

“HOW IT’S DONE” - THE NEW SINGLE FROM THE POWELL BROTHERS

The Powell Brothers, a Country/Rock original music recording artist from Houston, Texas, is set to release their next single **“How It’s Done”** on July 1st. “How It’s Done” is an upbeat track with attitude. This song is hot out of the gate, grabbing the listener’s attention with a powerful electric guitar riff backed by a driving drum beat, gritty bass and rolling banjo. The story of “How It’s Done” is based on a conversation between a young singer/songwriter and an old man at a bar. While the old man reflects on his life as a hard working, blue collar laborer, the young artist shares his dream about “making it” in the music business.

Verse 1 captures the old man’s description of a world that can be unkind and unforgiving to a young person chasing their dreams. The old man cautions the young singer that he’ll have to be tough, and get his hands dirty, if he wants to make his dream come true. Nothing comes cheap in this life, especially the good things. The song begins with the lyrics:

**It’s gonna be tough, is what he said
You’ll be in the sun and dashed upon the rocks in the same breath
So you gotta be tough, and a little mean
You’ve got a ways to go and you ain’t gonna get there clean**

**Time to pony up, put your workin’ boots on
the Earth won’t do what you want it to so who’s gonna say no longer
I won’t lie kid, ain’t gonna be easy,
There ain’t no gifts and the good things don’t come cheap**

The chorus marks a point in the conversation where the old man begins to encourage the young singer. He tells the hopeful artist that he can succeed if he doesn’t give up and fights to overcome the challenges he will most certainly face. The young singer captures the old man’s encouraging words in the chorus when he sings...

**Stoke the fire and keep on diggin’
make the most of what your given
it may seem cold and it may seem tough
but even steel will bend when you heat it up
You’re on the road to better days
if you can outlast the sun and outlast the rain
and a lot of hard lessons made
Let me tell you son, soon you’re gonna show us how it’s done**

Verse 2 finds the old man growing increasingly excited about the prospect of the young singer going “all in” on chasing his dream. He tells the young singer not to waste another minute and to pack up, hit the road and don’t look back because “today you’re spinning your wheels, tomorrow the speed of light!” The young singer captures the story in the lyrics...

Pack up all your sh
throw it in the back put some miles in the rearview
and I’m telling you the gospel truth
it’s worth if it you see in through
so buckle up son, and hold on tight
today you’re spinning your wheels
tomorrow the speed of light**