

= Good Hit =

" Good Hit " is a song recorded by American entertainer Jennifer Lopez for her seventh studio album Love ? (2011) . It is an up @-@ tempo dance and R & B song , written and produced by Terius " The @-@ Dream " Nash and C. " Tricky " Stewart . After the song leaked online in August 2010 , it was announced to be Lopez 's first single with her new record deal with Island Records and the lead single of Love ? . The song received negative reviews from music critics . The song was later issued as a promotional single for Love ? in January 2011 and appeared on the album . Upon the release of Love ? , the song debuted at number 193 on the South Korea Gaon International Chart .

An accompanying music video for " Good Hit " was directed by Alexandre Moors . A teaser for the video surfaced and was quickly removed online in October 2010 , to later appear again in early 2011 . In the video , Lopez acts as a beauty school teacher . Whipping her hair back and forth , she instructs a classroom of students on " Fierceology " and " Work It Out 101 " . These scenes are , in an alternative video , intercut with behind the scenes footage from the Love ? photoshoot . The clip was noted for its sex appeal , in which Lopez and her students were dressed in Dolce & Gabbana .

= = Production and leak = =

" Good Hit " was written and produced by Terius " The @-@ Dream " Nash and Tricky Stewart . Lopez 's vocals for the song , which contain auto @-@ tune , were produced by Kuk Harrell . The vocals were recorded by Jim Annunziato , Josh Gudwin and Harrell at Triangle Sound Studios in Atlanta , Georgia , Record Plant Recording Studios in Los Angeles , California and Larrabee Studios in Hollywood , California . Brian " B @-@ Luv " Thomas and Pat Thrall handled audio engineering of " Good Hit " , with additional engineering from Chris " Tek " O 'Ryan and assistance from while Chris Galland and Dustin Capulong . The song was later mixed by Jaycen Joshua with the assistance of Jesus Garnica at Larrabee Studios .

In August 2010 a snippet of " Good Hit " was released onto the internet . It was revealed to be Lopez 's first single with her new record deal with Island Records and the lead single of Love ? . Upon the snippet 's leak , it was panned by critics . The song , however , ultimately appeared on the final track listing of Love ? when it was released in May 2011 and was also released as a promotional single in January 2011 .

= = Composition and critical response = =

" Good Hit " is an up @-@ tempo dance and R & B song , with a length of four minutes and four seconds (4 : 04) . The song contains a " neck @-@ snapping beat " that keeps " momentum going nicely " . MTV News ' Chris Ryan described " Good Hit " as a slick dance bear , where " Lopez sings about dropping it low in a voice coated with the much @-@ maligned but incredibly popular vocal filter . Scott Shetler of PopCrush noted " Good Hit " to be a near rap @-@ song .

" Good Hit " received negative reviews from music critics . Poppy Reid of The Music Network criticized the song for its reliance on autotune and lyrics " you just don 't expect (or want) from a 41 @-@ year @-@ old " . Sal Cinquemani of Slant Magazine stated in a review of Love ? that apart from " Good Hit " and " Invading My Mind " , " Lopez shines when the beat hits 120 or higher . " Robert Copsey from Digital Spy called the song generic . Genevieve Koski of The A.V. Club was critical of the song , stating that : " [Good Hit] in which she drones " I got that good hit " when she clearly doesn 't ? nor does she seem to even want it . " Scott Shetler of PopCrush noted " Good Hit " to sound as if Lopez was covering Britney Spears " rather than doing her own thing . " Monica Herrera from Billboard agreed , comparing the song to Britney Spears ' " Piece of Me " and additionally to the work of Nicki Minaj .

= = Music video = =

A viral music video for " Good Hit " was directed by Alexandre Moors in October 2010 . The video follows a series of collaborations between Nice Shoes , a New York @-@ based visual effects company , and Moors , including the short film Cherry Bloom . Moors shot the footage for " Good Hit " on one location using two different sets . He wanted a " consistent look throughout " , allowing Nice Shoes to " apply the look of one shot to the rest , adjusting contrast to match " . They also readjusted the windows based on how Lopez moved through each shot . The music video " makes use of a bunch of different hair styling tools " . Oribe , who stylized the hair for the video , created a " classic JLo look : lots of hair , volume and wind " . A " teaser " for the video surfaced online in October 2010 , but was removed quickly afterwards . The music video was released on January 15 , 2011 .

The video for " Good Hit " begins with Lopez holding a pointer in her left hand , while asking for the attention of the students . Two chalk boards are shown behind her , saying the words " Fierceology " and " Work It Out 101 " . Lopez is then seen dancing on chairs with several female students , each with a hair dryer in hand . These scenes are intercut with Lopez teaching the students how to whip their hair . They then strut up and down a hallway . The music video was noted for its sex appeal , in which Lopez and the students are dressed in Dolce & Gabbana . An alternate version of the video was leaked online in December 2011 . This version begins with Lopez posing in front of a mirror , draped in jewelry and sitting on a couch with a telephone . This footage is taken from a behind the scenes look at the photoshoot for Love ? . These scenes are intercut with that from the original version .

= = Credits and personnel = =

Credits adapted from the liner notes of Love ? .

= = Charts = =