

The Songwriter

“There’s always been a radio in my head playing songs that only I can hear. Most of the time with a lot of static but from time to time I have excellent reception. Naturally I’m very grateful for this gift, but at times it does feel odd taking credit for original and well-composed tracks that just come to me out of the blue while gardening, bicycling or washing up. Like *poof*... And all I have to do is finish the songs off with a fitting shape and thoughtful lyrics. It enables me to work very fast and I have hundreds of wonderful ideas and complete melodies recorded, waiting to be finished off in style.

Other times the songs might call for a good deal of work, and can take weeks to give birth to. They’re *almost there, almost* right, and like a criminal detective I have to figure out what’s wrong. Sometimes a chord is the bad guy, sometimes it’s a phrase, but more often than not, it’s just the ambition of having too many songs in one. Less IS more, especially in pop music, so I simplify. Again and again.”

The Handcrafted Lyrics

“When the melody is set, I picture a blueprint of the perfect lyrics in my mind, *as if* the song has already been written. In theory of course, all I then have to do is make out the print and unravel all of the words. In reality though, I might only be able to make out a single word here and there, but at least I have a clear direction.

To solve the blueprint-puzzle I ask a lot of questions. Most importantly “Why?” and “What fundamental needs must to be met by the lyrics?”. The goal is to make a real, genuine contact with the listener and resonate within them. To move the audience so much that they WANT to get the message. And in this quest, I believe my unique background is of great value.

I am NOT just a traditional Musician writing words, mainly to fill the void. I am a professional Communicator working with music. I chose my education because to me *music is ALL about communication*. Expression and impression in every sense. It baffles me that music schools often teach chords *more* than communication. When really, all we want to do with our songs is **make a connection.**”

Custom-designed Hit Songs

Eva Almér is an original Topliner in the pop, soul and RnB-music arena. She asks *who will sing what for whom and why*, and answers by custom-designing words and melodies that sound natural to the artists,

that make *them* shine, all while getting clever messages across and sounding really good to his or her audience. This combination is Eva's strong-suit.

It stems from her background and eagerness to make a connection:

- Eva has perfect hearing today, but spent the majority of her childhood as semi-deaf. Years of operations and successful training have given her a passionate appreciation of sound and music that is larger than most.
- Now she's achieved a Bachelor's degree in Communications and has studied at the Academy of Musicals. (Interestingly, in musicals, every song has a very specific purpose to fulfill, to move the story along.)
- Eva works inside the melody but "outside the box", having majored in Innovation and Product Development. As a songwriter, this thinking and set of methods truly set her apart.
- For years she researched and analyzed commercial music at the University of Lund, and wrote the unique thesis: "**Music That Sells**" that concluded many of the findings.

Simply put, Eva's songwriting style combines strong, inspired melodies with eloquent lyrics in a unique mix.

On Co-writing Songs

"I love to collaborate and work with professional track producers and great topliners. Creating new hooks and chord-combinations together is very exhilarating, and it often takes me to places I've never been. There are infinite possibilities, and after our often intense songwriting-session, we have in effect given birth to a wonderful new song. Our baby.

To me the process of developing the demo-song into a finished product reminds me of raising a child. First everything is new and exciting and the demo explores every creative opportunity. Then while growing up it builds a personality, which often completely backfires on you in the studio when the song hits its revolting teens... Finally, when the song has been mixed, mastered and released, it's a young adult leaving the nest for adventures of its own, out in the big world. And all we as songwriters can do, is just to keep our fingers crossed and hope our songs do good. Our work is done."

Listen to some of Eva Almér's music and lyrics [here](#).

Leads and new collaborations are welcome. Make contact [here](#).