



*Jermaine Griggs'*

**“Hold You By The Hand”  
4-Week Online Training  
Program (Week 2)**

StickyMarketer.com  
NittyGrittyMarketing.com



**Steps to take to get  
development started**

## Steps to take to get community development started...

- STEP ONE: Plot out (using a mind map or outline) every feature/benefit you'd like in your community. Use my 30-minute music video tour as a stimulant.
  - My first "behind-the-scene" bonus video for my latest top-secret project can help you with mind mapping as well.
  - Don't worry about organization... just "think & write!"
  - Use Freemind software:  
<http://freemind.sourceforge.net>

### *Steps to take to get community development started (cont.)...*

- STEP TWO: Prioritize which elements are most and least important to you.
  - **A-grade features** = Things you **can't** live without. Must be active before launch (core functionality / viral components).
  - **B-grade features** = Things you **can** live without but would be nice to have. They don't necessarily have to be active before launch but you'd definitely like to *time-release* them.
  - **C-grade features** = Things you definitely **can** live without. They are mere extra desires that you'd like to have but you can add any time in the future.

*Steps to take to get community development started (cont.)...*

■ **STEP THREE**: Determine your budget.

- Consider the extensivity of your project.
- All grades or will you start with **Grade A** features first?
- How quickly do you need it?  
Urgency = more expensive in most cases.

*Steps to take to get community development started (cont.)...*

■ **STEP FOUR**: Post on freelance network to start getting bids or contact my recommendations.

- Rentacoder.com, Guru.com, eLance.com
- "This is a piece of cake for someone who knows what they are doing."
- Post some type of specific instructions in the body of your message to make sure they've read the entire job description.
- If they submit canned reply, call them out on it, and get them to give you a specific reply (...use this to make your final decision vs. programmers who took the time to write detailed replies back to you).
- Ask specific follow-up questions to narrow down your choices.
- If prices are way below your budget (as they sometimes can be), consider working with two programmers at once. You still have to pay both of them but now you have double the chance of getting exactly what you want.

*Steps to take to get community development started (cont.)...*


■ **STEP FIVE:** Pick coder

- Work with coder closely... be detailed in your instructions of what you want.
- Make checklist and tie deadlines to each item in the checklist.
- On rentacoder.com, every Friday, coders must submit weekly status reports. Don't turn this option off.
- Use instant messenger to communicate instantly with programmer. If they are like my programmers, they can make various changes right on the spot.
- Compliment and cheer on your programmer. Express how pleased you are with the way the project is progressing.

*Steps to take to get community development started (cont.)...*

***If you've found a good programmer who works efficiently and timely (and provides value to the project over and beyond what you've asked for), pay them a bonus at the end and stay in contact with them. They can be a great asset to your future operations.***



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## “Do It Yourself” Approach

- Use web host with cpanel and Fantastico De Luxe already installed.
  - E.g. – hostgator.com
  - (Godaddy doesn’t have this option)
  
- Using the “Fantastico” feature, you can pick from dozens of scripts/systems to install on your website

## “Do It Yourself” Approach – *Fantastico De Luxe*

### ■ Blogs

- b2evolution
- Nucleus
- pMachine Free
- WordPress

### ■ Discussion Boards

- phpBB2
- SMF

### ■ E-Commerce

- CubeCart
- OS Commerce
- Zen Cart

### ■ Content Management

- Drupal
- Geeklog
- Joomla
- Mambo Open Source
- PHP-Nuke
- hpWCMS
- phpWebSite
- Post-Nuke
- Siteframe
- TYPO3
- Xoops

## “Do It Yourself” Approach

### ■ Customer Relationship

- Crafty Syntax Live Help
- Help Center Live
- osTicket
- PerlDesk
- PHP Support Tickets
- Support Logic Helpdesk
- Support Services Manager

### ■ F.A.Q.

- FAQMasterFlex

### ■ Image Galleries

- 4Images Gallery
- Coppermine Photo Gallery
- Gallery

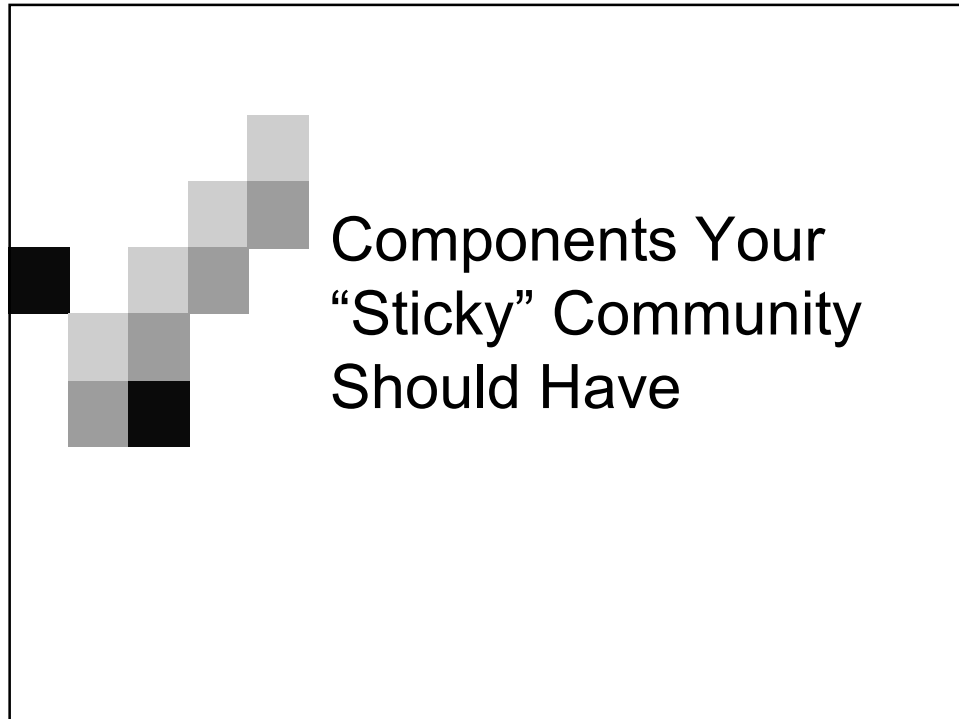
### ■ Other Scripts


- Dew-NewPHPLinks
- Moodle
- Classifieds
- Open-Realty
- phpAdsNew
- PHPauction
- phpFormGenerator
- WebCalendar

The screenshot shows a WordPress blog post. At the top, there is a header with the title "Blue Line Motor Sports" and a sub-header "Home | About". To the right of the title is a partial image of a silver sports car with a black stripe. Below the header is a main content area with the title "Welcome to Blue Line Motor Sports!" and a date "Posted by Admin on April 7, 2007". The content area contains a small image of a car and some text. To the right of the main content area is a sidebar with a search box, a "Pages" section with a link to "About", an "Archives" section with a link to "April 2007", a "Categories" section with a link to "Uncategorized (1)", and a "Blogroll" section with links to "Jesse", "Darius", and "Douglas".

The screenshot shows a WordPress blog post. At the top, there is a header with the title "GRIGGSBLOG.COM" and a sub-header "Life with the Griggs". To the right of the title are links for "Feed", "Posts", and "Comments". Below the header is a large image of a snowy landscape with trees. Below the image is the title "Hello world!" and a date "Nov 18, 2007 by MGriggs". Below the title is a small image of a man and a woman smiling. To the right of the main content area is a sidebar with an "ABOUT" section containing a small image and text, and an "ARCHIVES" section with a link to "April 2007 (3)".





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### A Sticky Site...

- **Engages users** and gives them a reason to return several time a day.
- **Has changing, dynamic content**
- **Makes users feel like they are a part of the site / “RELATIONSHIP”**
- **Allows users to control their own data** (updating, removing, enhancing) --- sense of ownership.

## A Sticky Site...

- **Is viral, by nature**, giving users a reason to share with others, thus furthering your marketing message.
- **Uses web 2.0 practices**
- **Has interactive elements** like forums, chat rooms, “group messaging,” and other ways for visitors to interact (two-way interaction rather than one-way)
- **Helps “Social proof”**

## Forums...

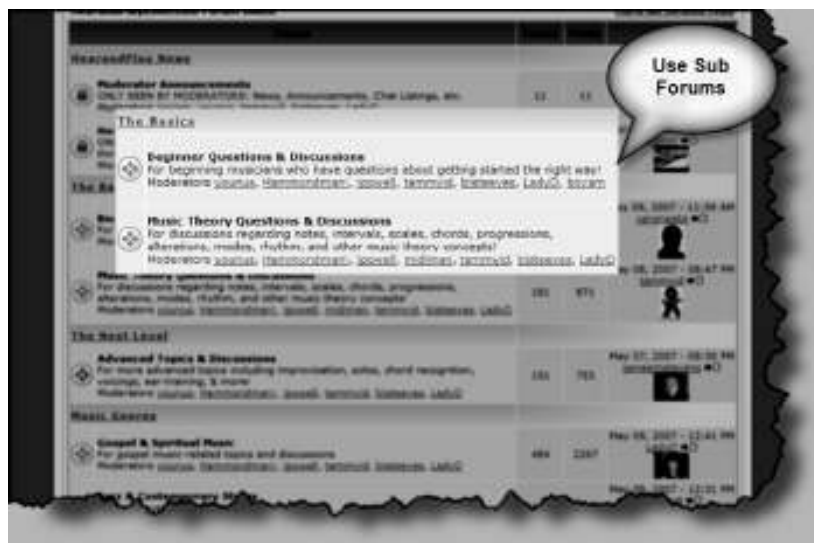
The screenshot shows a forum interface with a list of discussion topics. Each topic includes a title, a brief description, a count of posts and replies, and the date of the last post.

