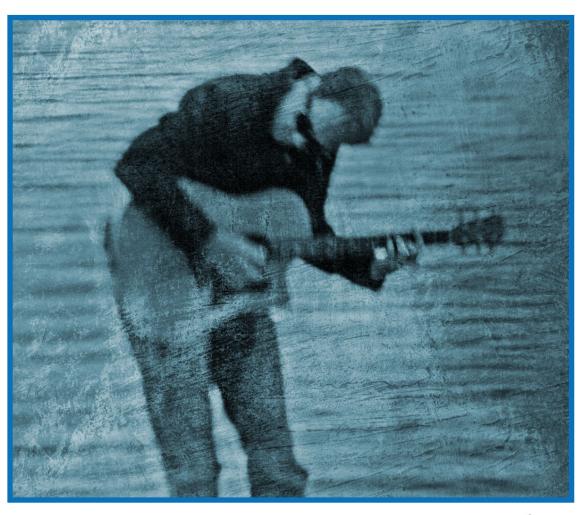


# JOHN ENGHAUSER WHITE PAPER

www.johnenghauser.com





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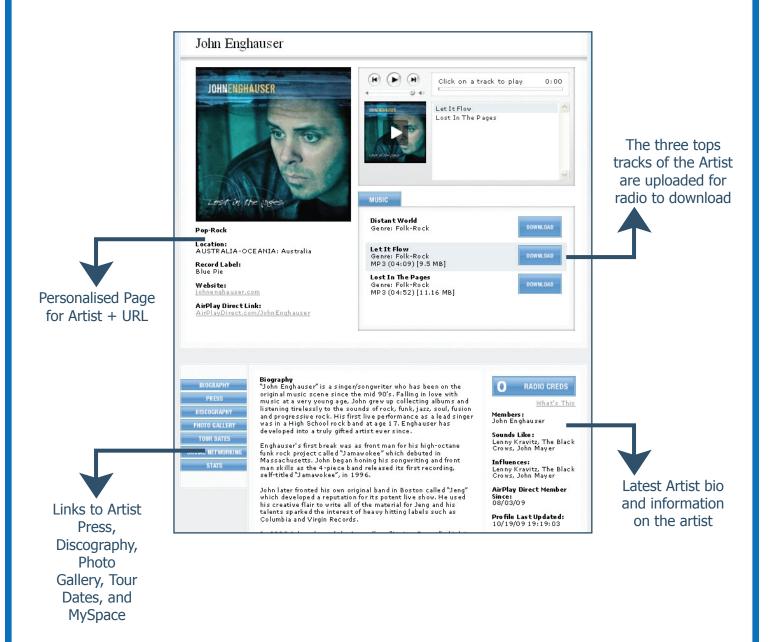
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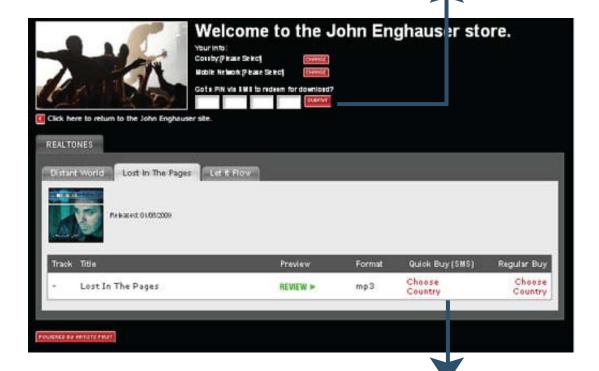
#### **AIRPLAY DIRECT SITE**

www.johnenghauser.com





Fans can use Vouchers to Purchase Tickets



Track Listing of Releases, for Fans to Preview and then Purchase around the Globe

JOHN ENGHAUSER

BIO

www.johnenghauser.com

An Artist Bio is Designed and Laid out in Two Pages

**Custom Header** Representing the **Artist** 



#### John Enghauser



"John Enghauser" is a singer/songwriter who has been on the original music scene since the mid 90's. Falling in love with music at a very young age. John grew up collecting albums and listening tirelessly to the sounds of rock, funk, Jazz, soul, fusion and progressive rock.

