

STEPHEN SPRINGALL

More Than Me (EP)

MARKETING STRATEGY

Florian Philippe Bel

BMTY7003_LON

Entertainment marketing

Tim Ferrone

STEPHEN SPRINGALL

For Fans of Damien Rice, Ray Lamontagne
and The Bros. Landreth

Stephen Springall is a Session Musician who learned his craft playing for artists such as Karrie, Nick Corbin, Mide Houlihan, Chiara Oldano and many more. He is now releasing his debut single Midas Touch, as a response to last year and the divisiveness it revealed.

Stephen's music is an amalgamation of genres drawing influence from the Rock n Roll attitude of his upbringing and his love for the art of Folk storytelling that he discovered while growing up in Ireland. With a lyrical palette coloured by artists like Damien Rice, Kate Tempest and musical knowledge informed by Stevie Wonder, Sting and The Bros. Landreth. His music is both thought provoking and deeply moving.

[LISTEN HERE](#)

*"The New
Face of
Folk"*
Still LIVE

*"Every guitar lick... is
bang on the money"*
Move On Up
(On Stephen's playing on
Nick Corbin's Album)



Strategy overview

This marketing strategy is for “More Than Me”, Stephen Springall’s debut EP. Stephen is an English-Irish alternative-Folk songwriter currently based in London.

After being a session guitarist on the London scene for the past three years and five years previously in Cork, Ireland, Stephen is now ready to release his first solo opus, compiling songs written over the last 10 years.

Being a first release, the aims of this campaign will be to gain brand awareness and build a community, using digital platforms to find early adopters, earn their buy-in and then reach their followers. We will therefore need to establish Steve’s brand, strengthen it with relevant content and put it in front of the right pairs of eyes and ears.

This campaign will set the foundation for Stephen’s brand and our plans are to set him up for the long run rather than to generate a momentarily success. It is therefore crucial to target the right audience, who will resonate with his personality as much as his sound.

Initial assessment

Prior to establishing the following marketing strategy, here are my initial impressions of Stephen's current situation, which will inform the decision-making process for the successful launch of the EP. An accurate assessment of where we currently are is necessary to achieve our goals.

Stephen Springall: SWOT analysis

Strengths:

The music is great.

The production value of *More Than Me* supplants by far most first releases I have encountered, the production by Brett Shaw (Florence and the Machine, Foals, Lady Gaga) is outstanding, the composition showcases a high level of maturity in the sound and the performance of the band compliments the vocals, making this an excellent product.

The existing audience engages well with the content Stephen puts out as an average of 10% of his following engage with the instagram posts. This is a rather promising start.

On TikTok, which is a brand new platform for Stephen, he gathered over a thousand views in less than a week, which is a good metric to announce the success of our following campaigns on this new platform.

Stephen has established himself as a talented musician amongst his peers and has been prolific on the local scene, meaning he has earned the endorsement of various more established acts who could assist with the promotion.

Weaknesses:

Stephen is currently viewed as a session musician, multifaceted guitarist that also is seen singing on pictures. His current following is of 527 on Instagram, 571 on Facebook and comprises mainly other musicians and artists he worked with/for. It will be crucial to shift the audience's perception from a professional instrumentalist to a singer and songwriter with impressive guitar skills.

Opportunities:

Stephen's contemporary take on Folk, blending his rock influences with his knowledge of arranging for strings and horns has a very attractive sound for contemporary audiences and reaches much further than the traditional folk fan - this cross-genres approach is an opportunity to reach a wider audience.

The thematic of the songs are equally contemporary, strongly rooted in the zeitgeist, advocating for awareness around mental health issues, toxic masculinity and the ever-current issue of the expectations the previous generation has for younger people. Stephen's lyrics come from the heart and are delivered beautifully, which should resonate with a large number of individuals between 22 and 35.

