



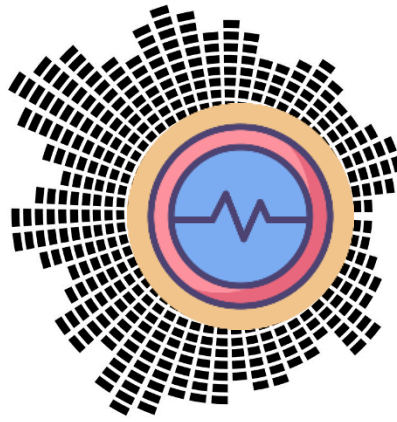
song**blr**

a letter from the founder & CEO



our **mission** is to amplify the style of  
communication via music.

**blr**



**messaging is now**

an interactive sound experience.

Businesses & brands have given you the opportunity to entertain dialogue with **vibes** complimented by **your own** **key**words.

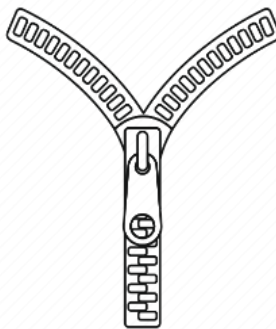


Aa



Coffee

Refer to page 3



You ready

What time are studying?





## messaging

vibes

As our mission is to amplify the style of communication via music, ~ song**blrs**' platform includes many resources that should allow our network & beyond to easily recognize & appreciate the difference as well as the uniqueness of dialogue through our messaging.

While we are all familiar with sounds that are unique to the behavior to a number of businesses, products, services & brands, such as ~

- Understanding that your favorite coffee beverage isn't being made properly, if the barista does not include the sound or vibes of a milk frothier or steamer that a customer is used to listening to within the process of the brew.
- Knowing that your hotel room keys are not working properly, as the vibes a guest has been used to would now include a different tone.

Other vibes we are subconsciously familiar with include

- Sounds that complement
  - the brand of our personal microwaves
  - Ordering a McFlurry
  - Hair Blow Dryers
  - Computer Keyboard impressions & mouse clicks
  - Opening a can or bottle of soda
  - Windows opening or closing within our automobiles
  - Water fountains
  - Our phones acknowledging a charge
  - & we might even go as far to say & include the relationship one would have towards the tone of receiving a new message

Humanity has not yet been able to embrace this learning curve through a capitalistic approach or perspective ~ entering song**blr** ~ where vibes would make us appreciate the uniqueness, value, & what would be a different approach & perspective towards the sounds or vibes that has or **would NOW COMPLIMENT** a business, product, service, or brand.

Refer to page 77 **access points** ~ within **EXECUTIVE SUMMARY**

At work



Just doing some laundry



Messaging is lit, when vibes are **available**.



Aa



Nancy

All

Aa lyrics

songs

vibes

MMS



coffee?



Hi



...