Topic Title	Description	Posts	Replies	Last Post
<b>Beginner Questions &amp; Discussions</b>	For beginning musicians who have questions about getting started (the right way)!	400	1280	Mar 11, 2007 - 04:07 PM
<b>Music Theory Questions &amp; Discussions</b>	For discussions regarding notes, intervals, scales, chords, progressions, harmony, modes, rhythm, and other music theory concepts!	170	678	Mar 11, 2007 - 03:32 AM
<b>Advanced Topics &amp; Discussions</b>	For more advanced topics including improvisation, solos, about recordings, recording, ear-training, & more!	141	736	Mar 14, 2007 - 10:24 PM
<b>General &amp; Spiritual Music</b>	For general music-related topics and discussions!	480	1870	Mar 11, 2007 - 06:13 PM
<b>News &amp; Contemporary Music</b>	For jazz, funk, R&B, soul, and discussion!	128	881	Mar 11, 2007 - 04:08 PM
<b>Class, R&amp;B, and Popstar Music</b>	For blues, jazz, and popular music-related discussions!	93	381	Mar 11, 2007 - 05:03 PM
<b>Other Music Matters</b>	For discussions related to other areas of music!	76	288	Mar 11, 2007 - 06:13 PM
<b>Product Discussions</b>				
<b>300-ep Course</b>	For discussions related to the 300-episode study course!	28	121	Mar 01, 2007 - 03:28 AM
<b>Copyrights Video Courses</b>	For discussions related to any of the copyright video courses!	33	233	Mar 08, 2007 - 11:07 AM

## Forums...

- Instantly adds “sticky” component to your site.
- Fresh content created by users daily  
(encourages regular log-ins to see *what’s new*)
- Great way to get new product ideas (members will talk about their “needs” and “wants”)
- A way for you to build rapport and a personal relationship with users
- Users can subscribe to “hot topic” announcements and automatically be e-mailed of all popular threads.

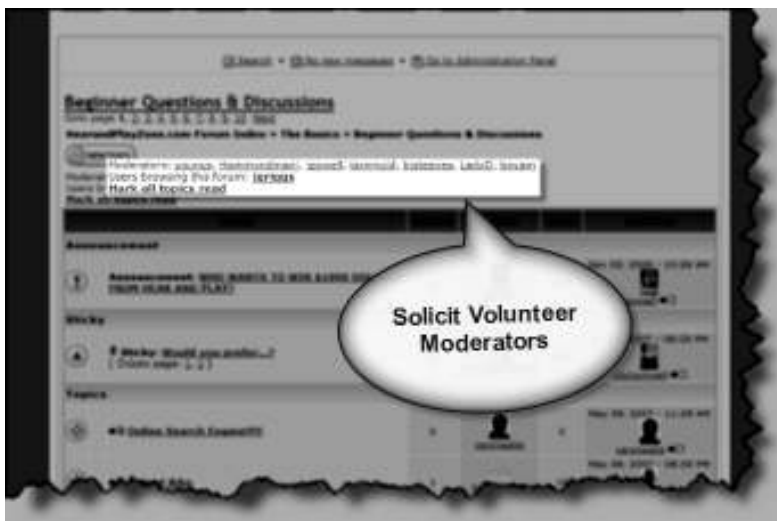
## Sub Forums



# Photos in Forums



# Volunteer Moderators



## How to get volunteer moderators

- Offer free products/services in exchange.
- Pay a very low stipend (I paid one guy \$100/month to moderate my first forum in 2003).
- Give them a special rank / title in community.
- If applicable, offer to post their website/blog/profile in a prominent area of the site (exposure)
- If you are a “celebrity” to your audience, simply acknowledge how good of a member they are and invite them to become a leader/moderator.

***All my current moderators are absolutely \$free\$!***

## Ranks



## Easy Access to Member's Profiles

Leads to user's  
personal profile page



redrum21225

Post subject: fingering for 4 note chords

Posted: Feb 23, 2007 - 12:00 PM

hey, what's the correct fingering for four note chords? i was told by a teacher ----> 1st note 1st finger, 2nd note 2nd finger, 3rd 3rd finger, and 4th is the 5th finger.

it feels more natural for me to use my 4th finger on note 3 instead of my 3rd finger. i like to just keep the middle finger off the keyboard for 4 note chords. which way is correct?

Joined: Jan 23, 2007  
Posts: 11

## Increasing Interactivity on Forums

- Automated topics: Pull content from news sources and articles databases and post them as topics of discussion.
- Solicit volunteer moderators in exchange for free products or low stipends.
- Member Points & Rewards: Give points for posting on the forum. Points can be redeemed for free products & prizes (or allow readers to distribute points to others for helpful posts).
- Member Ranks: Users move up in rank as they post more (e.g. – “general member,” “premium member,” “elite member,” “royal elite member,” “super hero member,” etc.).

## Community Components: Content Center

Members can post comments  
and ratings.



**Content Center:** A place for users to post articles and information for others to read, comment on, and rate.

## Content Center

- Newsletters
- Articles
- Blog Posts
- User submitted articles
- Hot forum discussions
- Chat room transcripts
- e-Courses
- Autoresponder courses
- Audio lessons
- Video demonstrations
- ScreenCam Tutorials
- Frequently Asked Questions

Use in conjunction with incentives to boost user-created content

# Content Categorization



# Submission Process

Your name:

Title (Please be descriptive, clear and simple)  (required)

(Please make your headline short and to the point. Avoid bad titles like **Check this out!** or **An Article**. You can get help on writing a good headline from: [Quick to writing headlines and working for the web!](#))

Topic:  (required)

Language:  (required)

Article content (You can use HTML, but please double-check with link list)

(required)

Body text

**Easy to submit article**

# Content Listing Page



## Harmonization Scale: How To Harmonize A Melody With Chords

Posted by: [tammyd](#) on Saturday, April 14, 2007 - 09:26 AM

Articles

Submitted by this member...

Most people can sit down at a piano and figure out a melody after a few minutes but a lot of people have trouble putting chords to that melody. In this article, you'll learn the basics of playing by ear, that is taking a melody and harmonizing it with chords. You'll learn the "Harmonization Scale". This is the same "scale" that Jermaine teaches in his Gospel Keys 101 DVD and The Secrets To Playing the Piano By Ear 300 page course.

[Read more...](#) (3572 bytes more)



## Carol of the Bells

Posted by: [LadyD](#) on Saturday, December 09, 2006 - 10:29 PM

Articles

Category

Send this story via e-mail

[Read more...](#) (3831 bytes more)



## Taking the Reins

Posted by: [mitratop](#) on Monday, November 27, 2006 - 01:21 PM

Articles

Printer friendly

Do you dream of being able to improvise at the piano but fear you'll never be able to free yourself of the printed page? In this article, two jazz educators believe that everyone can learn to improvise - and offer some pointers for getting started.

[Read more...](#) (6459 bytes more)

# Send to a friend



Home | My Account | Lessons | Forums | Audio & Video | Groups | Buddy Mail | Musicians | Chat | Games

[My Page](#) | [Edit Page](#) | [My Photos](#) | [My Messages](#) | [Upload Files](#) | [Free E-mail!](#) | [GospelKeys Urban Pro Available! New!!!](#)

Send this story to someone

You will send the story Harmonization Scale: How To Harmonize A Melody With Chords (Articles / Articles) to a specified person:

Your name:

Your e-mail address:

The person's name:

The person's e-mail address:

### New Members

### Featured Profile

[YamahaDXJazz](#)

Gender: Male

Age: 28 yrs old

## Individual Content Pages

**Harmonization Scale: How To Harmonize A Melody With Chords**  
 Posted by: tammvid on Apr 14, 2007 - 09:28 AM (2211) Views | Archives

Most people use it down at a piano and figure out a melody after a few minutes but a lot of putting chords to that melody. In this article, you'll learn the basic of playing by ear, harmonizing it with chords. You'll learn the "Harmonization Scale". This is the same as the Gospel Keys 101 DVD and The Secrets To Playing the Piano By Ear 304 page e-book.

To harmonize a melody with chords, there are 7 basic triad (3 note) chords one can create, 12 major, 12 minor, 12 major, 12 minor, and 12 diminished. In the key of C, the chords are:

- C major = C-E-G
- D minor = D-F-A
- E minor = E-G-B
- F major = F-A-C
- G major = G-B-D
- A minor = A-C-E
- B diminished = B-D-F

For most songs, especially simple hymns and childrens songs, you only need to use 3 or 4 of these triads to harmonize the melody with the right hand. These chords are used approximately 80 percent of the time in most songs. Basically, you harmonize the melody with the I major, IV major, V major, and sometimes you use the II major chord. You take these chords and use the chords to harmonize the notes of the melody. You invert the chords to have the melody note on top. This is called a Harmonization Scale.

For example, in the C major scale, here is the Harmonization Scale, in chords to harmonize the following melody:

**Related links (selected by you)**

- Archived Local Links
- Archived Newsletters
- Online Class
- Books
- Free E-books
- Free E-books
- Free E-books
- Free E-books
- Free E-books

**Most read story in category**

**Keywords throughout community can link to sites of your choice.**

## Individual Content Pages

B - G major (2nd inversion) D-G-B  
 C - C major (1st inversion) E-G-C

Use this same harmonization scale technique in every key. The chord notes can also be used to harmonize a choir. I highly recommend that everyone get The Secrets To Playing The Piano By Ear course and the Gospel Keys 101 DVDs. You'll learn this harmonization scale and how to add the bass notes to it, and so much more. The great thing about the DVD is you get a free 20 page e-book that gives you the notes of the whole DVD and the Harmonization Scale in every key. If you learn two of these scales a week, in 6 weeks you can be harmonizing melodies and playing simple songs in every key.

For more info on how to use this Harmonization Scale, visit the Gospel Keys 101 DVD, The Secrets To Playing the Piano By Ear course, or the Gospel Keys 101 Newsletter:

[Gospel Keys 101 DVD](#)  
[The Secrets To Playing Piano By Ear](#)  
[Hear And Play Monthly Newsletters](#)  
 God bless! :-)  
 Tammy

**Members can comment on every article**

Displaying 2 comments - show first 30

Offline **tammvid** [±]  
 04-21-07, 15:24  
 You're welcome! God bless :-)  
 Delete

Offline **flowman3** [±]  
 04-19-07, 14:12  
 A ggreat one, how i wish i'd knew this site earlier....thanx a million times

## Community Components: Media (Downloads) Center



Members can post the code on other sites and a link is automatically posted on the bottom of the file to HearandPlay.com!