His first live performance as a lead singer was in a High School rock band at age 17. Enghauser has developed into a truly gifted artist ever since

Enghauser's first break was as front man for his high-octane funk rock project called "Jamawokee" which debuted in Massachusetts. John began honing his songwriting and front man skills as the 4-piece band released its first recording, self-titled "Jamawokee", in 1996.

John later fronted his own original band in Boston called "Jeng" which developed a reputation for its potent live show. He used his creative flair to write all of the material for Jeng and his talents sparked the interest of heavy hitting labels such as Columbia and Virgin Records

"Larium Dream" which is a compilation of some songs he wrote while with the band. John was honored to have his mentor Mitch Chakour (Joe Cocket Bonnie Rattt, James Taylor) share keyboard duties with him on this amazing album.

John's music is a mix of past and present sounds. He released his latest CD "Lost in the Pages" in 13 countries including Australia, England, France, Germany, New Zealand, Canada and The U.S.A. John wrote all of the material on the album and co-produced it with Joerg

Enghauser performs all vocals, acoustic guitars, electric guitars, bass and keyboards on this album. The album features superstar drummer, Dicki Fliszar, who has shared the stage with the likes of Van Halen, Iron Maiden and Bon Jovi. In addition, "Lost in the Pages" has received critical acclaim by being nominated by The LA Music Awards for "Best Album of 2009" in two categories.

John has been influenced by the sounds of Stevie Wonder, Earth, Wind and Fire, Led Zeppelin, early Genesis and Jamiroquat. If you like Lenny Kravitz, The Black Crowes and/or Steely Dan then John's music will find familiar ground with your ears. His lyrics are poetic and his songs are magical. He is timeless FM radio.

After reaching several milestones for a number of years, John has been out there performing live and building a fan base in the indie music scene. Fast forward to 2009 and John has now signed a global deal with Indie power house "Blue Pie" www.bluepie.com.au.

John will be working with Blue Pie throughout 2009 in preparation for the launch of his self-titled album" John Enghauser, Live dates will be announced on his My Space page and website.



#### ALBUM RELEASE:



GENRE: Pop/Rock CAT NO.: TBC RELEASE DATE: Out Now

COPYRIGHT: © Copyright 2009 Blue Pie PUBLISHER: © Blue Pie 2009

- Track Listing:
  01. Lost in The Pages
  02. Blasne
  03. Distant World
  04. Still Waters
  05. Cognition, Inc.
  06. Time, Pricle & Love
  07. Let it: Pages
  09. 50 Many People
  10. Breathe Again
  11. Nitchen
  12. I Vow

- 13. I Hope These Words Find You

#### ARTIST WEBSITE:

#### ARTIST MYSPACE

RADIO AND MEDIA: All radio and media can dow tracks from John Enghauser "Air Play Direct" site

#### 7\ir lav

www.airplaydirect.com/johnenghauser

#### DISTRIBUTION:

Blue Pie \*\* Pty Ltd EXPO112 Unit 20 112 McEvoy Street Alexandria NSW 2015 Australia www.bluepie.com.au

MGM Distribution Pty Ltd PO Box A1437 Sydney South NSW 1235 Australia



Featuring Latest Release and all Details of this Release



**Bio Content** 

#### An Artist Bio is Designed and Laid out in Two Pages



#### Recording Credits:

"Zeppelin Falling" Music by John Enghauser Lyrics by John Enghauser and Christopher Lackner Performed by John Enghauser, Matt Dahlgren, Eric Keith and Kevin Richard. Produced by John Enghauser for JENG Productions.

