

A person with long braided hair is seen from behind, wearing a grey t-shirt and a red and black plaid shirt. They are in a recording studio, with a large mixing console in the foreground. A circular logo is overlaid on the image, containing the text 'SONGWRITING' at the top and 'SPOTLIGHT' at the bottom, with a stylized soundwave in the center. The word 'TECHNIQUES' is written in large, white, serif font across the middle of the image.

SONGWRITING

# TECHNIQUES

SPOTLIGHT

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# MULTIPART INTROS

**The multipart intro technique is where elements are added to or removed from specific segments within the intro.**

- Helps maintain engagement
- Different segments can have different purposes:
  - Hook establishment
  - Groove lock
  - Influence and vibe establishment

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# Don't Start Now

## Dua Lipa

ANGEL

Multipart Intro  
Technique

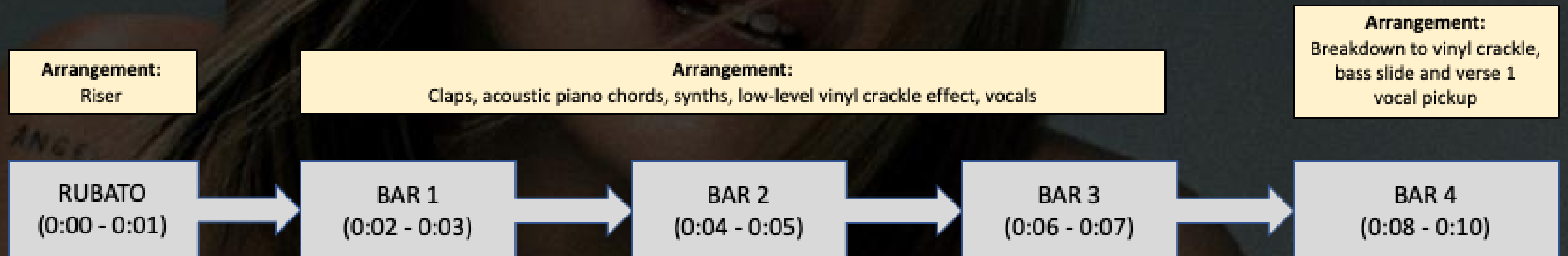


# Don't Start Now

## Multipart Intro Technique

### 10 - Second / 4 Bar Intro

Intro features three distinct segments



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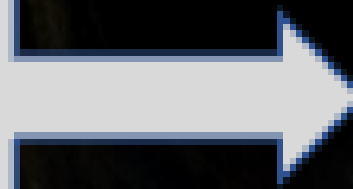
## Multipart Intro Technique

### 10 - Second / 4 Bar Intro

#### SEGMENT 1

Arrangement:  
Riser

RUBATO  
(0:00 - 0:01)



Initial riser briefly heightens tension and ushers the listener into the song.

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## Multipart Intro Technique

### 10 - Second / 4 Bar Intro

## SEGMENT 2

Features what's later revealed to be the pre-chorus arrangement.

### Arrangement:

Claps, acoustic piano chords, synths, low-level vinyl crackle effect, vocals

BAR 1  
(0:02 - 0:03)

BAR 2  
(0:04 - 0:05)

BAR 3  
(0:06 - 0:07)

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# Don't Start Now

## Multipart Intro Technique

### 10 - Second / 4 Bar Intro

## SEGMENT 2

- Acoustic piano establishes pre-chorus chord progression and groove
- Minor tonality jibes with Lipa's vocal & problematic lyric
- Claps establish a backbeat groove and put the song in tune with current trends
- Synths heighten tension and anticipation, establish electropop and EDM influences
- Vinyl crackle effect establishes an underlying retro vibe
- Pre-chorus vocal/lyrical tease heightens curiosity for what comes next

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## Multipart Intro Technique

10 - Second / 4 Bar Intro

### SEGMENT 3

The verse vocal pickup: “Did a full 180,” cleverly paired with the “180” arrangement shift happens in the ensuing verse, maximizes the verse's impact, and heightens the listener's engagement with the song.

**Arrangement:**  
Breakdown to vinyl crackle,  
bass slide and verse 1  
vocal pickup

**BAR 4**  
(0:08 - 0:10)

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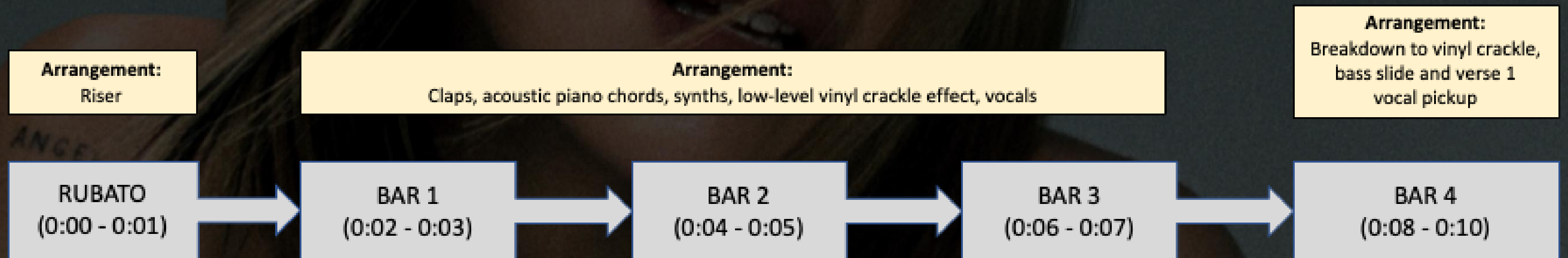


# Don't Start Now

## Multipart Intro Technique

### 10 - Second / 4 Bar Intro

## Full Intro



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## David Penn

Founder,  
Hit Songs Deconstructed

David Penn stands at the forefront of modern song analysis and analytics. In 2010, he revolutionized the field by developing the "hit songs deconstructed" methodology, a groundbreaking approach for analyzing music that has since been dubbed as "music theory for popular music."

His pioneering work led to the founding of Hit Songs Deconstructed, a platform that has become an indispensable resource for music professionals and academics alike. This methodology has been adopted by prestigious institutions such as the Berklee College of Music, Frost School of Music, and USC Thornton School of Music, among many others, underscoring its significance and widespread acceptance.

Penn's expertise and insights have been featured in podcasts and articles by esteemed publications such as Billboard, Variety, Music Week, BMI, Financial Times, and The Economist. He is a sought-after speaker, delivering guest lectures at leading universities like the Berklee College of Music, NYU, and the Frost School of Music as well as music industry events such as the Music Industry Association's Music Biz, CD Baby's DIY Musician Conference, the Association for Popular Music's annual conference, among others.

Beyond academia, Penn offers coaching to both emerging and established songwriters and producers, sharing his deep understanding of the craft and trends behind hit songs. His comprehensive knowledge of music spans all time periods and genres, making him a revered consultant for songwriters, producers, publishers, and labels alike.

Most recently, Penn co-founded ChartCipher, a platform that leverages AI to provide song analytics. ChartCipher delves into the compositional, lyrical, and sonic qualities of hit songs, offering real-time insights into the traits that propel songs to the top of today's most popular music charts.

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