Threats:

The music market gets very easily saturated and the 'singer-songwriter' scene in London is filled with equally talented individuals. Stephen is an excellent performer and his talents really shine on a stage and his skills as a performer are part of his USP. However due to the Covid-19 pandemic it is much trickier for artists to get discovered via the usual open-mic circuit, meaning that before the lift of the restrictions around public events, the only way for Stephen to get his message across will be to cut through the digital noise, competing with not only other musicians but also with any form of entertainment the digital realm can offer during this lockdown: TV shows, video-games and any other activities our audience would be doing instead of being able to go to a gig night.

The brand

Stephen's personal brand can be defined in one word: **Authenticity**. The songs in "More Than Me" are an honest depiction of the struggles of a young man "taught at a young age to beat or be eaten" (Stephen Springall - *The Man*) and the way he overcame those challenges.

Our strategy for this release is inspired by Simon Sinek's *Start with Why*, and especially the mantra "people don't buy what you do, they buy why you do it" (Sinek, 2009). The whole marketing strategy will have to emphasise the truthfulness of the artist, and be aimed towards potential fans and early adopters who would resonate with Stephen's personality before they even listen to the music. In order to achieve this we will focus our efforts primarily on organic social media by developing the artist's personal brand alongside promoting the EP.

In practice, this will translate as creating as many opportunities to interact directly with our audience as possible, using Instagram Live, TikTok contests or even live streamed performances. In order for this campaign to be successful, it must be an invitation to get to know Stephen and develop a personal relationship with him.

Stephen Springall's brand is **Relatable, Authentic, Inviting**

The target audience

Our primary target audience will be young females between 22 to 35 years old, interested in Folk music, from the left side of the political spectrum as Stephen has strong opinions which make his lyrics suitable for a more liberal audience. Stephen's current analytics divert from his target audience however his current following is not representative of the people listening to his songs, as they are currently mostly friends and colleagues from the music industry.

It appears that Stephen is seen as an ally to the LGBTQ+ community on TikTok, which is something we need to keep going as this is an important cause to the artist.

According to primary research, folk music in England is prominently listened to by non-native speakers, especially from Germany and Spain, which are countries where Stephen would be interested in developing for his future releases.

Target audience persona:

Laura, 28, is originally from Frankfurt, Germany, moved to London three years ago. She lives in New Cross and works for a charity. Laura votes labour, is passionate about causes like LGBTQ+ rights, equality and diversity, is a feminist and an ally to minorities.

One of the secondary audience includes an older demographic, between 40 and 55, politically liberal who would have grown up listening to artists like Nick Drake, Jeff Buckley and James Taylor and will be familiar with this sound and influences. In addition to this, one of the acts Stephen works with, northern soul artist Nick Corbin, has his core audience in this demographic and could easily promote Stephen's solo project and potentially use him as an opening act for his upcoming european tour.

Although the target has been clearly defined and our strategy tailored towards this audience, "More Than Me" being a debut release, we are also aiming to make it as wide reaching as possible in order to potentially discover a new audience tier and refine the strategy as we go along. The keywords will be proactivity and flexibility. We want to initiate contact with our target but also allow ourselves to change course if it betters the outcome, for example if our actual audience diverts from our initial target.

Similar artists include Damien Rice, Ray La Montagne and their marketing strategies are also centered around their personality more than their music.

Following my primary research, Damien Rice's instagram profile is pretty much equally split between his lifestyle, political views, documentaries or movies he likes and more music related posts such as his collaborations with other artists, gig pictures, writing process. Remarkably, his audience engages as much with both types of content and sometimes show more interest for the socio-political side of Damien than his artistry based on the analytics of his last 10 posts. Damien Rice is not very active on social media which can explain why he's not showing the same figures as "mainstream pop" artists of the same level, however his core audience is extremely engaged and ultimately converts as audience members to his gigs, which is what we are aiming for in Stephen's case.

