

Electro-Bop music used in marketing for corporate America!

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By Brian Forest

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Commercial producer and electronica recording artist The G-Man is voiceover talent and music composer on two radio spots for aerospace giant Goodrich.

LOS ANGELES, CA USA - While some musicians sing on radio commercials and some actors speak on them, very few people get to do both. But Scott G, who writes and records as THE G-MAN, did just that on new radio spots for Goodrich.

"It's great to be working with such a high-profile client as Goodrich," G-Man stated from his studio in Los Angeles. "Ninety percent of the commercial aircraft in the world have at least one product from Goodrich Aerostructures," G added, "so you know there's a lot riding on the marketing message."

As the owner of G-Man Music & Radical Radio, creators of award-winning radio commercials and music for both radio and TV spots, Scott G is very aware of the needs of ad agencies and advertising clients.

WEB-SAVVY:

In addition to his ad and marketing experience, he is very tuned into the Web. Earlier this year, hundreds of Web sites and newspapers ran a story ("Peer-to-Peer to Launch a Career") of how The G-Man made history by giving his music away on the Internet, encouraging P2P filesharing of his work, and even sending individual tracks to DJs and remixers so they could create new versions of his songs. This resulted in club play, airplay, an indie record deal, a publishing deal, and worldwide press attention.

Songs by The G-Man have been called "Moby meets Bowie" (by producer Pete Anderson), "Moby meets Devo" (by TV producer Paul Rich), and "The rhythm of machines with melodies of the heart" (by music writer Janis Amy). Released by Delvian Records, The G-Man's albums are: GRIN GROOVE (2002), ELECTRO BOP (2003) and PLATINUM AGE OF THE REMIX (2004), and each has been hailed as a sonic masterpiece by reviewers.

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THE PLATINUM AGE OF THE REMIX features G-Man songs in dance/trance mixes by Matt Forger (Michael Jackson, Paul McCartney); Random Distribution (who took a G-Man remix to #1 in Russia); and DJ Insane (who took a G-Man remix to #5 on a European dance chart). PLATINUM AGE is now in its third month in the top forty on the Masspool DJ Association Dance/Crossover Chart.

PROFESSIONAL ASSOCIATIONS:

Scott is also a creative director of the National Association of Record Industry Professionals (NARIP), a member of The Recording Academy (NARAS) and writes about music for many organizations, including MusicDish.com and the Immedia Wire Service. The G-Man's songs are on iTunes and Amazon.com as well as at <http://www.delvianrecords.com>, <http://www.digipie.com>, <http://www.96decibels.com>, and <http://www.myspace.com/thegman>.

G-Man's music and commercial production work for clients such as Verizon Wireless, PayLess Shoes, Warner Bros. Records, and more, may be played at: <http://www.gmanmusic.com>.

Goodrich Corporation, a Fortune 500 company, is a leading global supplier of systems and services to the aerospace and defense industry. If there's an aircraft in the sky, Goodrich is on it. Goodrich technology is involved in making aircraft fly, helping them land, and keeping them safe. With annual revenues of more than \$4 billion, Goodrich is headquartered in Charlotte, North Carolina, and employs more than 20,000 people worldwide in over 100 facilities across 16 countries.

MUSIC YOU'VE HEARD:

"I love working with clients like Goodrich and Verizon Wireless," G stated. "They want material that catches your ear without distracting from the spoken message. My music is on lots of commercials," G added, "but you often wouldn't know it because it's in so many different styles. While the tracks on my albums are electronic-pop, my commercial music is in pop, rock, jazz, electronic, ambient – I did a polka the other day. True, there wasn't an actual accordion in the room, but it was a polka, nonetheless."

Contact:

Brian Forest or Scott G
Immedia Wire / G-Man Music
immedia@pacbell.net
818-223-8486

Brian Forest writes about music, advertising and marketing for the Immedia Wire Service.

Missed Once, Twice, Thrice Got It!

By Susan James

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Like many of you, I am one of those Entrepreneur types.

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Give me Line, and I'll Step Over It. Tell Me I Can't, Just Watch Me! Big Dreams In My Heart Comin' True ? You Betcha !

I missed the first chance. Why? The *They* People said: Lifes Success Looks *this* way.

One of my many career/livelihoods was owning & franchising my own Fitness Centers, from which I also developed a Unique Approach to weight loss. I loved being who I was when I was doing that.

But, I went back to *work* for Corporate America. Did that for 5 years. Made good money, had great perks, was optimistic and enthusiastic, but not happy. Only then I did not know what happy in my livelihood meant because of what the *they* people said Success is supposed to look like and how you get there.

While I was in corporate America & also being an Entrepreneur, I started my own mail order business. And I started getting checks in the mail for something I loved and was good at. Wow, what a Feeling !

Corporate America changed, and I, because of the *they* people conditioning went with another Corporation, more and better big bucks and perks, still not happy. And again for the 2nd time, I gave up what I loved doing, because of the *time* needed to devote to the corporate thing, and because *success and financial security* was supposed to *look like this*.

Then It came. No More. I could not take it. I knew there was more, I just did not know what it was. I quit reading all of the Business & Marketing stuff that I used to love & absorb like a sponge, it was my hobby reading all of that great stuff.

Instead, I chose to find out how stuff really works, and not how we are *taught* it works. And this now 3rd time, I am working totally for myself. I have a very profitable E-Media Business that is fun and full of money and the momentum

increases daily.

My Moral to this story: Forget the *they* people and what you've been *taught*. *Swing for the Fences*, and then just

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watch what happens to your life ! (sj)

Susan James, writes of *User Friendly Physics* to design our lives by; from Dreams Come True to Weight Loss: Visit Susan's website for more details!

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