 3-6 weeks later): You release "Song B" as the lead track, but "Song A" is also included as track 2 on this new release.
Release 3 (Week 8): You release "Song C" as the lead track, and "Song B" and "Song A" are included as tracks 2 and 3 on this new release.
Release 4 (Week 12): You release the full "EP" with "Song D" as the lead track, and "Song C," "Song B," and "Song A" are all included in the track list.
ISRC Codes are Crucial: For the stream counts to carry over from one release to the next for the same song, you must use the identical ISRC code and audio file (WAV) for each track every time it's included in a new release within the waterfall.

Thank you, family



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.

Beyond the Stream: Why Your Story Is the Ultimate Marketing Tool

You're an independent musician drowning in a sea of "Please pre-save my new single!" posts... and you're not alone!

With over 99,000 new song releases every 24 hours, we all see hundreds of these posts a day, and while the call to action is clear, the reason to act is completely missing.

The truth is, in today's crowded digital landscape, your music alone isn't enough to cut through the noise. Your fans aren't just looking for a new song to stream; they're looking for a human connection, a piece of the emotional puzzle that led to its creation. They desperately want to feel connected to the artist before they commit to the art.

* Your story is the hook.
* Your music is the reward.
* The Power of "Why" Over "What"

Think about the posts that actually stop your scroll. They're rarely just a picture of a product. They are honest, vulnerable, and invite you into a moment. This principle is even more powerful for music.

Here's some incredible examples of how to do this:

Instead of: "Go listen to my new track on Spotify!"

Try: "I wrote this song at a time when I felt I had lost everything but music. Honestly, its creation was so cathartic that it became my nourishment of hope. While it's very personal for me, I'm hoping it serves someone else as it so positively served me. Hit the link in bio to hear the hope."

Or:

Instead of: "Pre-save now! Album drops next Friday!"

Try: "This song was born during a messy break-up—so thank you to my ex for the inspiration!

I know of no other way than to write exactly how I feel, and I'd love to know if any of you can relate to the chaos. Pre-save it now (link in bio) and let me know your worst breakup story in the comments."

See the difference? In both of the second examples, you've created a mini-narrative that is instantly relatable and taps into core human emotions: hope, catharsis, and shared experience. You've given a reason to care before you asked for a stream.

Stop Letting Your Music Market Itself!

A sound wave is just a sound wave until you attach a feeling to it.

Read that again! Your goal on social media should be to use your personal narrative to build solid communities, not just large follower counts. A solid community is made up of fans who are invested in you, and those are the fans who will stick around, buy merchandise, and show up to your live shows!

Here’s how to start injecting your story into your marketing:

Be Vulnerable: You don't have to share every detail of your life, but share the emotion that fuels your music. Did a song come from a moment of crippling self-doubt? A huge professional win? A random conversation on the subway?

Highlight the Process, Not Just the Product: Fans love a peek behind the curtain. Share a clip of the initial voice memo, a picture of the late-night songwriting mess, or a short video explaining the bizarre instrument you used in the chorus. This makes the final track feel earned.

Ask for Connection, Not Just Consumption: End your posts with an open-ended question that relates to the song's theme. For a song about anxiety, ask, "How do you cope with your worst days?" This makes the comments section a place for conversation and community, not just praise.

Don't let your music market itself. Your story is unique, compelling, and free. It's the most powerful marketing tool you have for growing a loyal, invested community who will champion your art for years to come.

Until the next newsletter,

"Go forth, CONNECT authentically, CREATE fearlessly, and confidently CONTRIBUTE your music to the world."

- Your ISSA Sis,

Angela Marie Eidenmiller
Email your feedback, questions and suggestions of subjects you’d like for upcoming articles to me at: ISSASONGWRITERS.ANGELA@GMAIL.COM

Odds-N-Ends

As we close out this first edition of our Newsletter, we would like to thank the following companies and individuals who helped contribute to make the Summit a success!

Roseann Sureda, Rick Landstrom, Kayden Gordon, Al Brede and Linda Marks

Last but not least, we are already deep into planning for next year's Summit. We have learned that your input is what makes this such an outstanding event. If you have any ideas, topics that need to be addressed, possible breakout session speakers or anything else, please feel free to email either Todd Apfel issasongwriters.todd@gmail.com or Angela Marie Eidenmiller issasongwriters.angela@gmail.com