First steps

Prior to the different releases we will:

- Re-skin all socials with new creatives, relevant to the up and coming song/video
- Release multiple teasers on IG and TT in order to engage the audience and build hype as well as showing potential labels, promoters and other executives the quality of the audio and visual production.
- Brainstorm around quizzes, polls and other organic ways to engage with the target audience
- Reach out to current partners to gather their support pre-release (Nick Corbin, Chiara Oldano, LCCM and other songwriters Stephen has worked with)

Each content creation phase will be an incentive to maximise the amount of content gathered. The production team will be briefed to create as much content as possible during the sessions so that we can use it as behind the scenes footage, social media extracts or even material for paid ads. Video being the best performing type of content, our aim is to make Stephen's music look as good as it sounds.

The live stream will be an opportunity to gather:

- Promotional videos
- Performance music videos for 3 songs
- High quality recording of the whole set for TikTok audio
- Pictures on location for Instagram posts
- Interview as instagram stories
- Snippets of performance for a live showreel to send to promoters
- B-Roll of footage for a lyric video for the last song, *The Man*

Format of the release

This release will be solely focused on the digital platforms to start with, in line with our current campaign goals. A physical release may be considered for the full EP if there is a significant uptake on the streaming platforms and provided the UK lockdown eases in order to be able to sell CDs after live performances.

Music streaming platforms, especially Spotify, being the first means of music consumption, this campaign will focus on building up plays on Spotify and get the singles on playlists in order to gain social currency for the next phase of Stephen's journey.

Sync

The Man has a big sync potential and could be pitched to services such as Syncr or Sentic Music. With its folk/rock sound and the story it tells about toxic masculinity, the struggles of early adulthood, the song very much represents the zeitgeist. The song would be suitable for TV shows, advertisements as well as independent short movies, especially as the sections are easy to loop and use as an underscore or a featured song. Sync will be another axis to develop once the EP is released and gained some traction.

Tastemakers

Being a first release and aimed at building up numbers and shaping the brand, we will not be focusing too much on high-level tastemakers and influencers as we firmly believe that their first impression must be one of an artist with an existing fanbase that's already engaging with the music and the content. We will therefore get in contact with more renowned blogs and radio pluggers once Stephen has earned some more social capital, to secure a big buy in from tastemakers for the next release.

Martin Bridgeman is a radio host for KCLR, a local radio in the South East of Ireland who met Stephen while playing guitar for another artist on this radio station. They kept in contact since and we believe he could be one of the key tastemakers to push this release on the Irish radio as he has a show dedicated to upcoming Irish talent. KCLR is a very young and 'cool' station, their listeners would therefore be an ideal ground to create high quality early adopters.

Shane Horan is a photographer for Irish music magazine Goldenplec and used to work with Stephen for the a promotion company, he would be a very good contact for an interview and maybe an exclusive to review one of the tracks before its official release

Mike McGrath-Bryan is a culture journalist at a regional newspaper in Cork, Stephen's hometown, and works at a national newspaper in Ireland. He is also a podcaster on regional radio. Stephen used to work for him as a sound engineer for him before so this connection could be valuable to pitch the songs to various media outlets.

IMRO (Ireland's PPL) does a lot to help upcoming talent, and also has a hugely popular playlist on Spotify of emerging Irish music, this playlist is updated on a daily basis and could be a good way to solidify Stephen's Irish audience.

If Stephen chooses to pitch to more playlisters, bloggers and various pluggers, following the advice of songwriter and band-leader Tara Noble, we would be using an online service called Musosoup, an innovative platform that allows independent artists to pitch their music to blogs, playlisters and various tastemakers at once, through a one-off fee of £20. The platform offers a 45 day campaign during which they will pitch the music submitted to radio pluggers, playlist curators and other tastemakers.

Potential early adopters would be the Irish community in London. Specialised Facebook groups total more than 70,000 users, out of which a good percentage must be sharing the same cultural references as Stephen and therefore be more receptive to his music and his story.

