



## FOR IMMEDIATE RELEASE

### Incredible New Discovery: Your *Hidden* Pickup Tones May Have **Seductive** and **Aphrodisiac** Qualities

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Here is a very exciting story that all guitar players (and builders) will find interesting.

Just released – A new discovery that finds many of the *hidden* pickup tones in your electric guitar appear to have a *seductive* and *aphrodisiac*-like effect on audience females.

### Preamble

Numerous customers of our **Pickup Switch Upgrade**<sup>™</sup> products are reporting that all the previously *hidden* pickup tones – to which they now have access after their upgrade – appear to be exerting a noticeable **seductive** and **aphrodisiac**-like effect on the women in their audience. They say those extra new pickup tones are clearly having a noticeable and positive effect on the *mood* of many female patrons by making them *more attentive* as well as *putting smiles on their faces*.

We originally dismissed the initial customer reports about this observation as *fanciful*. But constantly increasing customer comments was compelling enough for us to take a much closer look at this effect.

This white paper is the result of this preliminary investigation. Although deliberately short, it contains a summary of these reports, looks at the reasons for this effect, and tells you how you can benefit from this incredible new discovery.

### Overview

It is a scientific fact that color and sound can affect people both physically and emotionally. Regarding color, in 1979 professor Alexander Schauss conducted an experiment where subjects were gazing at a piece of cardboard painted with a certain shade of pink. This was found to physically weaken even strong men. Soon after publishing his findings, many day care centers, psychological wards and locker rooms of visiting football teams were painted with what became known as “drunk tank pink” – because it was also used on the holding cells by police stations where they put the drunks being held overnight.

Drunk tank pink is an example of the unexpected hidden influences – in this case color – that subtly shape the way we see, think, feel and act. The color red is another example of the influence of color. Red affects the part of the brain that responds to color by increasing heart rates and blood flow. This also reveals just how often our thoughts and actions are unknowingly hijacked by color and sound.

Likewise, the scientist community recognizes that music is a specialized *language* that can readily influence others. The right music can make you happy, angry, sad, and can produce many other emotions on demand.

Guys like Frank Sinatra, Elvis Presley, Luther Vandross, and numerous other singers have caused women to “swoon” with just with the *tone* of their voices. Although this is not a new observation, nobody has ever taken a closer look at exactly WHY these singers had this profound effect on women.

After guitarist George Ward upgraded an inexpensive Squier Stratocaster with one of our products he made a startling new discovery. He said that when he uses several of the “*hidden*” pickup tones that are not available using the stock 5-way switch – *and* when these pickup tones are used in a sentimental music context (e.g., *Moonlight in Vermont* vs. *Jumping Jack Flash*) [as played by Les Paul and Mary Ford as well as Johnny Smith] – it has a romantically erotic and seductive effect on women. Further, they seem to be spellbound by this effect.

He noticed that before upgrading his guitar, the hallway outside his condo door had little traffic while playing his guitar. After the upgrade, there was a constant parade of women walking back and forth while he was using those *hidden* pickup tones combined with sentimental music.

Switching back to one of the factory stock tones caused the opposite gender foot traffic to dissipate. When he alternated several times (using the stock pickup tones, then using the *hidden* pickup tones) with the same result, he concluded that this effect is both repeatable and predictable. Based on this observation, George said, “*This incredible upgrade has turned my guitar into a ‘chick magnet’.*”

It seems that these *hidden* pickup tones can both grab attention as well as create a certain *mood* with women in the audience – a result that cannot be achieved with the factory stock guitar pickup tones. It's like having a dog's ears “go up” when they hear a certain sound that instantly grabs their attention.

## **It's The Combination!**

It appears that Mr. Ward has identified two of the three key components; sentimental music and *hidden* (i.e., different) pickup tones – body language is the third component – that when *combined* produces a subtle romantic and seductive *mood* that most factory stock guitar pickup tones cannot duplicate.

The common denominator of this effect involves using any one of the numerous *hidden* pickup tones. And when one of these *hidden* pickup tones are *combined* with a sentimental music context (i.e., *Moonlight in Vermont* Vs. *Jumping Jack Flash*), it appears to have a seductive and aphrodisiac-like influence on all of the women in the audience. This effect is something that anyone can easily verify and observe by using the right *hidden* pickup tones on their upgraded instrument along with any music with a sentimental flavor.

## **The Reason for This Difference**

The obvious question to ask is, “*Why don't the factory ‘stock’ pickup tones also produce this effect?*”

It turns out that over the last 40 years, the same boring three or five factory *stock* pickup tones have been used by virtually all of the manufacturers to offer the same tones as the competitors. These same

pickup tones have been used for decades by millions of players. Even worse, everyone has heard these same *dull* pickup tones both on stage, as well as on the radio/CD/whatever for so long that they are no longer *moved* by them.

