



OUR MISSION:

In an industry where:

- "A signed musician has as much of a chance of making the same money as a cashier at Safeway as he has getting struck by lightning".

(The Evolution of music by Neil Slade)

<http://www.neilslade.com/Papers/Evolution.html>

- listeners can burn your soul onto a blank CD for less than 50c
- in a standard record deal an artist makes approximately \$1.60-\$2.00 out of a \$25 cd, which they then have to pay back all of their expenses.
- listeners can download libraries of albums from the internet for free.

And a world where:

- Each day, 30,500 children under five years of age die of mainly preventable diseases, and thousands more are ill because of unsafe drinking water and poor sanitation (UNICEF : *The State of the World's Children 2000*).
- It is estimated that around 1 million people commit suicide every year worldwide. In a typical year, this is larger than the number of people who die through murder and war. (<http://www.blurtit.com/q536700.html>)
- Globally, UNICEF estimates that one million children are forced, sold, abducted or coerced into the commercial sex trade each year.

We believe that if people are willing to spread the word about our music, we will:

- eliminate the need for a record company
- make a fairer share per CD,
- ensure the survival of A Sound Mind (fund future record production, national and international tours)



Therefore in return, the share that would normally be paid to a record company, retailer and a distributor etc... we will use to create meaningful change to the lives of people in need beyond our immediate sphere of influence.

WHAT IS WORD OF MOUTH MUSIC?

We are a proudly Independent Australian Music Group called A Sound Mind. Word Of Mouth Music is our "Modern Replacement Of A Record Company". In-conjunction with some of the country's leading software programmers & music marketing experts we have developed a revolutionary way to distribute & promote our music.

Via a fully interactive & automated website we are not only able to fulfill orders to music lovers all over the world but give promoters an opportunity to raise a substantial amount of money for a "worthy cause" simply by promoting A Sound Mind music.

To hear or find out more about A Sound Mind please visit :
www.asoundmind.com.au or www.myspace.com/asoundmind

HOW DOES WORD OF MOUTH MUSIC WORK?

STEP 1: Click on SIGN UP

STEP 2: Choose one of the following options

A. I already own an A Sound Mind "Harmonia" album but would like to become apart of Word Of Mouth Music.

B. I would like to buy an A Sound Mind "Harmonia album and become apart of Word Of Mouth Music.



If you chose "B", along with your payment and postal address, you will need to provide us with the referral ID of the person that sold you the CD. This will not only entitle you to free freight but will mean that between \$2 & \$20 of your purchase will be donated to the WOMM charity fund. If you do not have a referral ID just enter 111.

STEP 3: Provide us with a valid email address.

STEP 4: You will then be emailed your own referral ID number & password.

STEP 5: Start spreading the music.

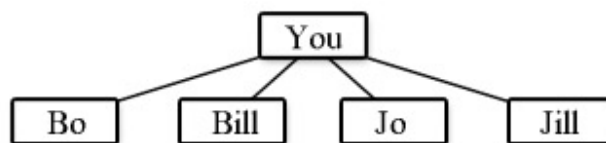
STEP 6: Direct anyone that likes the music who would like to purchase a copy of the album and/or become apart of the program to www.wordofmouthmusic.com.au

STEP 7: Explain to them how the program works and that if they enter your referral ID when purchasing the album they will not only get free freight but that upto \$20 out of their \$25 purchase will be donated to charity.

PLEASE SEE BELOW TO SEE HOW THIS WORKS

STAGE 1 –

For the first four people that quote your referral ID number when purchasing from this website you will raise \$2 from each sale.



AMOUNT YOU'VE RAISED = \$8

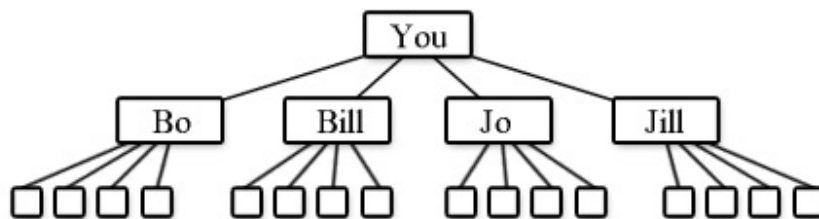
TOTAL DONATED = \$8



STAGE 2 -

For the first four people that quote BO's referral ID when purchasing from this website, you will raise \$2 from each CD sale & BO will raise \$2 from each CD sale.

(Same applies to BILL, JO & JILL.)



AMOUNT BO, BILL, JO & JILL HAVE RAISED = \$32 (\$8 each)

AMOUNT YOU'VE RAISED = \$32

TOTAL DONATED = \$64

STAGE 3 -

Continue to grow your network as evenly as possible for 10 tiers. Below is a table that outlines the amount per cd that we donate on a tier by tier basis. After 10 tiers we will continue to donate \$20 per cd sale. (80%)



| TIER | Members per stage | Our Donation per CD per stage | Amount You've raised per stage | Our Total Donation per stage |
|--------------|-------------------|-------------------------------|--------------------------------|------------------------------|
| 1 | 4 | \$2 | \$8 | \$8 |
| 2 | 16 | \$4 | \$32 | \$64 |
| 3 | 64 | \$6 | \$128 | \$384 |
| 4 | 256 | \$8 | \$512 | \$2048 |
| 5 | 1,024 | \$10 | \$2,048 | \$10,240 |
| 6 | 4,096 | \$12 | \$8,192 | \$49,152 |
| 7 | 16,384 | \$14 | \$32,768 | \$229,376 |
| 8 | 65,536 | \$16 | \$131,072 | \$1,048,576 |
| 9 | 262,144 | \$18 | \$524,288 | \$4,718,592 |
| 10 | 1,048,576 | \$20 | \$2,097,152 | \$20,971,520 |
| TOTAL | 1,398,100 | | \$2,796,200 | \$27,029,960 |

STAGE 4-

Monitor your progress.....Using the I.D no. and password that you were emailed when you signed up, log into your account at www.wordofmouthmusic.com.au

Below is a quick snapshot of your WOMM online account explaining the various features available.

My Account – allows you to view exactly how much you have raised.

Network View – a navigation tool allowing you to view your extended network

Email Downline – communicate with your network

Go Shopping – direct link to ASM Store

News/Events – keeping you up to date with where we are and what we are doing.

Sales Tips - Success Stories from other promoters

Sales Stats – allows you to view sales stats daily, monthly & yearly.