Download this file (right click and "save target as")

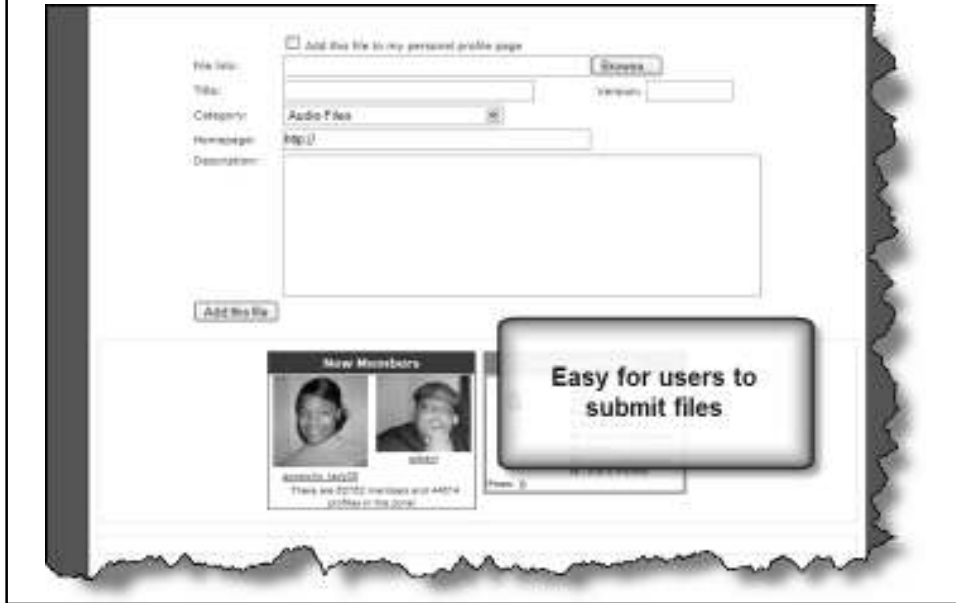
***More files like this @ HearandPlayZone.com!***

**File / Media Center:** A place for moderators and users to upload, manage, and comment on files.

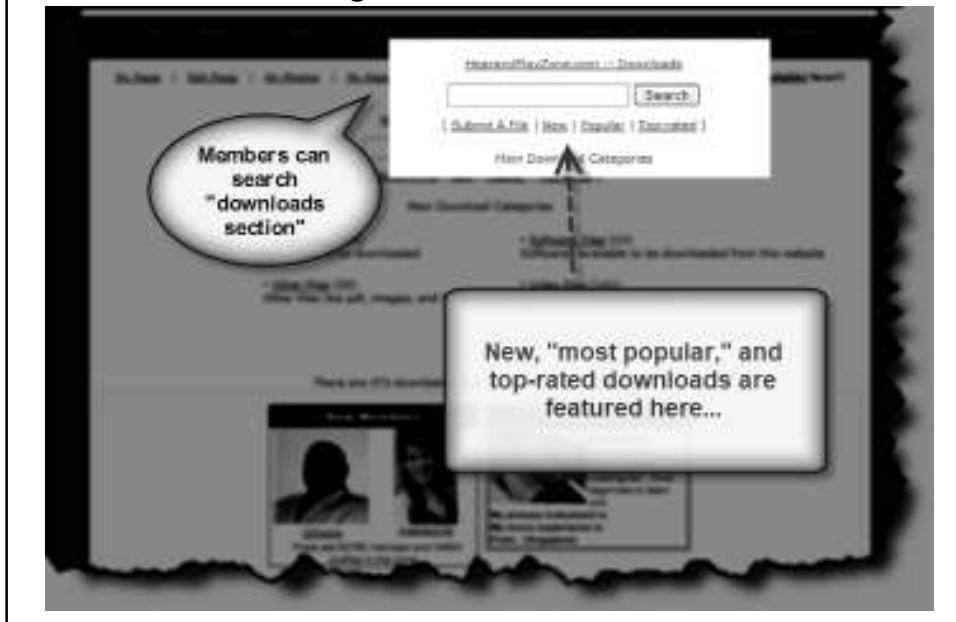
## Categories...



## Submission Process



## "Downloads" Page



## "Downloads" Page

The screenshot shows a list of audio files for download. At the top, there are sorting options: 'Sort downloads by: Title (A-Z) | Date (A-Z) | Rating (A-Z) | Popularity (A-Z)'. Below this, it says 'Downloads currently sorted by: Title (A to Z)'. The list contains several entries, each with a user profile picture, name, and file details. Annotations include:

- An arrow pointing to a user profile picture with the text 'username and photo'.
- An arrow pointing to the 'Rate and comment on resource' link with the text 'Ability to rate and comment'.

## Viral Functionality

This screenshot highlights a specific feature on the 'Downloads' page. A text box at the top reads: 'Simply press "copy to clipboard" (works only with internet explorer) and you'll be able to paste this "embed" code to anywhere on this site to stream this media file! Try posting this file as a comment, in the forum, blog, private messages, and more!'. Below this, a code block shows an embed code: `<code>embed src="http://zone.hearscdplay.com/downloads/Audio_Files/1" nocontrols="false">-----</code>`. An arrow points from this code block to a user's profile picture in the list below. A callout box with a white background and black border contains the text: 'Gives user a code that they can copy and paste anywhere on site or on other sites to promote "THEIR OWN" audio or video file.'

## Viral Functionality



## Downloads Section: Interactivity



## Downloads Section: Most Popular



Great for running contests

## Community Components: Profile Management



Gives users ability to manage their own profile website (content, background, photos, "likes/dislikes," self-introduction, media files, etc.).

*Users are more apt to share their personal page with their family and friends.*





The screenshot shows a user profile for 'LadyD' on the website 'HearandPlay.com'. The site's logo is at the top left with the tagline 'Now that's Music From Your Ears!'. A navigation bar includes links for Home, My Account, Learning Areas, Musicians Zone, Forums, and Resources. Below this is a secondary menu with links for Home, My Account, Lessons, Forums, Audio & Video, Groups, Buddy Mail, Musicians, Chat, and Games. The profile header for 'LadyD' (59 years old, Female, Married, from San Diego, California, USA) includes her member since date (Friday, Feb 10, 2006), her last login (Wednesday, May 23, 2007 at 10:15 AM), and a link to 'Add LadyD as buddy'. A section titled 'LadyD's Photos...' displays a grid of images, including a large photo of her and several smaller ones. A text box on the left of the photos contains a message: 'Learned to play the Piano from Graziana of Family & Home School. (It's ok, I'd care to enlarge)'. Below the message are links: 'Send private message to LadyD', 'Add LadyD to your buddy list', and 'View LadyD's profile'. A 'Logout' link is in the top right corner.

The screenshot shows a user profile for 'jpowell' on the website 'HearandPlay.com'. The site's logo is at the top left with the tagline 'Now that's Music From Your Ears!'. A navigation bar includes links for Home, My Account, Learning Areas, Musicians Zone, Forums, and Resources. Below this is a secondary menu with links for Home, My Account, Lessons, Forums, Audio & Video, Groups, Buddy Mail, Musicians, Chat, and Games. The profile header for 'jpowell' (22 years old, Male, Dating/Commitment from Irvine, California, USA) includes his member since date (Friday, Jul 27, 2007), his last login (Wednesday, May 23, 2007 at 11:44 AM), and a link to 'Add jpowell as buddy'. A section titled 'jpowell's Photos...' displays a grid of images, including a large photo of a silver Bentley Continental GT and several smaller photos of him. A text box on the left of the photos contains a message: 'I'm at the...'. Below the message are links: 'Send private message to jpowell', 'Add jpowell to your buddy list', and 'View jpowell's profile'. A 'Logout' link is in the top right corner.









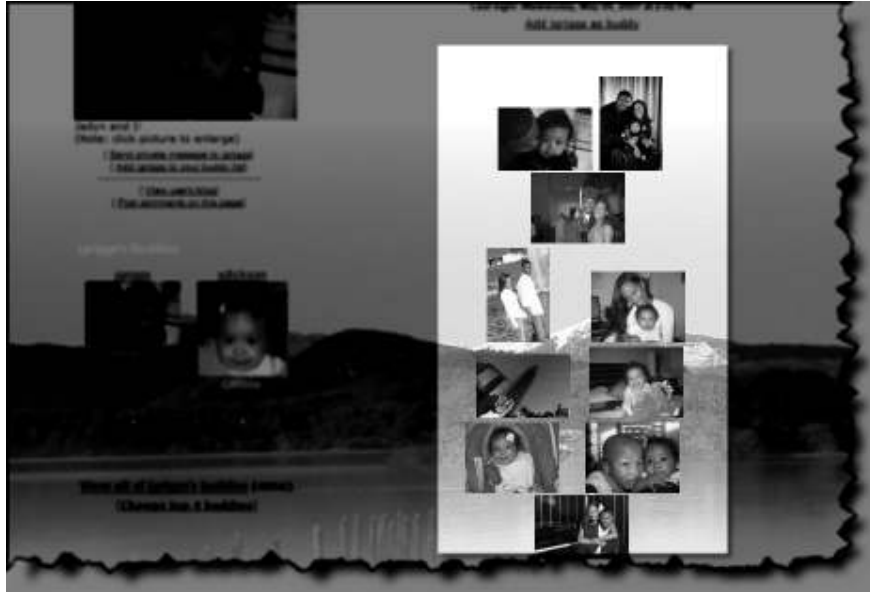
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### Profile Management

- A **profile** consists of user's entire record (info about user, their latest forum posts, comments, ways to contact user).
- Allows users to stay connected by adding each other to their buddy list.
- Allows users to message each other (privately) or post comments (publicly).
- Users can be as creative as they want, altering background and adding various css codes to enhance their profiles (sense of ownership).
- Users get their own url (e.g. – [hearandplay.com/pages/username](http://zone.hearandplay.com/pages/username))

The screenshot shows a user profile with a grid of images under the heading "Jaz20's Buddies". Below the grid is a link "View all of Jaz20's buddies (14)". At the bottom, there is a URL field showing "labsonqu's url: http://zone.hearandplay.com/pages/l..."