Timeline

The release strategy for “More Than Me” will span from the 5th of April 2021 to July 2021. Cohesively with our need to build brand awareness and develop Stephen’s profile, the release cycle for More Than Me will be quite long for an independent artist, and will lead up with three singles with associated pieces of content and culminate with the EP itself. We will then try to maintain the lifecycle of the product for as long as possible, ideally transitioning to a campaign promoting live performances.

The individual life cycles of the three singles are heavily influenced by Damian Keyes’ *How To Release A Single In 2021 (The 21 Day Plan)* YouTube video. Each single will be associated with accompanying pieces of content, which will vary from one song to the other, in order to slowly unravel Stephen's character. My rationale is to hook an existing audience with music led content, using a live streamed performance as well as a music video. Once this first tier is solidified and his immediate network acknowledge Stephen as a solo artist, we will be able to move to a second audience tier that has yet to discover our product, however the social proof gained during the release of the first single, Midas Touch, will make it much more appealing for a new audience to give their attention to Stephen.

Therefore Midas Touch's purpose is to build numbers, confidence and get a clearer picture of our organic audience. More Than Me, a more personal song, will be used to target a wider audience and will be the first one to be promoted using paid media. Its release will be accompanied by more personal content, giving insights on Stephen's background using an interview, as well as showing other parts of his musicality with a solo performance video.

Once the numbers are building up, The last single, The Man, will be used to be pitched to radios, bloggers and editorial playlists as it has the largest mainstream potential and will follow the uplift from the two previous releases. The Man is the culminating point of the pre release phase.

The full EP will include the three singles, an exclusive song taken from the livestream as well as an acoustic performance of More Than Me - a total of five tracks - and will be released on the 25th of June, soon after the release of the lockdown in the UK.

30/03/2021 - *Songs to remind you that you're human* - TikTok Campaign

This TikTok campaign is our first step to establishing Stephen as a vocalist. We are aiming to showcase his abilities as a vocalist as well as introducing his musical universe. *Songs to remind you that you're human* is a series of covers of songs that influence Stephen, as an artist and as a person. Those songs are aimed to remind people to be at peace with their feelings, to value their mental health and to try and take a step back from the “hustle culture” that leads many young adults to a burnout due to the pressure they put themselves under. The series will include covers from Ray LaMontagne, Death Cab for Cutie, Tedeschi Trucks Band and other bands/artists that our target audience will be familiar with, which should help the algorithm bring these people towards our content.

05/04/2021 - Teaser (18 seconds)

This initial teaser is very mysterious, set in the studio, but just showing the setup, guitars and microphones. It is foreshadowing the upcoming live stream, during which Stephen will perform a thirty minutes set with songs from the EP and announce the release of his first single.

10/04/2021 - Live Stream

The live stream is hosted by Still LIVE, a division of JMNI, and will be a performance in a Grade-II listed building. Stephen will be accompanied by a 5 piece band as well as a 3-piece strings section for an exclusive rendition of Midas Touch, which will be part of the final EP.

11/04/2021 - Trailer

The trailer will start to show more of the studio session and include elements from the music video as the upcoming single will have been announced the day before. It will

show the name of the first single, therefore establishing this as a solo project and rebranding Stephen as more than a session guitarist but an artist in his own right.

12/04/2021 - Solo on Midas Touch - TikTok Campaign

This TikTok campaign is meant to activate Stephen's musical network and create engagement within fellow young artists. We will be releasing a TikTok video with the playback for the solo of Midas Touch, and challenge other users to record their solo on this. We are hoping to reach music students from Stephen's university, as well as other session musicians he has worked with, I will also get the musicians from the JMNI network involved in order to maximise the reach. It is a cool challenge that can easily go viral if the audio is being used by many users, especially as there aren't that many "musician-centric" TikTok challenges, we see a clear gap in the market there, this would be a very original way to market the EP, using other musicians to create virality. Additionally, this will be an incentive for the portion of Stephen's audience that only uses Instagram to join TikTok and be part of the challenge.