Music by John Enghauser Performed by Linda Chase, John Enghauser, Dick Paris and Chuck Yearke

"Dance in the Rain" Music and Lyrics by John Enghauser Performed by Linda Chase, David Currier, John Enghauser, Dick Paris and Chuck Yearke

Tell Me What I Want to Hear' Music by John Enghauser Performed by Linda Chase, John Enghauser, Dick Paris and Chuck Yearke

7 Wanna Know Why Performed by Linda Chase, John Enghauser, Dick Paris and Chuck Yearke

#### CONTACT:

Record Label & Publish Blue Pie ™ Pty Ltd EXPO112 Unit 20 112 McEvoy Street Alexandria NSW 2015 e: sales@bluepie.c p: 612 9310 0155 f: 612 9310 0166

Press and Media Blue Pie ™ Pty Ltd EXPO112 Unit 20 112 McEvoy Street Alexandria NSW 2015 Australia

p: 612 9310 0155 f: 612 9310 0166 w: www.bluepie.com







"Lost in the Pages' by seasoned songwriter and producer John Enghauser is a brilliantly crafted pop/rock album filled with radio-ready hits. John's diversified musical compositions keeps listeners engaged, while his skillfully penned lyrics infuse his audience with fervent emotions. The title-track proves to be an auspicious beginning for this album, highlighting John's niche for creating groovy musical hooks that are hard to forget. 'Still Waters' and 'Breathe Again' reveal a softer side of the record, led by the beautiful sounds of the acoustic guitar, and backed by stellar, heartfelt vocal performances. Moreover, the vintage southern-rock tune, "Vitchen," goes on to highlight the diversity displayed on this album, as well as John's remarkable ability to deliver vocal performances fitting for numerous genres. Polished with superb production, fans of passionate pop and acoustic rock with an occasional vintage undertone will enjoy this CD."

- RadioIndy.com

"Velvety smooth vocals over melodic groove rock. Acoustic guitar meets electric in this "hooky" solo effort from multi-instrumentalist, John Enghauser, former front-man for Jeng. Recommended if you like Lenny Kravitz, The Black Crowes, John

- CD Baby

"Merge the vocal complexities of Stevie Wonder with the magnanimous presence of Chris Robinson and somewhere in between you'll find John."

- The Boston Globe

John Enghauser - Available at all good digital retailers











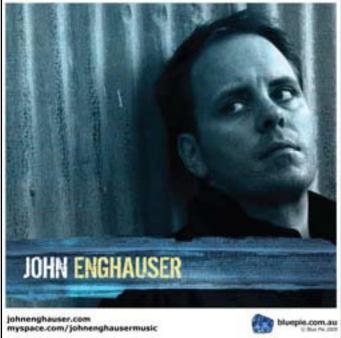




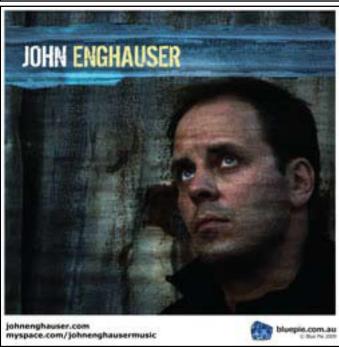


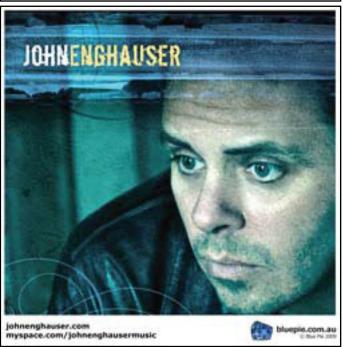


Comp Cards are Designed to be used for Media. They Feature the Artist, their Logo, Website and MySpace Sites.