## Profile Components: "Photos"



## Profile Components: "Info Section"



## Profile Components: "More Info Section"

The screenshot shows a user profile for 'jgriggs'. On the left is a table of personal information, and on the right are lists of forum posts and comments. A callout bubble points to the forum activity.

Other info about jgriggs	
<b>Favorite artists:</b>	Kirk Franklin, Hezekiah Walker, Donald Lawrence, &
<b>Words that describe me:</b>	energetic, funny, enlightening, atletic, athletic, driven
<b>Favorite music styles:</b>	gospel, jazz, r&b
<b>Favorite songs:</b>	Amnrrmm... too many to list!
<b>Website:</b>	<a href="http://www.hearan.com">http://www.hearan.com</a>
<b>My favorite meals:</b>	mexican food, soul food, chinese food, california pizza
<b>My favorite books:</b>	1984, The Hobbit, The Lord of the Rings, The Catcher in the Rye, The Hobbit, The Lord of the Rings
<b>Language:</b>	English, a little bit of Spanish in college
<b>Things I don't like:</b>	Well, a large majority of people that have something... I guess people that have to do wrong to others.
<b>Favorite books:</b>	bible, marketing books, philosophy, sociology, epistemology
<b>Favorite color:</b>	Green

Total Message Board postings: 226

Last 10 Forum Posts by jgriggs:

- Roger Low's Vocal power ft...
- ...
- absolutely right i usually ju...
- [color=red:513d753071]b 513d7...
- Try going to browse of 'my com...
- Awesome additional Thanks T...
- Yup yup. More pertinent I...
- Brian Tracy's time management...
- Also try hand exercises. I be...
- Great comments here! One go...

Find all posts by jgriggs

Last 10 Comments by jgriggs:

- Happy Birthday Tammy!! You're...
- Hey Temple. Thanks so much...
- Happy Birthday Mr. Tolbert Yo...
- Well I think you had told me...
- It's his birthday. Happy Birthd...
- There's never a perfect day...
- Thanks for the great post!!
- Hey there. How are you?
- Hey there. How are you?
- Hey there. How are you?

Last 10 News Submissions sent by jgriggs:

- March 2006 Newsletter: "How to...
- February 2006 Newsletter: "How...
- Chord Mini Lesson #13: Conclus...
- Chord Mini Lesson #12: The key...
- Chord Mini Lesson #11: How to...
- Chord Mini Lesson #10: How to...
- Chord Mini Lesson #9: How to f...

**Callout bubble:** Their latest forum posts, comments, submitted articles all accessible from their profile...

## Profile Components: "Comments"

The screenshot shows the 'Comments' section of a user profile. It displays three comments from other members, each with a profile picture and a 'Delete' button. A callout bubble points to the comments.

Comments from other members:

- 19 Hope you are still here but don't forget I get love that from much I have by reading every day to learn about the world and the people in it... it will be very helpful for me. (and thank you)
- thanks for telling me how the piano works & how to. Thanks again!
- ...

**Callout bubble:** Comments from other members

## Profile Components: "Manage Comments"



## Other Viral Examples

**You are now logged in!** From the menu above, you can browse online lessons, access audio and video files, send and check your private messages / comments / buddy mail, add friends to your list, create and join groups, alter your account settings, read forum posts, play games, search the musicians' zone, and more!

[My Photos] [Edit Profile] [Buddy List] [My Groups] [My Blog]  
[Lessons] [Newsletters] [E-mail Lessons] [Find Friends]

**My Website:** <http://zone.hearandplay.com/pages/jgriggs>

**My Best Friends:** sdickson, evelyn032, erica, lmt\_d\_eht, younus, ipowell, Musicaly\_Mixed, Royzell.Hall, mecca\_eddie, dkubb [All Friends]

**Promote your zone profile page on other sites!**



<a href="http://zone.h

<a href="http://zone.h

<a href="http://zone.h

Simply copy and paste to your other profiles (myspace, friendster, xanga)

## Search Profiles

34 New buddy mails

**Hear and Play.com**  
"How that's Music From Your Heart!"

Home My Account Learning Area Musicians Zone Forums Resources

Home | My Account | Lessons | Forums | Audio & Video | Groups | Buddy Mail | Musicians | Chat | Games

My Page | Edit Page | My Photos | My Messages | Upload Files | Free E-mail | Gospel/Knox Urban Pro Available! New!!!

Home Edit My Info My Page Search Browse Members My Buddy List Buddy Mail

Keyword Search Quick search Detailed Search

**Quick search**

Gender:

Photo:

Age: between  and

**3 ways to search:  
Keyword, quick,  
or detailed**

## Browse Profiles

My Page | Edit Page | My Photos | My Messages | Upload Files | Free E-mail | Gospel/Knox Urban Pro Available! New!!!

Home Edit My Info My Page Search Browse Members My Buddy List Buddy Mail

**Browse by Category**

All personal profiles are indexed according to the following categories.

 <a href="#">Other teachers to learn with (1937)</a>	 <a href="#">Other intermediate classes to learn with (256)</a>
 <a href="#">Other advanced classes to learn with (1124)</a>	 <a href="#">Other gospel and church musicians (1884)</a>
 <a href="#">Other jazz players and enthusiasts (37)</a>	 <a href="#">Other singers, performers, or writers (145)</a>
 <a href="#">Any type of musician who wants to chill (237)</a>	 <a href="#">One simple musician (63)</a>














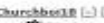

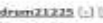


## Buddy List

igriggs's buddies (4197)

If you want certain users below to appear in your best friend list instead, [click here](#)

Navigate to see more buddies | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 | 101 | 102 | 103 | 104 | 105 | 106 | 107 | 108 | 109 | 110 | 111 | 112 | 113 | 114 | 115 | 116 | 117 | 118 | 119 | 120 | 121 | 122 | 123 | 124 | 125 |

 jolly (-) (M)	 MEXXOX (-) (M)	 edries (-) (M)	 somthead2 (-) (M)
 mBumH (-) (M)	 tebeauty (-) (M)	 BLESSED (-) (M)	 mmscarton2 (-) (M)
 they_bumz (-) (M)	 Stefan (-) (M)	 Rowan (-) (M)	 Local_Pleasr (-) (M)
 asace (-) (M)	 ChurchieB (-) (M)	 eddytheM8ha.. (-) (M)	 nodrem2225 (-) (M)

## "Best Friends"

NEW! You can now choose who you want to appear in the top 4 buddy spots on your main profile. Just click on "manage" to choose your best friends (up to 10) and your profile will automatically be updated with your top choices!

igriggs's best friends  
(Manage best friends)  
(Remove pending friends)  
NEW!!

 jackson (-) (M)	 eddieeee (-) (M)	 mosh032 (-) (M)	 xxxxxxx (-) (M)
 adrian (-) (M)			

igriggs's buddies (4197)

If you want certain users below to appear in your best friend list instead, [click here](#)

Navigate to see more buddies | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100 | 101 | 102 | 103 | 104 | 105 | 106 | 107 | 108 | 109 | 110 | 111 | 112 | 113 | 114 | 115 | 116 | 117 | 118 | 119 | 120 | 121 | 122 | 123 | 124 | 125 |

## “Buddy List / Best Friend” Management



## My profile



# Groups



Increases feeling of ownership

*Users can join, create, and manage their own groups according to their interests, skills, location, age, etc.*

# Group Categories



Categories set by you!

## Group Listings



## Group Pages



## Group Members

Annotations:

- Custom info (controlled by moderator)
- Photo of each group member

Jeffrey	Double D	Adlytor	MissC
Leer	Zarven7	Katherine	Rubicon
teff	chey40	ivy	Brost

View all members of this group

## Group Forum

Annotations:

- Every group gets its own forum

Forum Topic	Posts	Last Poster	Topic Creator
<a href="#">Traditional Gospel Songs Videos</a> (Delete)	27	04-15-2007 3:54 AM by: <a href="#">Teaple</a>	01-13-2007 11:58 AM by: <a href="#">Keyboardman</a>
<a href="#">Song, Walk Around Heaven All Day</a> (Delete)	3	02-3-2007 5:48 PM by: <a href="#">SMILE</a>	01-21-2007 10:44 PM by: <a href="#">SMILE</a>
<a href="#">Need Help! - "There Is A Fountain"</a> (Delete)	3	01-30-2007 11:05 AM by: <a href="#">Keyboardman</a>	01-23-2007 7:27 AM by: <a href="#">Haze</a>
<a href="#">Sunday morning devotional songs</a> (Delete)	14	01-27-2007 11:58 PM by: <a href="#">672</a>	06-6-2006 6:43 AM by: <a href="#">Keyboardman</a>

## Group Forum (cont.)

Back to Traditional Gospel Chords Group

[Start New Topic] [Invite Others to Traditional Gospel Chords]

New topic Post reply Delete thread

Listing 1-15 of 27 Page 1 | 2 |

Author	Message
 Keyboardman MMA / 51 Teaneck, New Jersey 01-13-2007 11:08 AM	<p>Quote Delete Edit</p> <p>Hello everyone, I've been busy at so many sites and I'm back to business here. I'm going to post all the Gospel videos I've been posting as a lesson tool for you.</p> <p>Keyboardman</p> <p>Lift every voice and sing in G</p> <p></p>

## Group Mail

Listing 1-15 of 17 Page 1 | 2 | <Next> show all

From: Ruthie01 [2]  
Submitted at: 2007-02-23 08:56:55  
Subject: [No Subject]  
Thanks for the invite. I could do with some pointers on how to play better.  
Cheers

