

The Beatles Principles



Eight Days a Week: Creating Face Time

The Beatles played together for years before they hit the world stage. Face time leads to familiarity, which creates likeability, trust, mutual understanding, and a common vocabulary.

Rocky Racoon: Using Humor to Connect

The Beatles were masters at using humor to sooth tensions within the group and charm the press and their fans around the world.

Getting Better: Evolving Your Songs

More than any other pop group, the Beatles dramatically evolved their music from record to record. You don't want to be singing "I Want to Hold Your Hand" to clients for the next ten years!

A Little Help from My Friends: Creating a Role for Everyone

Think about how John and Paul gave Ringo a song to sing on each album, and elevated his drum kit during live performances so that the audience could see him more clearly.

Two of Us: Blending Differences to Create Greatness

The most successful songwriting partnership in history was forged between two individuals--Lennon and McCartney--who were radically different from each other in almost every possible respect.

Come Together: Sharing the Credit

Early on, John and Paul decided to give equal credit (and royalties) to each other for all their songs, regardless of who contributed which part. For most of the Beatles' existence, an "all for one, one for all" spirit infused the group.