



## Are you willing to help?

### Who is Colin Macpherson?

To start with, I was born a long time ago. (I remember my mother giving me money to buy bread from the local baker as his horse-drawn cart ambled down our narrow street – and then having to scoop up the horse's poo for my dad's garden. So yeah, I've been around for a while). Over these years, I've worked in quite a few areas: been a scientist, a subsistence farmer, a teacher, a writer, a boatbuilder, an aid worker, and a bunch of other things. I've written books, research papers, newspaper articles, and magazine pieces; built boats; sailed parts of the Pacific and the Mediterranean; and once spent days trying to teach my dog to bark on command. So a range of activities.

But since I was about 12 years-old, music and its creation has been a cornerstone of my life. No matter where I was in the world, or what my occupation happened to be, my (left-handed) guitar would be with me, and I'd be writing and playing my own material. In my early years, I performed in public – sometimes alone, sometimes with others – and sucked up the music magic of the period. But at one point I had to decide on whether to go the whole hog into music, or to take the path of totally time-consuming science studies at university. It was such a hard decision, but university won – I was the first in our wide family to get a tertiary education.

But the music never left me, and in 2013 while living on an old sailboat in Greece, I decided it was time to get back to what I loved most. A friend gave me the use of his apartment for an entire winter, and I used it to set up a makeshift studio. During that time I taught myself the basics of recording and post production, and sent off some of my material to traditional publishers – my plan being to be a songwriter only. However, not too many publishers responded until one guy got back to me and suggested that rather than just trying to get others to take up my material, I should try being the performer as well. So that's what I did. I finished and polished 16 songs – playing, singing, recording, and producing. At the end of each day I'd ride my bike back to the boat where my beautiful wife would patiently listen to my ramblings about loudness levels and glitch removals. The result of all this was my first album *Out Of Nowhere*. It was the start of an ongoing endeavour.

### My Music Reality

I don't have fancy recording equipment or a bunch of fellow musicians to work with. I'm a musical loner. I do everything myself, from writing, to playing instruments, to singing, to recording and producing. It's not that I don't like collaborating, I just seem to get more ideas when I'm lost in my own little universe. It's kind of hard but I love it.

I know I'm creative and sometimes really good at what I do. But I also know that I am totally shit at promoting and marketing myself. Please keep this in mind as you read on.

## The Planet's Environmental Reality

We are all in serious trouble. And we are the cause. Two recent reports from expert groups sponsored by the United Nations have told us that our planet – our only home in this vast universe – is heading down the road to disaster: uncontrollable climate change, and mass extinctions...because of us. We are at the last-chance stage of being able to do something to stop this catastrophe. But our efforts so far have been abysmal. Drastic action is needed. Really drastic. And it seems that the call for this drastic action lies with the people of the world. We have to pressure those who control things – big business, big government – to seriously adopt the big measures needed to step the world back from the brink.

## My Music and You

Much of my music reflects the thoughts and concerns I have about life, death, love, and loss. But caring for the planet is pretty well up there too. I've written novels and other books about this, started up a magazine dedicated to it, and tried to take steps in my own life to address this concern. But things are now at crisis level. And although I rarely 'plan' a song (they seem to just 'arrive' as I fool around with my guitar), this theme appears to be finding its way into more of my music – particularly in my new album *Rare Life*. Regardless of what my songs seem to be about, though, there is a problem: not many people get to hear them. Let's be honest, I'm not exactly in the popular-artist ranks. It's not that I'm at the bottom of the list...I'm not on the list at all...not even within reaching distance. I know there are folks out there who would find that some of my songs speak to them about a number of things – including the urgency of saving the planet. But how the hell do I get them to hear my music for the first time?

Well, if you've gotten this far in reading, then you might be interested in knowing how to help. Here's what you could do...

Listen to my music on say [Spotify](#) and, if you like it...any of it, then:

- a) become a 'follower' on Spotify or anywhere else
- b) put some of my songs on your public playlists – Spotify or others
- c) suggest to your social media friends that they listen to my music and, if they like it, maybe pass the word to their friends
- d) tell everyone that my new album *Rare Life* has material that might speak to them, or maybe even inspire them
- e) write a review or give a comment about any of my songs, wherever you find them
- f) do anything else you can think of to encourage others to hear my music
- g) make an avocado and onion sandwich and think of me while eating it

## Here's what I'll be doing

I'll keep making music regardless – because it keeps bubbling up through my head and heart, and I can't really control that. But the more I feel people appreciate it, the more energy I seem to get to go through all the processes of turning what I call 'proto-songs' into finished articles (there's an awful lot of tedious stuff that follows the initial burst of creativity).

If you've read all this, then you're the sort of supporter I dream of. I hope you can play a role in getting my music out there. But, mostly, I simply hope you like what I do.

Colin Macpherson

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