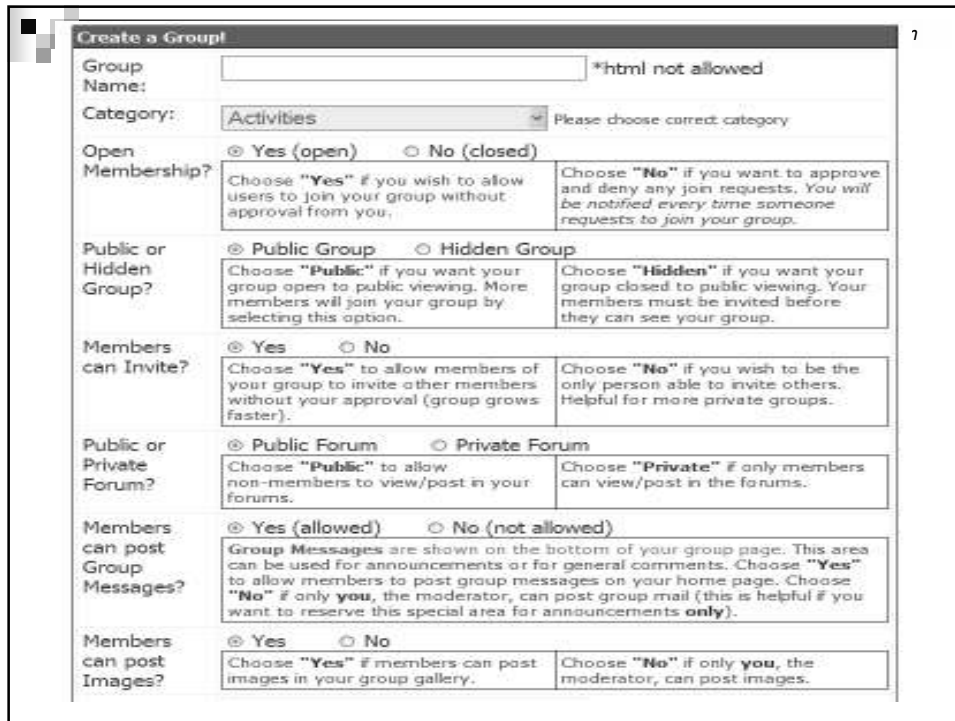
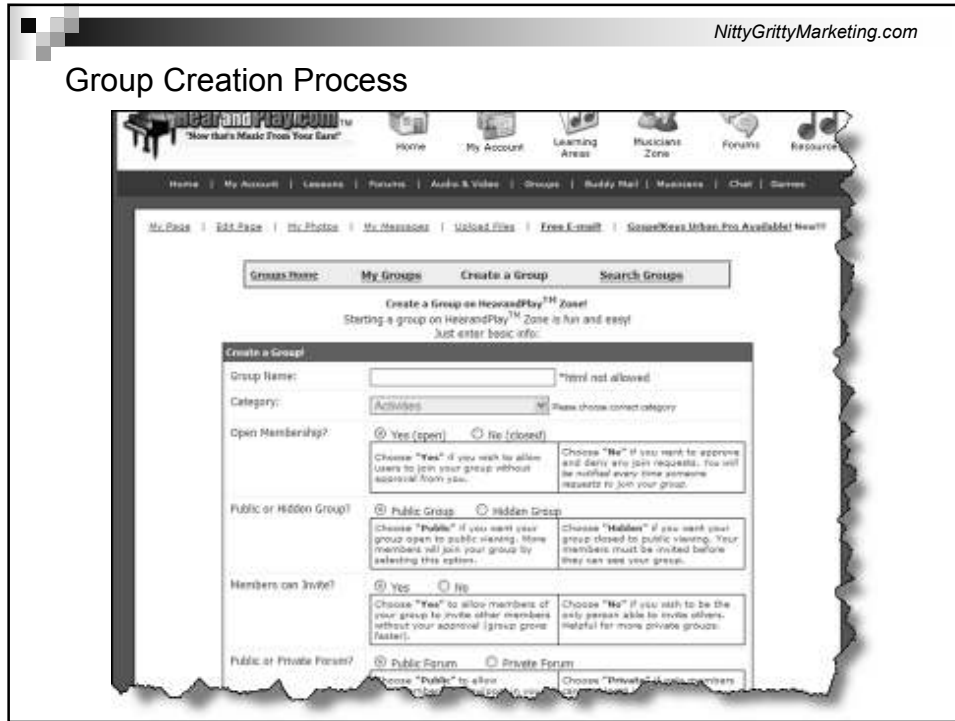
From: Leecarlhands [2]  
Submitted at: 2007-02-09 15:36:00  
Subject: [No Subject]  
Am just glad to be apart looking forward to learning much more,thank you very much.

From: colorada [2]  
Submitted at: 2007-02-07 22:49:30  
Subject: Thank God for J.Griggs  
I was told about Hear & Play from a brother at my church & I love it all. thanks for answering the call. I can't wait until the chat room is up and going.

From: 423 [2]  
Submitted at: 2007-01-27 23:33:54  
Subject: [No Subject]  
I am happy to be a part of this group



## Group Creation Process





# Groups (cont.)



Happy User

“Hmmm... I like this heardandplay community. It would be great to create my own group of piano players in Virginia.”

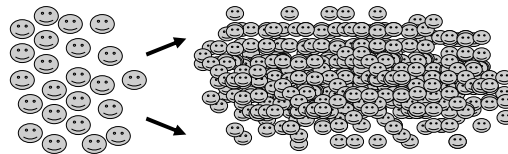


Mr. Happy User creates a group called “Virginia Musicians”

Create a Group on HearandPlay™ Zone!  
Starting a group on HearandPlay™ Zone is fun and easy!  
Just enter basic info:



Mr. Happy User wants to grow HIS group, so he decides to invite his friends.



# Blogs

Gives users ability to publish and manage their own blog/journal. They are free to write about anything they want and other users can comment.



- [ Send private message to labsonqu ]
- [ Add labsonqu to your buddy list ]
- [ View user's blog ]
- [ Post comments on this page ]



## Blog Directory

She has over 1300 entries...

Blog Directory | My Blog  
Last 20 Active Blogs | All Blogs | Search

Last 20 Active Blogs

User	Last Blog Note	Mood	Entries	Views	View Profile	PM
Lasko	Dinah		1337	672		
laxxruud	Happy Birthday		47	185		
diamond	WOW		32	197		
laskak...	F and 2b		1	3		
Qu2288	Recognize		2	8		
patman	Creativity where art...		1	1		
SpencerC...	What God May Ask?		2	7		
Jerryynn	Jerryynn		1	0		
edrian	Blog		1	3		
arubay	arubay		1	0		
sharon	Learning Music 1		1	2		
hokkoi	drops of jupiter - L...		1	0		
queen_h...	is hear and play wor...		1	3		
colton	smooth, but real wor...		1	1		
amandad	Hello everyone!		1	7		
Jeffrey	Prayer Quote 38		32	67		
shant...	Quit Kidding Yourself...		8	11		

## Photo Management



Photos bring users to life!  
Photos increase site's credibility factor



Sites a part of the *Web 2.0* phenomena understand the power of allowing visitors to control their own data (information, photos, files, messages). It promotes a feeling of *ownership* and members are more likely to pass on the site to friends.

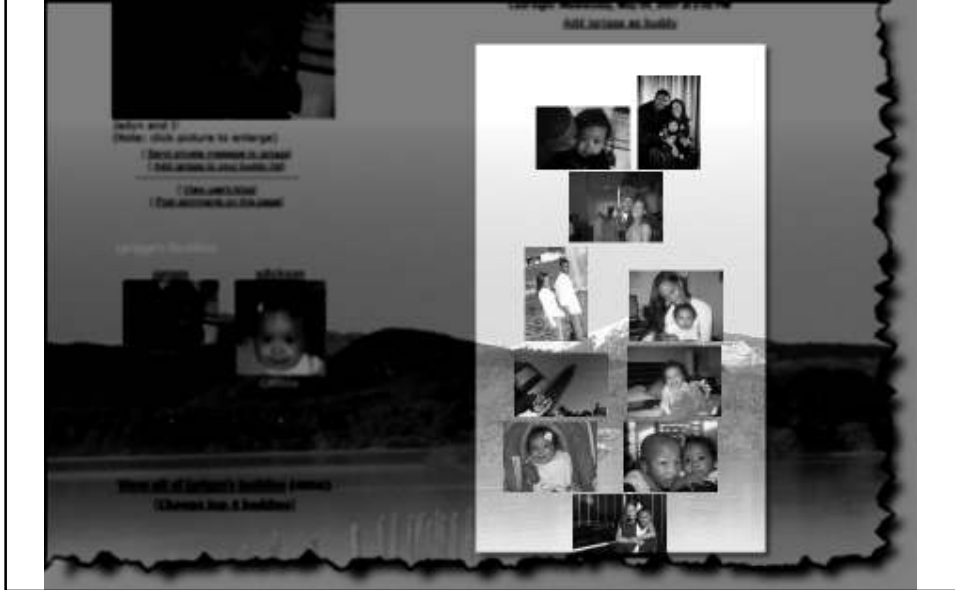
## “My Photos” Area



## My Photos – “Slideshow”



## Photos appear on profile pages



## Primary photo can be changed instantly



# Get PHOTO testimonials from community members... (instant believability)

Photo from his profile



The Drew community of his has truly been a blessing! There are those who are a buddy, and who always in good joy. That makes it a... Thanks HeatedRay for p... help, advice, and playin...



Hi Goggs, I purchased your DVD courses and I was very impressed by the professional quality of your product and on-ordering over most of the products on the shelves. This is a great outlet for other products I've ordered online. I ordered instructional materials for my business, and I was not impressed. Please send a "good book" to the... Best Elizabeth Beardsley is proud... <http://www.beardsley.com/paula04>

Stephanie <http://www.beardsley.com/paula04>



Link to her profile... more believability.