DUNKIN

Hot Coffee Vibe

.02



STARBUCKS

Iced Coffee Vibe

.03



This sounds better



DUNKIN

Coffee Coletta Vibe

.08



...omw



Lamborghini

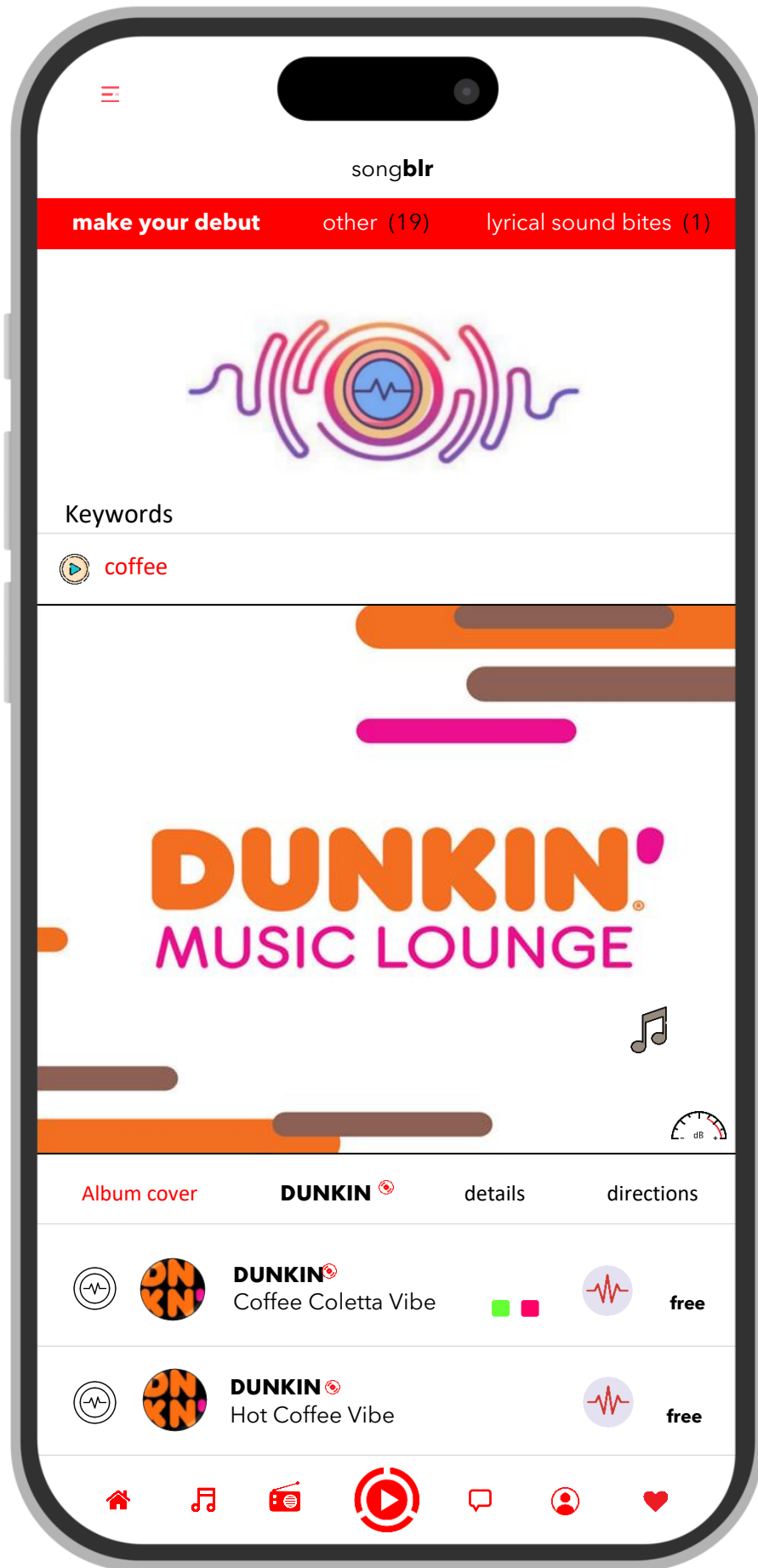
Engine Start Vibe 1

.04



Aa





Messaging is lit, when vibes are **available**.

## Messaging

Businesses, products, services, & brands that have been used to their previous forms of advertising & exposure through social media, PDFs, & search would now have the opportunity to add additional variables that would complement their message by including

- Business
- Consumer
- **The topic of dialogue ~ compared to a direct approach via "SHARE" or "LIKE."**
- Relationship between Sender & receiver
- Vibes Available ~ making that brand seem cooler
- Sending a Vibe - making sender seem cooler
- Engagement ~ PRESS PLAY
- songblr brand & lifestyle

While current searches are intentionally exercised to learn or discover, our messaging would also serve a non-intentional purpose ~ where users are learning & discovering the information that they would intentionally seek, included ~ unintentional factors such as

- Identifying interests of the recipient or members within a chat
- Engaging with new forms of creativities & inspirations in the form of vibes
- Being entertained
  - In the form of listening to the vibes that would be available
  - In the form of listening to the vibe that a recipient has chosen
  - In the form of learning through the vibes that has previously or would now compliment a business, product, service, or brand
- Developing a new relationship towards the business, product, service, or brand that has created the vibe, Reminding consumers that their attempting "cool"
- Developing a new or stronger relationship towards an artist that has included a lyrical sound bite