17/04/2021 - Full trailer

23/04/2021 - Midas Touch - Release

Midas Touch will be distributed via Distrokid, a distributor we have worked with before. On the day of the release, we will be posting multiple Instagram stories as well as accompanying posts on each social media platform, changing the banners for "out now".

30/04/2021 - Midas Touch - Music Video

The Midas Touch music video was shot in 123 Studios in Peckham, over the different recording sessions. It will be published on YouTube and have extracts on Instagram, TikTok and Facebook, however the full video will remain on YouTube.

07/05/2021 - Midas Touch - Performance Video

This performance will be an extract from the livestream from a month before, as one of the many pieces of content we will generate on this day.

28/05/2021 - More Than Me (single) - Release

04/06/2021 - More Than Me (single) - Acoustic Performance + Interview

This interview and acoustic performance will be using a similar format as a Radio 1 interview followed by a Live Lounge performance, however this would be produced by

Stephen and will result in an acoustic performance of the song More Than Me. Our aim with this is to open a door to the story of the song and also show Stephen's character through the interview, in order to invite people into his universe and pave the way for the next release.

11/06/2021 - The Man - Release

The Man is the last single and will be the most "mainstream" song, the previous ones being meant to build the universe. The release of this song will be the last uplift until the EP itself is released.

15/06/2021 - The Man - Lyric Video

25/06/2021 - More Than Me - Full EP

Following the release of the full EP, our efforts will be focused on keeping its lifespan for as long as possible - it is not the finality of the campaign, but a milestone, our tipping point in the words of Malcolm Gladwell. We will then emphasise Stephen's social media presence and keep sending reminders to his audience about the album and transition from a product focused campaign to something broader, aiming towards building a larger following.

Follow up initiatives as part of our post-release strategy include:

- Live shows: we would like to organise Folk night, hosted by Stephen where he would invite artists he has connected with during the release cycle. As the UK lockdown will be over, we are aiming to make Stephen one of the first artists of this calibre to get back on stage and produce a show in collaboration with other songwriters of the London scene.
- Other live shows include opening acts with Nick Corbin , during his UK and European tour (France and Germany), currently scheduled for September 2021. This might be a reason to press physical copies of the EP to be sold as merchandise.
- Weekly interviews with like minded songwriters: In order to keep building his community, Stephen could host a weekly conversation on Instagram live with artists that resonate with his ethos and discuss topics that matter to people such as the politics of music streaming, diversity and inclusion, how songwriters make an impact in society etc.

Key points per platform

Facebook

Facebook is a saturated and noisy platform but has over 2.74 billion monthly active users. Only 6% of teens use Facebook as their main social media, and the platform has had a very slow growth in Europe since 2018. In the context of this campaign, Facebook will be used to place ads but is not the optimal platform for virality and organic reach for this type of music.

Facebook is currently populated by an older demographic than other competing platforms especially compared to Instagram and TikTok, our primary audience and tastemakers will be much easier to reach on those more recent platforms.

TikTok

TikTok is a platform in transition. TikTok, formerly known as Musically has now established itself as the leading social media platform for people under 20, and is slowly gathering an older user base, which will be part of our target audience.

The platform's 800 million users spend an average of 58 minutes on the platform every day, so there is potential for a high conversion rate as the users are very engaged. The content on the platform is mostly personality driven, short, fun and engaging - Stephen's personality would be an asset to successfully implement this platform in our strategy.

TikTok is excellent for music creators as it can lead to virality quickly, however this strategy looks beyond virality and aims at creating superfans rather than generating likes thanks to a momentary trend.

Instagram

According to Facebook Blueprint and based on primary research, posts from active users who interact with other accounts in their niche also get more reach.

