

I was moved to tears.

Last Thursday, my beloved, Chad, and I went to our first live indoor music concert in almost 2 years.

We saw Postmodern Jukebox (PMJ) at a local concert venue. If you don't know them, you HAVE to check them out.

They take today's pop tunes and turn them into swinging songs from the 30s, 40s and 50s.

Complete with a horn section, stand-up base, killer keys, out-of-this-world vocalists, and an MC.

And a tap dancer.

And a Swedish musician whose first song was a trombone+singing combo of Madonna's *Material World*, and her last song was Pharell's *Happy* where she played 8 different instruments, including 3 trumpets ALL AT ONCE.

It was a theatrical spectacle.

The singing. The showmanship. The schtick.

I chair-danced my booty off until the encore when everyone finally stood up and danced.

It was pure magic watching them re-interpret popular songs by artists like Lizzo and King's of Leon into a bee bop big band experience.

The showstopper: Sia's *Chandelier*.

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Now, that song is a tough one for most singers to sing (many trained vocalist here btw).

And the way performer, Dani, sang the sh\*t out of that song brought me to tears.

She sang the words in a way I hadn't heard them before.

She held notes and emotions even Sia couldn't have imagined.

It was pure genius.

What's crazy is that this is a remake.

PMJ used existing words and chord progressions from a song most people know.

Then they infused their own tempo, timing and creative spin.

Here's the thing.

The constraint of the lyric and music helped them unleash their creative genius.

It's why I go on so dang much about copywriting formulas and templates.

Formulas and templates get a bum rap, but this is exactly why I love them.

When you sit down to write with a formula, you constrain your thinking. And that constraint actually allows you to innovate and write more creatively (and quickly, too).

And it's why I'm working on a secret project that's going to allow more businesses and charities to experience the power of copywriting formulas and writing prompts to create their own genius, show-stopping copy. Stay tuned for that, hopefully before

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BTW: this week, I created a fab new formula to help you write an amazing bio. I'm happy to share a sneak peek with you. Just hit reply and let me know you want it.

If you need me, I'll be singing my heart out into my hairbrush, pretending I'm living in a bygone era...

Kim

PS. Watch this whole video and imagine you're experiencing it live: [https://youtu.be/RhXWZoqkb\\_Y](https://youtu.be/RhXWZoqkb_Y) (be warned: you'll go down the Postmodern Jukebox musical rabbit hole. Enjoy!)

PPS. Hit reply if you want a sneak preview of my latest copy formula for writing your bio.

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I humbly acknowledge that I live, work and play on the traditional territory of the of the Plains Cree, Woodland Cree, Beaver Cree, Sauteaux, Niisitapi (Blackfoot), Métis, and Nakota Sioux Peoples. I strive to live, work and play in a manner that honours the Truth and Reconciliation Calls to Action.

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