Since the early 1940s, all of the *smart* guitar gods (**Les Paul**, Neil Young, Jimmy Page, John Cipollina, Eric Clapton, Keith Richards, Carlos Santana and many others) heavily upgraded their guitars – with some of their instruments containing a “*forest*” of mini toggle switches. And they didn't upgrade their guitars to look cool; they did it because it gave them a career boosting edge with unique and *hidden* pickup tones that no one else had – pickup tones that immediately **put them on the fast track to fame**.

The entire catalog of Les Paul's musical instruments that were auctioned off after his passing contained no less than **four hundred** heavily modified electric guitar and bass instruments personally upgraded by him during his several decades long career. You have to know that he made these upgrades to give him a clear market edge with unique tones. There is lesson here for people who understand.

These guitar gods no doubt *also* noticed the subtle seductive effect these new tones had on the women in their audiences; an observation they understandably were not willing to readily share with others. By keeping this finding *secret*, they had a unique and exclusive advantage that turned audience females into fans and customers – getting a big edge on their competitors who were clueless about this benefit.

[Even the smart female performers can benefit by having their band members upgrade their guitars and exploit this discovery to attract additional female fans in a way that they never thought possible.](#)

## Going Viral?

As everyone learns of this incredible new discovery – and the astonishing potential that these additional *hidden* pickup tones offer – it will change everything forever. And the changes this discovery brings will be something that smart electric guitar and bass manufacturers simply cannot afford to ignore.

As a guitarist, having access to several dozen new and unique pickup tones gives you an incredible edge in today's fiercely competitive market. How can you stand out and be different if you have the exact same three or five *anemic* pickup tones as millions of wannabes? Put simply, you can't!

Our incredible upgrade products give you access to ALL of the additional pickup tones that have been *silently hiding* in your instrument. You can combine these fresh new pickup tones with sentimental tunes to project an enhanced romantic *mood* – one that can give you new fans and paying customers.

Our **Pickup Switch Upgrade™** products focus on what everyone else is overlooking:

- Pioneering an easy-to-use, *high-performance* replacement of antiquated pickup switches
- Offering a new 21<sup>st</sup> century pickup switch standard to benefit customers and manufacturers
- Giving everyone access to more pure analog pickup tone power than any imitator can offer
- Discovering that *hidden* pickup tones appear to have seductive aphrodisiac-like qualities

Our insanely great products give all electric guitar players incredible new benefits. They will let you break out of your “*Pickup Tone Prison*” and find your unique signature sound. Now you can have an exciting impact on your audience by influencing them in a positive and *profitable* way. Our simple and innovative upgrade products put the control in the right place – at the end of your fingertips.

When you have access to *more* pickup tones, it's like starting with a crayon box with only 8 colors and then getting a box with 128 colors to be more creative. Once you install our amazing upgrades, you simply cannot go back to your *stock* tones because all these new tones are like a "*Tone Drug*." Our upgrade products give you access to all of those *hidden* pickup tones to transform your upgraded guitar into a *chick magnet*. This is truly an incredible leap forward for all guitar players *and* manufacturers.

## More Supporting Evidence

Scientists acknowledge that music has a certain influence over our emotions and thoughts. Here is a general definition of *sentimental*.

**sen·ti·men·tal** [sen-tuh-men-tl] adjective

Expressive of or appealing to sentiment, especially the tender emotions and feelings, as love, pity, or nostalgia: a sentimental song.

In taking a close look at Frank Sinatra (aka: *the chairman of the board*), you can see that virtually EVERY hit song had a "sentimental context." And that – plus the "tone" of his voice – was the secret to his success. Think I'm kidding? Here are some of his best songs. It is you decide if our upgrade products plus a sentimental music context has strong merit to put your flailing career into orbit.

A Foggy Day [In London Town]	Getting Sentimental Over You	More Than You Know
All Or Nothing At All	Ghost Of A Chance	My Old Flame
All The Things You Are	Here's That Rainy Day	New York, New York
All The Way	How Do You Keep The Music	Night And Day
Angel Eyes	Playing?	One For My Baby
April In Paris	How High The Moon	Polk-A-Dots And Moonbeams
Autumn In New York	Old Blue Eyes	Stardust
Bewitched, Bothered &	I Concentrate On You	Strangers In The Night
Bewildered	I Get A Kick Out Of You	That's Life
But Beautiful	I Won't Dance	The Song Is You
But Not For Me	I'll Get By	What's New
Dancing On The Ceiling	I'll Never Smile Again	Where Or When
Darn That Dream	I'll Take Manhattan	Witchcraft
East Of The Sun	I'm A Fool To Want You	You Go To My Head
Easy To Love	It Had To Be You	You've Changed
Fly Me To The Moon	Lady is A Tramp	
Fools Rush In	Moonlight In Vermont	

Although you can also create your own sentimental songs, some other "sentimental" songs include:

Moonlight In Vermont	Smile	Moon River
My Foolish Heart	Summertime	Tenderly
Our Love Is Here To Stay	Prisoner of Love	Try A Little Tenderness

To get an idea of how some of these sentimental song standards sound on guitar, go to John Amato's website at: [www.chordmelody.org](http://www.chordmelody.org).