Hi, I'm Evelyn. The best playing piano for 5 months. Since I've discovered this site, I only have some friends to play but now my piano playing has improved greatly! Not only that, I've learned some gospel songs, discovered new jazz for me. And most of all there are so many friends who encourage and help me the most of God. Of course, I love the zone because it's real!

Evelyn <http://www.beardsley.com/paula04>



# "Buddy" Mail

Date	User	Title	
2007-05-09 19:27:50	LadyG	GOSPEL KEYS URBAN PRO ARRIVED!!!	<input type="checkbox"/>
2007-05-09 17:17:42	Sammyvd	A Hottie Letter	<input type="checkbox"/>
2007-05-09 14:40:00	SonasaOfStephen	FWD: Loan On Me- Kirk Franklin	<input type="checkbox"/>
2007-05-09 14:38:17	LadyG	Kicky Grants	<input type="checkbox"/>
2007-05-09 12:45:51	Sammyvd	FWD:	<input type="checkbox"/>
2007-05-09 12:35:17	LadyG	Loan On Me- Kirk Franklin	<input type="checkbox"/>
2007-05-09 09:31:59	Dr12388	Chords	<input type="checkbox"/>
2007-05-09 07:59:47	Jacobsn	"On in the 90's"	<input type="checkbox"/>
2007-05-09 01:10:21	stevie	To all my people at H and F	<input type="checkbox"/>
2007-05-08 23:00:28	RALPHREED	Jazzy Licks	<input type="checkbox"/>
2007-05-08 22:57:37	RALPHREED	Organ Music	<input type="checkbox"/>
2007-05-08 18:42:26	LadyG	Chaitnet	<input type="checkbox"/>
2007-05-08 15:35:41	LadyG	Bama's Great Comedians/Parade	<input type="checkbox"/>
2007-05-08 13:19:03	Sammyvd	FWD: Music	<input type="checkbox"/>
2007-05-08 13:06:12	Sammyvd	Piano Playing Cat	<input type="checkbox"/>

Write Buddy Mail

Page 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10  
 Listing 1-15 of 332    11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20   

Only comes from users on your buddy list. Likewise, user messages are only seen by people on their buddy list.

# "Buddy" Mail



# "Buddy" Mail



Ability to choose highlight color for ALL buddy mails that come from this user.

## “Buddy” Mail



Any time you select a buddy, their pic shows up here to remind you who they are.

## Private Messaging

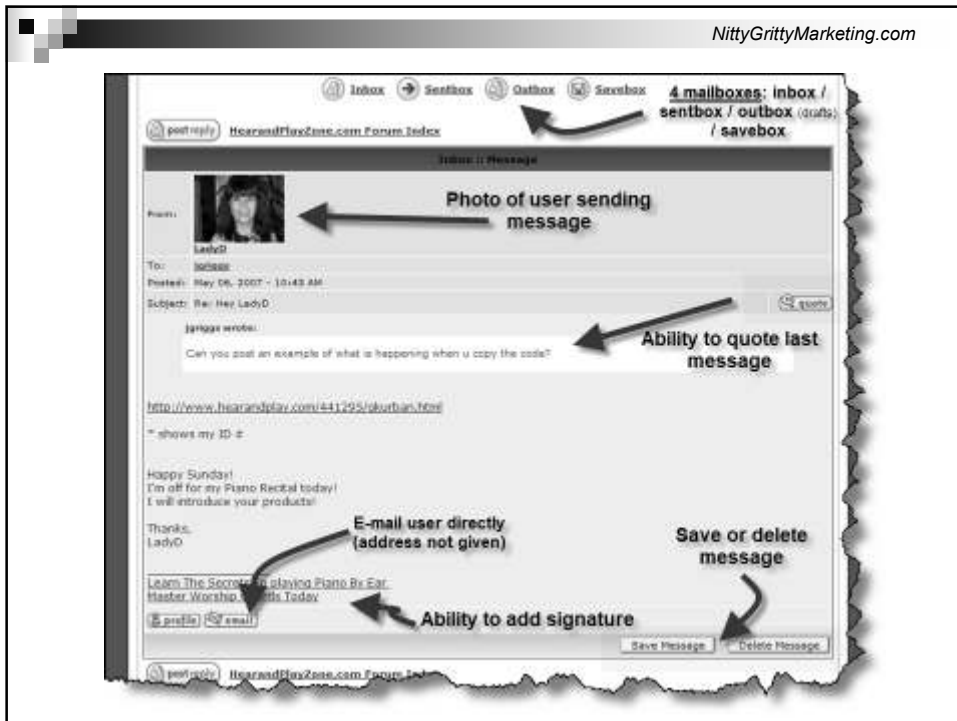


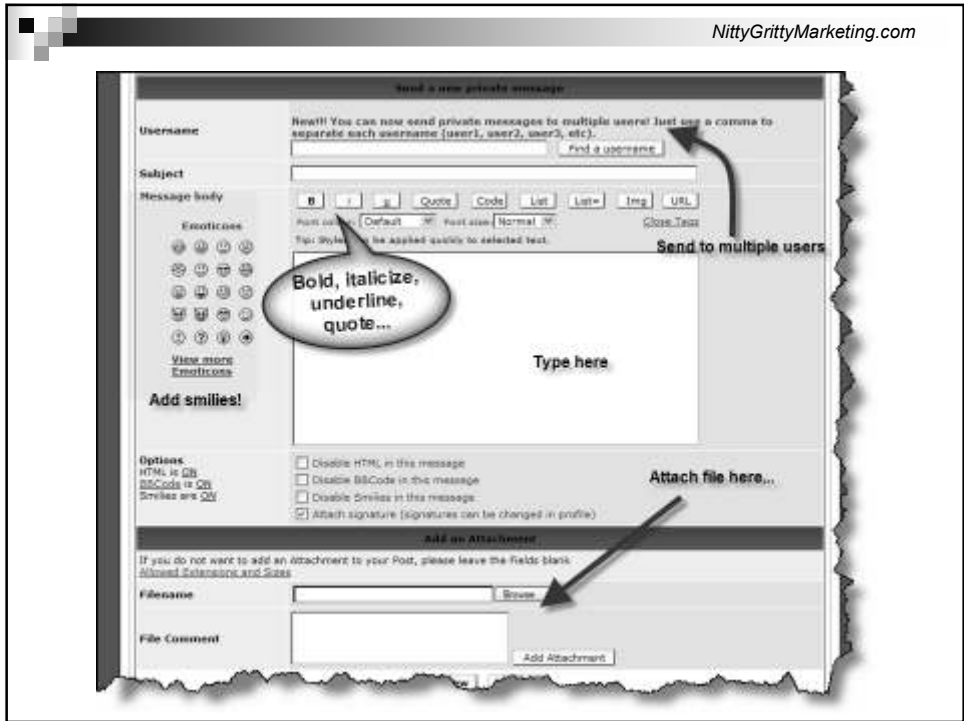
The 1,748,503th comment/buddy mail sent

**Private Messaging:** Allows users to send private messages to each other.

# Private Messaging







## E-mail Alerts

*New Message \* New Comment \* New Friend Request \* New Group Invitation \* New Group Member Request*

Subject: New Friend has added you  
Date: Fri 01/19/07 01:00 PM  
Hello jgriggs,  
  
You have received a new friend request at:  
<http://zone.hearandplay.com> (from another member).  
  
You can view this new friend by clicking on the following link:  
  
<http://zone.hearandplay.com/modules.php?op=modoad&name=FriendFinder&file=index&reg=friendlist>  
  
Remember that you can always choose not to be notified of new buddies by changing the appropriate setting in your profile.

**Encourages users to log in regularly**

## E-mail Alerts



Users can control the alerts they receive

## Audio & Video Chat

## Instant Messaging



**Chatroom:** Gives users ability to chat with each other via text, webcam, and microphone.

**Instant Messaging:** Same functionality as chat room but online users can contact each other immediately.

## Userplane.com

- Provides a host of community tools
- Free hosted chat room
- Free hosted instant messaging
- You can pay for premium service (which removes advertisements and allows you to host on your own servers, if desired).



## Homepage (logged in)

Hello Jgriggs!

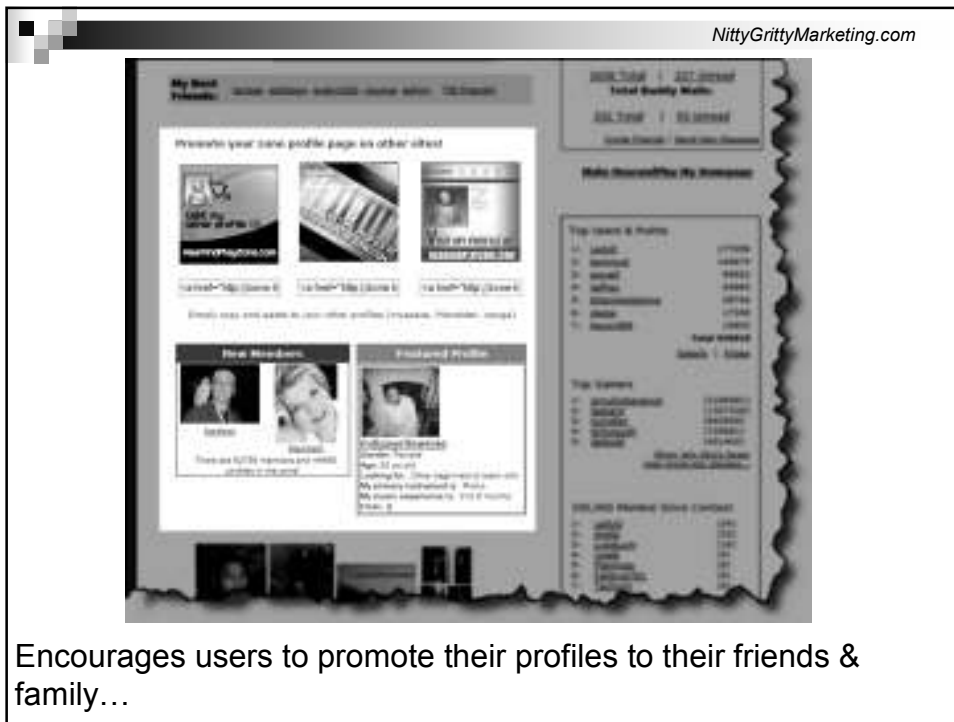


You have **15 new buddy mails!**  
You have **15 new profile comments!**  
You have **5 new friends who've added you!**  
You have new friends who've added you! You need to approve/deny them as friends:  
[SongsOfStephen](#) [NephewOfMusic](#) [Nandi101](#) [mmic3703](#) [KplusWood](#)