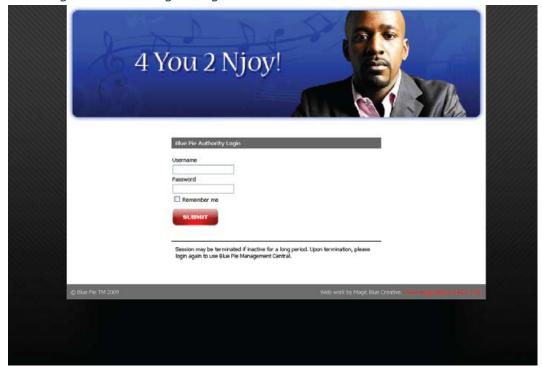




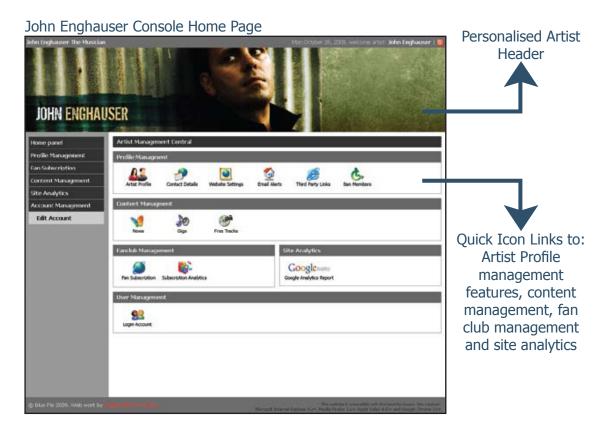




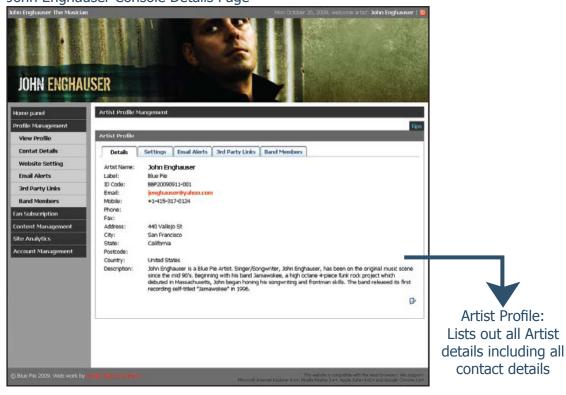
#### John Enghauser AMC Log In Page





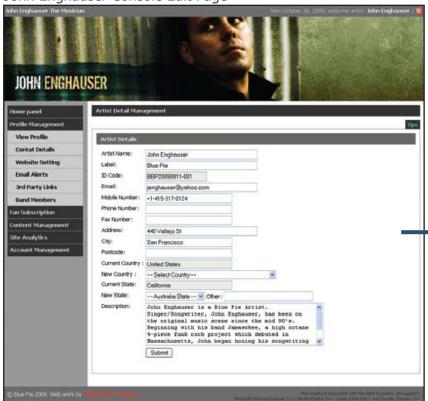


John Enghauser Console Details Page



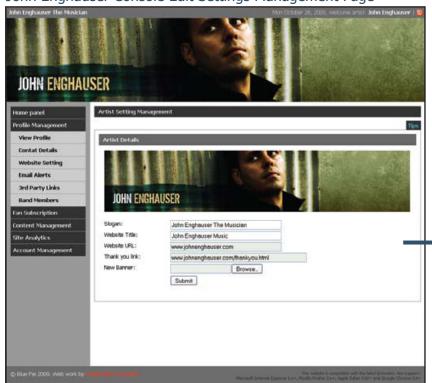


John Enghauser Console Edit Page



Artist Edit Details:
Gives the Artist the opportunity to go in and edit any contact details that have changed or been updated

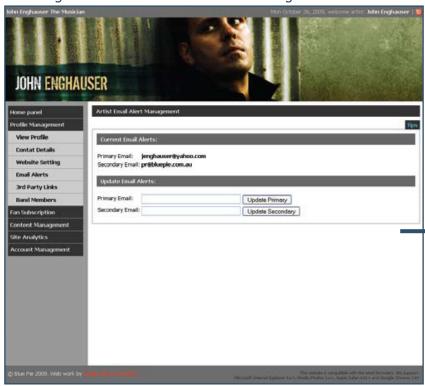
John Enghauser Console Edit Settings Management Page