## Do You Believe This?

Music is also used to influence the length of time that you stay in a mall. Stores that target older shoppers play “elevator” type music at a lower volume, while stores that target a younger age group will use more upbeat music played at a higher volume. This is deliberately done to enhance the likelihood that shoppers will stay and spend more money in that store. If music did not affect a person’s mood, they would either play the same music in every store, or would not play music at all.

During the Christmas season people listen to Christmas music at the mall. This helps them stay in that state of euphoria all month long and brings them back to happy memories of when they were children who still believed in the miracle of Santa Clause – singing songs of eggnog, mistletoe, candy canes, and snow – while deliberately increasing the likelihood of staying longer and spending more money.

Music is a complex acoustic and temporal structure that induces a large variety of emotional responses in listeners. Put simply, music can affect a person’s behavior and mood. Scientific investigations show that basic human emotions; such as adulation, happiness, anger, fear and sadness can be created by musical stimuli. This also reveals just how often our thoughts and actions are deliberately seized and taken over by others using subtle tone and color “cues” for manipulative and agenda-driven purpose. Now that you are aware, you *also* can use this insight to deliberately influence people in a subtle way.

## Some Additional Facts

The ongoing erosion of the guitar's dominant clout by new trend genres like dance, electronica, techno pop, rap and hip-hop is putting pressure on smarter guitar players to get a defining edge on everyone else. In addition, the influx of millions of new wannabe players is glutting an already crowded market.

In the last decade, the guitar and bass player market has become crowded with more players (and wannabes) than ever before. These are hard times, with everyone struggling with shrinking gigs, lower pay rates and fewer recording contracts. How can you stand out and be different if you have the exact same puny few three or five pickup tones as millions of other people?

To ensure your survival as a professional guitarist, you want something that makes you “different” in an increasingly crowded guitar player market. And now more than ever, you need to have something that will help you tower above the crowd to sound Better, Unique and Different. Don’t you agree?

Are you one of those really smart players who can see the value of standing out from everyone else and sounding Truly Unique?

A recent psychological study conducted by the University de Bretagne-Sud in France concluded that **“Women are attracted to men with guitars.”** Although this study is insightful, you also need to have the *right* upgrade products on your instrument to influence female audience attendees.

Our **Pickup Switch Upgrade™** products will give you this game-changing and attention-getting difference in spades.

Even the “F” company gives legitimacy to parallel/series pickup configurations with their S1 switch. But their switching system will only give you no more than 10 pickup tones on their Stratocasters with

three single-coil pickups, and is unlike our *high performance Pickup Switch Upgrade*<sup>™</sup> products that will give you all the pickup tones (a total of 35) ever created.

Our upgrade products will give you performance that is light years ahead of any wimpy and obsolete “*custom shop*” instrument. So why would you want to upgrade your instruments with our products?

**Put Simply:** To get a HUGE edge in the already *overcrowded* and *fiercely competitive* player market.

A customer recently asked us which pickup tones are the ideal ones to use. We cannot give them a direct answer because everyone is using different pickups. In addition, pickup “tone” is a matter of personal preference that only you can define. You must upgrade your instrument and then experiment to see which specific tone(s) produce the desired effect.

## Who We Are

**AweSome Musical Instruments** has a growing family of 180+ *high performance Pickup Switch Upgrade*<sup>™</sup> products that will give you access to all of the additional pickup tones that are *silently* hiding in your electric guitar or bass. These incredible products will let you upgrade hundreds of Fender electric guitar and bass models, as well as models of all other manufacturers, to give you up to *102 pure analog pickup tones* from your stock instruments.

Your upgraded guitar will give you the sounds of all those guitar gods of every headliner group since the 1940s. Now you can have it all on one guitar: Blues, Jazz, Metal, Surf, Country and more.

We also have drop-in upgrades that give you both Treble Bleed and Greasebucket performance that your guitar or bass never included.

These incredible 21<sup>st</sup> century upgrade products are proudly made in the U.S.A. – and they will give you amazing tones without changing your pickups.

Get more information about these amazing products at: [www.AweSome-Guitars.com](http://www.AweSome-Guitars.com)

***“Our products are the Swiss Army Knife of pickup tones.”***

We're not just light years ahead of everyone; we are completely in the next galaxy.

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