

Imagine this scene ...

The Rocker

The sweat pours off your head as you bust into your guitar solo. The crowd goes wild for the intense riffs they've never heard on any of your albums. This is the beautiful part. This solo isn't on any of your albums.

As you hold the last note, the lead singer screams into the microphone, "That's the last time anyone will ever hear that unless you get it as a ringtone! It will be ready to download in a couple of minutes but only for one hour. Just text **ROCKER to 33563.**"

Now when people hear your ringtone and ask you why they hadn't heard those riffs before, you can reply, "I guess you just had to be there."

Your Child

As the auditorium empties out after your child's first music recital, words can't describe how excited you are about the performance. All of those agonizing hours of music lessons have truly paid off and you want to show just how proud you are.

You create a ringtone from the melodic sounds of your child's musical rendition and send it to your phone. You also create a special mobile keycode so the whole, extended family can text **CHILD to 33563** to also have the ringtone.

Later that day, while driving in the car your phone rings. Your child looks over at you and asks, "Is that me?" You reply, "It sure is. Now everyone can hear the results of your hard work and I am so proud of you."

The Indie Artist

It's just another night out on the town with your friends. Your cell phone rings. Everyone hears the really cool ringtone riffs, saying, "WOW, who's that?"

You reply, "It's me. I made the ringtone last night from my new song. It's now on my MySpace page or you can text **INDIE to 33563.**"

How cool are you now? Getting a big head? You deserve it for being innovative.

The Creative Consumer

After meeting the woman of your dreams, things are starting to get serious after a couple of joy-filled months. As your two-month anniversary approaches, you try to think of a way to really impress her.

Remember your first date? She loved it when you sang and played the piano for her, the words of your composition striking a deep, emotional chord.

You decide to record the song and create your own ringtone. On your anniversary you ask her to text **MYSONG to 33563** – once she hears the ringtone on her phone, you’ve made this a very special day.

The Rapper

The bass from the last song of your show thumps through the packed arena and the crowd cheers. It’s time to plug yourself to your fans.

“I hope you enjoyed my show,” you shout into the microphone. “If you liked what you heard from my new album, text **RAP to 33563** to get the ringtone version of the last song sent to your phone.”

As you begin to walk off the stage, you see thousands of cell phones light up the audience as they rush to get the latest hip hop ringtone. Mission accomplished.

The Jazz Musician

The trumpet melody has the crowd on Bourbon Street swaying back and forth. Who would have thought a street performer could be so talented? A passing man stops and reaches in his pocket to grab a couple of bucks to drop in the man’s trumpet case, but comes up empty.

Upset he can’t reward this amazing musician, he notices a small sign propped up near the musician. It reads, “Text **JAZZ to 33563** to receive my ringtone. Every little bit helps.”

Inspired, the man grabs his mobile phone knowing he’s doing a good deed for this street performer and getting a groovy new tone on his phone.

The Country /Folk Singer

At an annual festival dedicated to raising money for the environment, a number of musicians play their songs for the large crowd on hand. This year’s show is a bit different, with a number of new and innovative ways to inspire attendees to help the planet.

At the end of one set, the lead singer grabs the attention of the listeners by calmly saying, “The time is now to make a difference. Text **PLANET to 33563** to receive my FREE ringtone. It’s my way of saying thank you for coming out today and showing your support. When people hear it, ask tell them about our cause.”

The crowd is impressed. Free is a word that they don’t hear often associated with ringtones. They are happy to have this unique ringtone and to promote saving the environment as well.

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