Users of the platform are shown content from accounts they engage with regularly therefore we need to build a relationship with the audience in order for them to see our posts in the long term. It will therefore be crucial for us to focus our efforts on interacting with other users on the platform and creating relatable content in order to tell them our story.

It is important to strike a balance between user generated content (UGC) and high production value content (HPVC) - the former will keep the page relatable and the latter will establish Stephen as a serious artist and solidify the brand.

Since most of our target audience is primarily Instagram users, we need to make sure this platform is optimised for our target audience. More likely than not it will also be the first impression of tastemakers on Stephen so our Instagram game must convey authenticity and high production value.

YouTube

YouTube will be limited to medium to long format content (3mins +) - eg. music videos, live performances or interviews. Our aim isn't to grow a following on this platform however it is necessary to have a presence there as YouTube is the second largest search engine. YouTube is also the second largest music streaming platform behind Spotify - 80% of YT users are consuming music related content, so it is an excellent shop front for Stephen's music and will allow it to be easily accessible by the platform's two billion monthly users.

Assets to deliver and budget

This marketing strategy heavily relies on JMNI's in-house production team for the creation and delivery of the assets. Those include:

- A live streamed performance via Still LIVE (10/04/2021)
- A music video for "Midas Touch", shot in the studio during the different sessions - rhythm section, keyboards, lead vocals, backing vocals and horns.
- A lyric video for "The Man"
- An acoustic performance of "More Than Me" in an atypical place

The timeline for the production team and other content creators is:

05/04/2021 - Logo and branding guidelines (Graphic Designer)

09/04/2021 - Edit of the trailer (with Stephen)

13/04/2021 - Edit of the full trailer (with Stephen)

14/04/2021 - Delivery of the banners and digital assets for all songs, quotes and announcements: with the planned date, "out now" and Stephen's logo only

- 4:5 for IG post
- 9:16 for IG Stories
- 820x312 for FB banner
- 1200x628 for FB ads
- 3840x2160 for website

16/04/2021 - Final version of the website populated with the assets above (Web Designer)

20/04/2021 - Midas Touch (music video)

23/04/2021 - Midas Touch (live performance) and The Man (lyric video)

Estimated budget:

ITEM	PROVIDER	AMOUNT	DELIVERY DATE
Logo and branding guidelines	Anoushka S.	£400.00	05/04/2021
20s Trailer & 30s Teaser	JMNI	£200.00	09/04/2021
Live Stream	Still LIVE	£100.00	10/04/2021
Banners, social media posts & ads creatives	Anoushka S.	£500.00	14/04/2021
Website	David S.	£500.00	16/04/2021
Live videos extract from the Live Stream	Still LIVE	£500.00	17/04/2021
Music Video - Midas Touch	JMNI	£700.00	20/04/2021
Lyric Video - The Man	JMNI	£200.00	23/04/2021
Acoustic version - More Than Me	JMNI	£250.00	02/06/2021
Facebook ads and Instagram boosts	Facebook	£200.00	-
TOTAL		£3,550.00	

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Press Release

"Midas Touch"



Artist: Stephen Springall

Single: Midas Touch

Label: P.A.F. Studios

Release Date: 23rd of April 2021

For Fans of: Damien Rice, Ray Lamontagne and The Bros. Landreth

After establishing himself as a guitarist on the London scene (Nick Corbin, Chiara Oldano, Sya Sanon) English/Irish artist Stephen Springall releases his debut single Midas Touch, as a response to last year and the divisiveness it revealed. Working with producer Brett Shaw (Florence and the Machine, Foals, Lady Gaga, Robyn, Daughter, Clean Bandit)

Stephen has fused his love of Folk storytelling, fingerpicked acoustic guitar with soulful harmonies and raucous electric guitar sounds that he loves from Americana and Country Rock music.

Midas Touch reflects on this world of "never ending possibility". The idea that the achievements of the generations before have not paved an easier path but rather opened a wider chasm.