**verified** 

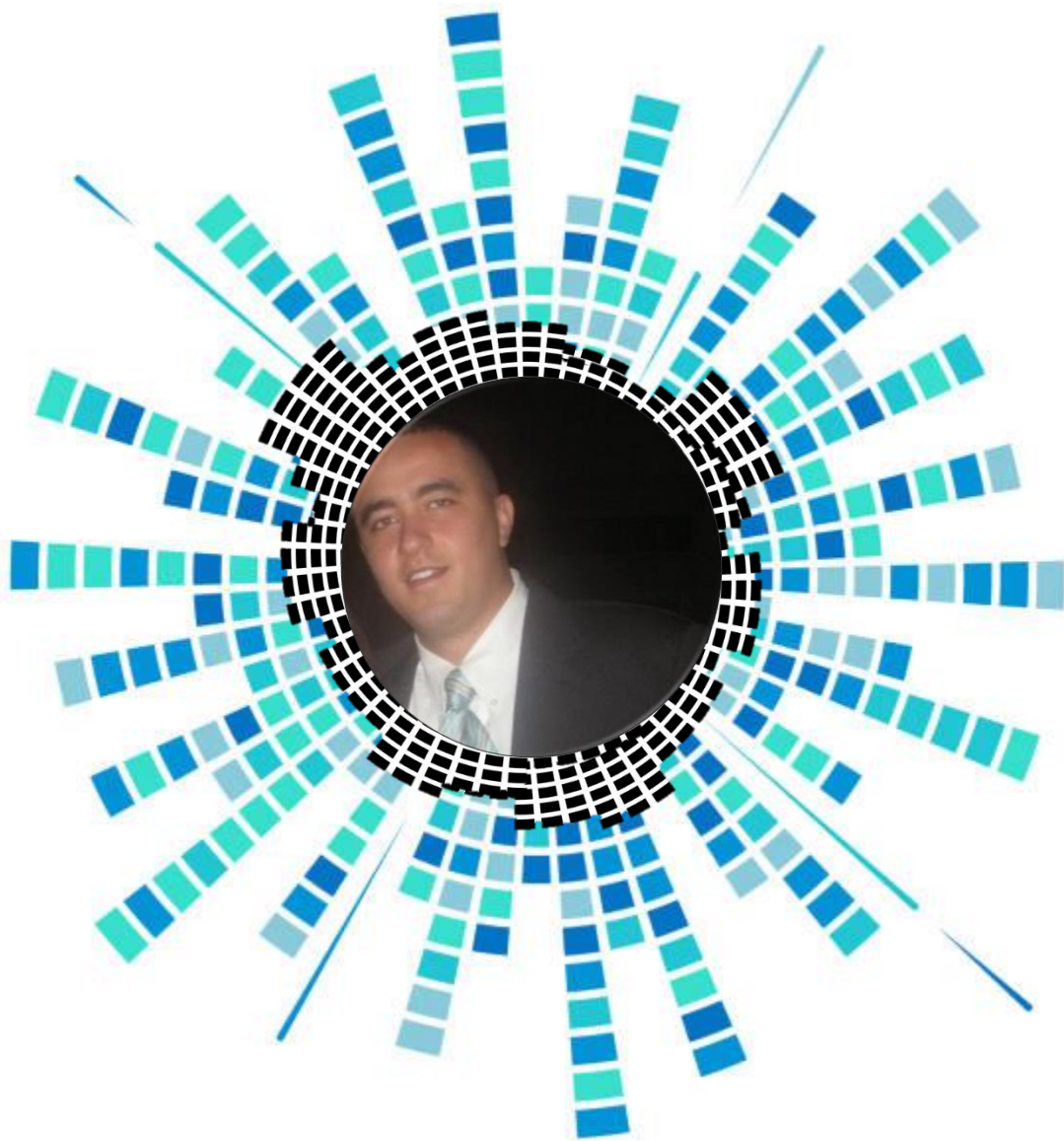
**verified** on songblr means that you have proactively attempted to inspire by means of creativity ~ while offering the same guarantees of credibility & perhaps the influence a profile or account would have on or towards their respected social networks & platforms.

(since we don't care) 

**refer to page 119**



Messaging is lit, when vibes are **available**.



Messaging is lit, when vibes are **available.**



### **Our definition of vibes**

Tones, or rhythms created to identify & strengthen a relationship towards a business, product, service, or brand. Engaging with, & learning from rhythm.

While extending this approach to recipients within a dialogue by also including pieces from songs ~ identified as lyrical sound bites.

#### **Contact Info:**

**e.** John.songblr@gmail.com

**e.** john@songblr.com

**t.** 732 754 3346

**w** [www.songblr.com](http://www.songblr.com)



We are entering a new form of communication.

john



Messaging is lit, when vibes are **available.**