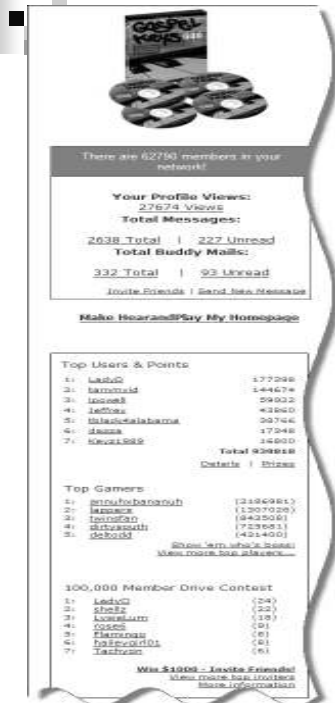
Your last login was on Saturday, March, 24, 2007 at 3:14:32 PM

**You are now logged in!** From the menu above, you can browse online lessons, access audio and video files, send and check your private messages / comments / buddy mail, add friends to your list, create and join groups, alter your account settings, read forum posts, play games, search the musicians' zone, and more!

## Sense of ownership!



Encourages users to promote their profiles to their friends & family...



*Homepage (logged in)*

- Displays:
- How many members in network
- How many profile views
- Number of total & private messages / buddy mails
- Top users & points
- Top gamers (optional)
- Member drive / contest results

## Dynamic Footer (bottom of every page)

There are 121 users online (41 members, 80 guests).

[\\*Krisbauchman](#), [\\*Anwar](#), [\\*Lm](#), [\\*Cade](#), [\\*Blawman](#), [\\*Carpal](#), [\\*Jornlele77](#), [\\*Aurora](#), [\\*Johannesmaurmann](#), [\\*Hansvan](#), [\\*BluesGal](#), [\\*mikeles](#), [\\*Jon](#), [\\*Debi](#), [\\*quides](#), [\\*MINSTRELL](#), [\\*Dorislois](#), [\\*Edwinahbey](#), [\\*a339](#), [\\*Sallyoo](#), [\\*Osam](#), [\\*BabyGirlCompuce](#), [\\*markokoff](#), [\\*3624577](#), [\\*amokara](#), [\\*MickayHana](#), [\\*Garcemur](#), [\\*Jifa](#), [\\*EunheeChums08](#), [\\*Pekay](#), [\\*jbrunnet](#), [\\*Manakus](#), [\\*moad0723](#), [\\*breida](#), [\\*rester24](#), [\\*mokinou](#), [\\*waida](#), [\\*eteromawis](#), [\\*dopandis](#), [\\*im9uhedn](#), [\\*sacel0sha](#)

\*Indicates that user has photo available  
(change your online status)

All online users are shown.  
Users with photos have asterisk by their username \*  
Users can choose to hide their online status

## Change Online Status (bottom of every page)

show my status as

online if I am online

always offline

Change my online status

Users who choose "always offline" will not show up online

•User can toggle online status off and on instantly.

# User Rewards

- Activity is rewarded by distributing points
- Users can view their ranking
- Users can redeem points for prizes (free products, hearandplay promotional items, etc.).



2000 points for our collection of products from [unclear] 3/11/10



### Top Users & Points

- 1: [tammyid](#) 906190
- 2: [LadyD](#) 865624

# Points

Rank	Members	Articles Submitted	User Reviews	Review Comments	Mag Board Posts	Profile Comments Posted	Games Played	Quiz Points	Blog Entries	Total
1		18	60	225	1093	42513	16	2000	1337	177390
2		3	15	144	1055	43193	4	2100	47	144674
3		0	0	0	1099	1376	0	2220	0	59923
4		0	4	24	158	16776	14	300	83	63060
5		0	1	6	14	18975	3	0	0	38766
6		0	1	0	310	195	4	1400	0	17340
7		0	0	22	245	1331	9	650	0	16000
8		11	0	0	263	596	0	0	0	15442
9		0	1	0	71	3877	20	1200	34	13274
10		1	13	56	159	643	17	2170	10	13110

## Quiz Module

Quiz in Progress: "Major Scale Quiz 1"

1) What is the 3rd note in the E major scale?  
 A  
 C#  
 F#

2) What is the 7th note in the G major scale?  
 F#  
 F  
 E

3) What major scale has one flat (Bb)?  
 Bb major  
 F major  
 Eb major

4) What major key has six flats?  
 G  
 F#  
 None of the above

5) What are the 1st, 3rd, and 5th notes of D major?  
 C, F, and A  
 C, G, and B

You can design quizzes that users complete for more points (or as a part of a contest)

## "Reviews" Module

Reviews section

Online Reviews and Short Articles by Members

Share your knowledge by writing an educational article on any musical subject or a review about a product, course, or music gadget you just bought, a new album, different sections of the website, and more! Write an article or review today!

\* You also get 20 points towards free prizes for writing a review!


[ A B I A B I C D I E I F I G I H I I J I K I L M I N I O I P I Q I R ]  
[ S I T I U I V I W I X I Y I Z I A I B I C I D I E I F I G I H I I ]

[ Write a review ]

10 most-popular reviews	10 most-recent reviews
1) [Review Title]	1) [Review Title]
2) [Review Title]	2) [Review Title]
3) [Review Title]	3) [Review Title]
4) [Review Title]	4) [Review Title]
5) [Review Title]	5) [Review Title]
6) [Review Title]	6) [Review Title]
7) [Review Title]	7) [Review Title]
8) [Review Title]	8) [Review Title]
9) [Review Title]	9) [Review Title]
10) [Review Title]	10) [Review Title]


There are 174 Reviews in the database

New Members



username

Featured Profile



longmaly  
Gender: Female  
Age: 19 yrs old  
Looking for: Other  
Interests: [unreadable]  
My primary instrument is: Piano  
My music experience is: 1 to 2 years  
From: Malaysia

Home | My Account | Lessons | Forums | Audio & Video | Groups | Buddy Mail | Members | Chat | Games

My Page | Edit Page | My Photos | My Messages | Upload Files | Free Email | GospelKeys Urban Pro Available! New!!!

**GospelKeys 202**  
I understand how some of you feel about the 202 series. I recently got this DVD, and I watched it the first time all the way through without my keyboard in front of me. I wanted to get a feel for Jermaine's teaching style. How fast he went, how in-depth, etc. Once I got a feel for his style, I watched it with my keyboard in front of me. I stopped it after every segment, and mastered each segment before going to the next one. After the first time I sat down in front of the TV with my keyboard, I was hooked. I practice for about 3-4 hours per night. My fiance is gets mad at me sometimes, but what can I say. I'm just hungry. I got the DVD on last Friday, and in a weeks time, I've pretty much mastered the first two discs. Its an awesome course, but it definitely should be taken slowly. Rushing through a course like this without mastering everything would really be a waste of time and money. God bless you, and thanks Jermaine for creating such a blessed course.

UI C  
administration: [ Edit ] [ Delete ]  
Added: Friday, April 13, 2007  
Reviewer: [suzann2002](#)  
Score: ★★★★★  
Hits: 10

**Review by member**

[ Back to reviews index ] [ Post comment ]

Posted by [LadyC](#) on Apr 14, 2007 - 12:40 PM  
Your rating: ★★★★★  
administration: [ Delete ]  
This is a great review! Thank you for sharing with us!

Posted by [lammo1](#) on Apr 14, 2007 - 10:25 AM  
Your rating: ★★★★★  
administration: [ Delete ]  
Great review. Yes, it is an awesome course. I do agree that you want to go thru it quickly but it's best to take it slow, so that you learn everything. I'm taking it a little at a time. I'm still working on the book as well as all the Gospel Keys DVDs, esp. this one. In the first DVD, Jermaine does give a lot of good chords for each tone of the Db scale (I'm still trying to learn my advanced chords like 9th, 11th, 13th and altered chords). I feel like I should learn all these before moving on to the next DVD. Thanks for sharing! :-)

## Games Module

Latest Scores:

- [Boswell](#) got 16800 in [Pacman](#) at 2007-03-09 13:11:01. ([Beat that score now!](#))
- [edite572](#) got 17500 in [Pacman](#) at 2007-03-09 00:48:03. ([Beat that score now!](#))
- [colareda](#) got 204 in [Blind Training](#) at 2007-03-09 00:09:00. ([Beat that score now!](#))
- [elcece](#) got 890 in [Space Invaders](#) at 2007-05-08 12:57:17. ([Beat that score now!](#))
- [shawn](#) got 1080 in [Pacman](#) at 2007-05-08 12:51:43. ([Beat that score now!](#))
- [Or2284](#) got 2320 in [Pacman](#) at 2007-05-08 12:44:21. ([Beat that score now!](#))
- [stuck](#) got 13 in [Blind](#) at 2007-05-08 12:10:34. ([Beat that score now!](#))
- [Raydo](#) got 14 in [Blind](#) at 2007-05-08 11:04:10. ([Beat that score now!](#))
- [suzannell2000](#) got 4920 in [Pacman](#) at 2007-05-08 10:54:46. ([Beat that score now!](#))
- [suzannell2000](#) got 7100 in [Pacman](#) at 2007-05-08 10:48:57. ([Beat that score now!](#))

View Team's Team

Have fun! Your score will be saved automatically and you can use it to compare with other members.