Where what once were considered treasures are transformed into weights made worthless by their own abundance. Midas Touch discusses how this compounds the feelings of helplessness and incompetence in us when we are constantly chastised for not "achieving" with so much opportunity afforded to us when really "too much of anything is worthless".

Deep and vibrant visuals convey the aesthetic of a brooding yet inviting man, trying to solve all the world's problems.

[Listen Here](#)

Music video coming soon



The Man

He was born with his eyes wide open
Arms outstretched not knowing what the
world was hoping
They'd gather 'round his bed and fill his head
With notions

They'd comment on his size "my oh my isn't
he a prize"

He'll carry the whole world on his shoulders
They'd look him in the eye and describe
How he'd break hearts when he's older

How he'd be the man

8 years old out on his push bike
Messing with the boys not a helmet in sight
His sister ordered home, nearly two hours
ago
Wrapped in pads from head to toe

He goes flying down the hill, pulls the break
back too far
Loses the back tyre, hits the pavement hard.
Hobbles home to see his father coming out
Clips him 'round the ear and says boy I'll give
you something to cry about

You Gotta be the man

15 and he's moving quick
Had sex with a few girls, has the pics to prove
it
He's got the attitude, got the whole world at
his fingertips
But anything other than anger or joy don't
seem to fit

He has no way of dealing with them
No experience to pull from
Anything else has been beaten out of him
And then some
Taught at a young age to beat or be eaten
He runs with the crowd and lets them lead
him

He has a 20 year old girl now he sees on the
weekdays
Bunks school to take drugs and shag the day
away
He's not growing, not in any emotional sense
At 15 everything but his size has been
stunted

But why should he care? Everythings going to
plan
At least that's what the t.v. his friends and his
dad keep tellin him
If you're not Charlie Sheen, well then you're
Alan
And so far the whole worlds keeps sellin'

That He's the man

Revel in it now boys
When the shit hits the fan
You've had all your toys
Show me who's the man

When the ship goes down
When the ship goes down
When the ship goes down

Who's the man?

More Than Me

A section

He wants to see all of me
I guess that's what people in love do
I explain that I'm dirty
That it's all rot underneath the nude

He says "it's coz you're all true
Nothin' serviced nothin's been replaced
I'm here to better you"
Someone earnest stripping me off in a haste

But what he wants he always gets see,
I love him more than he loves me

A section

I give him everything
Because he can get it somewhere else
As he loves reminding
Me that I am worth a little less

Than him and all his needs
I am paper he is made of steal
I will follow aimlessly
'cos he is older and can me how I should feel

How does he get his way so easy?
Cause he loves him more than he loves me

B section

Stuck in this rut
She's too young to say but
Each time he picks her up

He says it's a small fee
She just wants to feel free
And needs to get out from her family

She don't want to
But it's what
People in love do

A section

I need something to shut me off
I spend too long starin' into space
This feeling that something lost
Got me all wrong my mind all over the place

But what he wants he'll always get see
I love him, oh god I love him,
I love him more than I love me.

Midas Touch

Verse

I know this isn't what we were
Looking forward to
And the bottom always seems to drop out
Of these plans I try to make

Days the used to pass in a blur
Held up next to you
But now I try my best
To make the hours ache less
Than they do

Chorus

But they tell us we're blessed
By a Midas Touch
That too much of anything
Is just enough I guess

And they insist that we're blessed
But too much of anything is worth less.

Verse

Had a time when I meant
Every single word I said
But now I'm caught up in these mind games
Trying to get a head

And are we so broke and bent
That we can't see past the red
And to the hames
That we've made of this bed

Bridge

It leaves a lot to be desired
This bone and that wire
This feeling of unease
This isn't what you pleaded for
And you cut your days short
Waiting
For what you should have been chasing

Chorus

But they tell us we're blessed
By a Midas Touch
That too much of anything
Is just enough I guess

And the insist that we're blessed
But too much of anything is worthless I guess

STEPHEN
SPRINGALL