



CLIFF GOLDMACHER  
MUSIC PRODUCTION  
WWW.CLIFFGOLDMACHER.COM

**Cliff Goldmacher Music Production Presents:  
“Stripping Down Your Demos & Getting Them Cut”**

This workshop is for songwriters who would like to streamline the demo process, keep their demo budgets in check and maximize the return on their investment. The workshop also provides multiple examples of stripped-down demos that have gone on to become major label cuts.

**The workshop covers:**

- **Pre-production**
- **Studio/engineer selection**
- **Hiring/working with producers, session musicians & vocalists**
- **Explanation of the guitar/piano & vocal recording**
- **Demo examples/tricks of the trade**
- **Tips for song pitching/submission**

**Bio:**

Cliff Goldmacher is an engineer, producer and owner of recording studios in both Nashville and New York City. A multi-instrumentalist, Cliff has recorded, played on and produced thousands of demos for major and independent publishers, brand new songwriters and Grammy winners. The demos Cliff has recorded have ended up as major label cuts, in feature films and on television.

Cliff has worked as a staff songwriter for Nashville’s Wrensong Music Publishing. His songwriting collaborators include multi-platinum selling artists Chris Barron (Lead singer of the Spin Doctors) and Lisa Loeb. Cliff’s songs have been cut by major label artists in genres ranging from country to jazz and classical crossover.

As a teacher/instructor, Cliff has served as a panelist on engineering at the NAMM (National Association of Music Merchandisers) convention and teaches workshops for BMI, ASCAP, The Songwriter’s Guild of America and the Nashville Songwriter’s Association International. Cliff is also an editorial contributor to EQ Magazine and ProSound News along with numerous online websites and blogs.

**Quotes:**

"The demos Cliff produces don't just sound great, they also do an excellent job of selling the song whether they're simple guitar/vocals or full band productions."

**-Leslie Roberts (A&R Manager, Sony/BMG Records)**

"Cliff Goldmacher is one of the most professional and talented musicians/songwriters/demo makers I know. His ability to both engineer and play on tracks as well as organize, edit and even harmonize is impressive. He can take a song from a basic one instrument, one voice work tape and turn it into a mini-record faster and better than anyone I've seen. I highly recommend him!"

**-Dean Miller (former Capitol Records recording artist/Head of Creative at Bluewater Music Publishing)**