**Pacman**

Highscores	Score
1. <a href="#">deltoid</a>	308,610
2. <a href="#">suzann335</a>	205,740
3. <a href="#">elaine1012</a>	243,780
4. <a href="#">LANIHHHCHSSUE</a>	241,100
5. <a href="#">eth21</a>	204,100

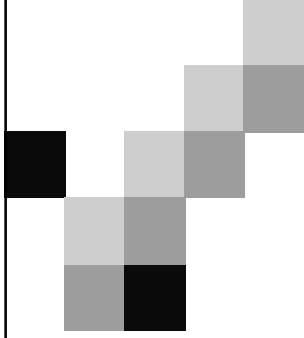
Author: Paul Noave  
Rating: 4.113 (115 votes)

**Tetris**

Highscores	Score
1. <a href="#">armhobstmanuh</a>	1,957,348
2. <a href="#">lucifers</a>	1,247,607
3. <a href="#">Drumbrary</a>	304,042
4. <a href="#">twinline</a>	236,333
5. <a href="#">RedT</a>	169,400

Author: Paul Noave  
Rating: 4.120 (93 votes)

**Members can take a break and play games**



# How I got 70,000 members in less than 15 months...

## Automated "Word of Mouth" Marketing

NittyGrittyMarketing.com

### "Invite-A-Friend" Module

Help Grow HearandPlayZone.com...  
...And win **\$1,000.00** while you're at it!

Select: | Yahoo | Hotmail | Gmail | AOL | MSN | Other |

#### Import Yahoo Contacts

## YAHOO!


Yahoo Username:

Yahoo Password:

\*\*Your username and password will not be stored on this server.

...or simply enter e-mail addresses by [clicking here](#)


Direct link to give to others:  
<http://zone.hearandplay.com/user.php?op=register&module=NS-NewUser&refid=3>



Direct link to give to others:  
<http://zone.hearandplay.com/user.php?op=register&module=NS-NewUser&refid=3>


Select: | Yahoo | Hotmail | Gmail | AOL | MSN | Other |

#### Import Hotmail Contacts




Select: | Yahoo | Hotmail | Gmail | AOL | MSN | Other |

#### Import Gmail Contacts



Select: | Yahoo | Hotmail | Gmail | AOL | MSN | Other |

#### Import AOL Contacts




AOL Username:

AOL Password:

\*\*Your username and password will not be stored on this server.

Select: | Yahoo | Hotmail | Gmail | AOL | MSN | Other |

#### Import MSN Contacts



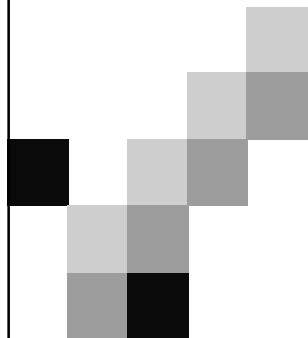
MSN Username:

MSN Password:

\*\*Your username and password will not be stored on this server.

## Import Address Book Script

- <http://svetlozar.net/>



Integrating community  
and main internet  
marketing-focused site

## Integrating main site and community



## Ways to accomplish this

- **Add “step 2” to your opt in form process**
  - Using secondary page
  - Ajax (page never refreshes)
  - Lightbox on page unLoad (exit)
- **Keep process the same and solicit membership to community via autoresponder.**
- **Auto sign-up every member who joins your opt-in form and simply add extra “username” field. Automatically generate password with option to change password, once logged in.**





## Integrating main site and community

**FREE** Subscribe to any  
(or all) of our  
newsletters 

*"I had almost given up on e-mail because of all the spam I get. That was until I started receiving your newsletters. Your e-mails have literally improved my piano playing by double. I have learned more in the past six months with your newsletters than I have learned in seven years of formal studying. Your newsletters are just about the only e-mails I read now. You've been a blessing to me."*

Franklin Peters, 53, IL

- Beginner's Newsletter** - Join Jermaine as he shows you how to get your piano playing started the RIGHT WAY!
- Music Theory Newsletter** - If you are interested in learning the underlining concepts and principles of music, sign up for these lessons!
- Gospel / Church Musician Newsletter** - If you are a gospel or church musician (or want to be ... real soon), this newsletter is a MUST!
- Chords & Progressions Newsletter** - Join Jermaine in expanding your "chord" vocabulary! Learn tons of chord progressions \* sign up now!
- Midi Newsletter** - Interested in midi files (tips and tricks)? Sign up for this newsletter and enjoy!
- Ear-Training Newsletter** - Learn the techniques and tricks to training your ear in this newsletter! This is a must for gospel & jazz musicians!
- Special Offers & Promotions** - Receive updates of new products, special offers, and free trial products/downloads! Don't miss out!

## Using personalization to build rapport

```

Hi [FIRSTNAME],

Welcome to your first lesson with me!

I'm so thrilled that you've decided to learn piano by ear and
I'm going to show you everything you need to know to get started
smoothly and quickly.

Hey, I just noticed that your from [STATE]. That's awesome
because I have many students from [STATE] in my online
community. In fact, you may find a few from [CITY] too. Feel
free to connect with them online.

A lot of them you'll find on my success stories page at
www.hearandplay.com/stories.html

But back to your first lesson...

If [PURPOSE], then you're really going to enjoy what I'm showing
below in your first lesson...

-----
LESSON CONTENT
-----

```

Also, use personalized links

E.g. - Visit [http://www.hearandplay.com/lesson1?\[FIRSTNAME\]](http://www.hearandplay.com/lesson1?[FIRSTNAME])  
<http://www.hearandplay.com/lesson1?Jermaine>

Hi [firstname]!

welcome to your third "Chord of the Day" with HearandPlay.com! It has been a pleasure chatting with you since [day-2]!

Before I forget, you mentioned that you're interested in learning how to play [music-style] by ear. [firstname], you're a lot like me because I love to play [music-style] music as well and have been playing it for years now (though I'm not as young as I used to be).

Didn't you also say that you wanted to learn the piano because [why-piano]? Well... [firstname], if what you told me is true, then I strongly recommend that you check out my 300-pg workbook. It is filled with 20 chapters of useful, "easy-to-understand" principles that will show you "step-by-step" how to play the piano by ear in just a few weeks.

Let me ask you this? Have you learned some new things from any of the free [music-style] lessons at HearandPlay.com? If so, imagine what a complete "A to Z" 300-guide on playing the piano will do for you ... not to mention the THREE software programs that will allow you to interactively train your ear on your computer?

[firstname], if you are interested in reading about my 300-pg course, please visit: <http://www.HomePianoCourse.com> or call 1-877-856-4187 to hear about our 1-day special (which includes a bonus CD with 3 software programs)!!!

Please note that the 1-day offer will expire tomorrow ([day+1]) at 12 noon. If you would like to order but have problems doing so before tomorrow, just simply call and make arrangements with one of our representatives. Believe me ... we understand [firstname].

Meanwhile... Here's today's tip. It is a chord.

Hi [firstname]!

On [day-2], you visited HearandPlay.com and signed up for the "Chords & Progressions" Newsletter. I just wanted to welcome you to the group and invite any questions that you may have concerning "chords" and "chord progressions!"

I see that you are from [city], [state]. Hopefully, with the help that you're going to receive from Hearandplay.com, you'll be able to show off some of your new "chords" and "progressions" to your family, friends, and neighbors ... very very soon [firstname]!

ohhhh, and I almost forgot [firstname] ... starting this upcoming [day+6], I will be sending you 7 consecutive "chords & progressions of the day" to get you started off the right way! Let me briefly explain:

\*\*\*  
\*\*\*\*\*  
\*\*\*\*\*

## Autoresponder Integration

- Using specific information you know about them to push them to various areas of your community:
  - Profile search listings page by geographic area, skill level, or particular interest to find other users like them going through the program.
  - Groups search page with information about the recipient already filled in.
  - Social proof: Send to a page with an ongoing list of member photos to show how many other people are sharing their struggles.

NittyGrittyMarketing.com

Hello Jjohnson1!

You have no new alerts!

Your last login was on Sunday, August 26, 2007 at 6:13:43 PM

You are now logged in! From the menu above, you can browse online lessons, access audio and video files, send and check your private messages / comments / buddy mail, add friends to your list, create and join groups, alter your account settings, read forum posts, play games, search the musicians' zone, and more!

[\[My Photos\]](#)
[\[Edit Profile\]](#)
[\[Buddy List\]](#)
[\[My Groups\]](#)
[\[My Blog\]](#)
[\[Lessons\]](#)
[\[Members\]](#)
[\[Email Lessons\]](#)
[\[Find Friends\]](#)

My Website: <http://zone.hearsendplay.com/pages/john>

My Best Friends: [\[James\]](#) [\[All Friends\]](#)

Promote your zone profile page on other sites!

There are 71987 members in your network!

Your Profile Views:

*Other areas of my site*

## Add a “Resource” section to promote your products & services



## Use user data from community on other areas of your site...

- Placing photo of user in a salespage, or opt-in thank you page
- “Your testimonial could go here...”
- “If your photo is displayed on this page, you qualify to win \_\_\_\_\_ (click to invite your friends to the zone)...”
- Personalizing salespages with person’s name, and other pieces of information from their profile.

## Solicit testimonials from current members for other areas of your site...

**Step 1 of 4**

Please type your testimonial for our GospelKeys Courses, Online Lessons, or new Community:

Contact Info: (e.g. Name, E-Mail, Phone, etc)

Next >

## Showcase active members in your newsletter...



## Promote products, events, & affiliate offers on post-action pages...



## Create "exclusive" private group only for people who buy a particular product...



Position regular teleseminars as “weekly community event nights”

- Introduce new content
- Have users share success stories
- Invite guest speakers
- Sell products on the call (or online if using live streaming service)
- Imagine “virtual seminar week” with a community model where members can interact outside of live event.

Use forum to build content for e-mail broadcasts & autoresponders

- Q & A: “User A had a question about \_\_\_\_\_. Not only did she get answers from me but 15 other members joined in on the conversation. Head over to [www.hearandplay.com/samplepost](http://www.hearandplay.com/samplepost) to check it out.”



## Use community to attract “customer-affiliates”