Artist Edit Settings
Management:
Gives the
opportunity to go in
and edit site details

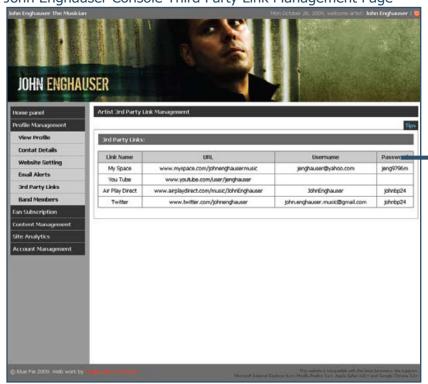


#### John Enghauser Console Edit Email Alert Page



Artist Edit Email Alerts - Gives the opportunity to go in and edit email details

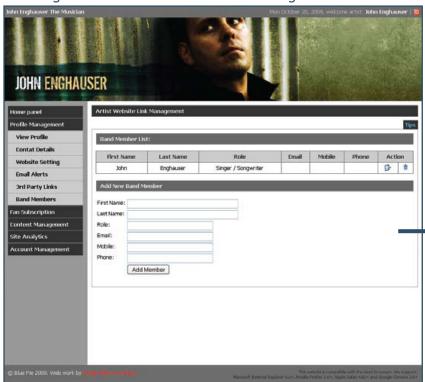
#### John Enghauser Console Third Party Link Management Page



Artist Third Party
Links - Gives Artist
a listing of all his/
her/their username
and passwords to
their third party
sites such as
myspace, facebook,
youtube, airplay
and twitter.

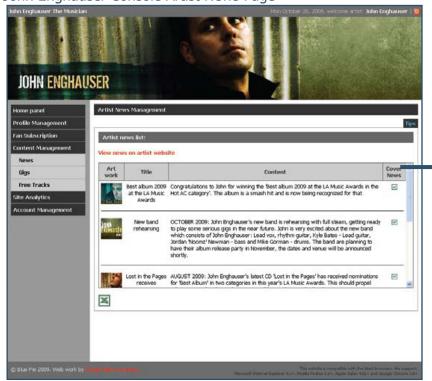


#### John Enghauser Console Band Memebers Page



Artist band Members - List out Band members role and contact details

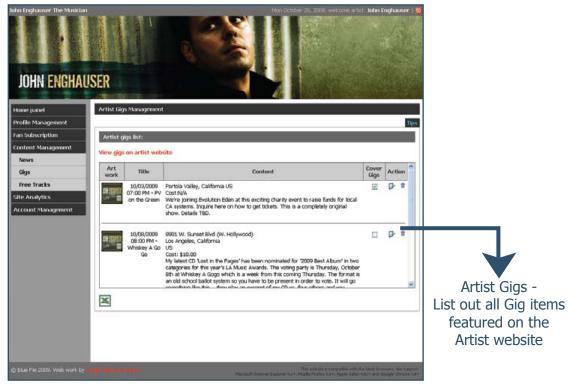
#### John Enghauser Console Artist News Page



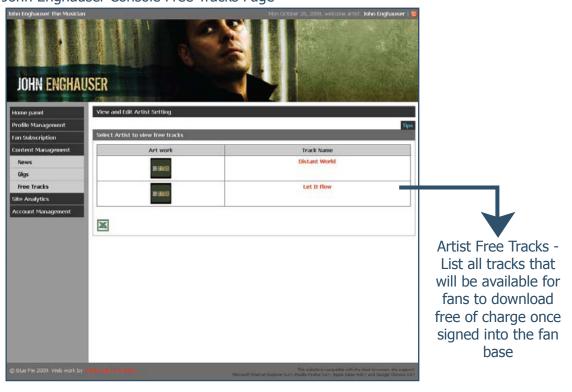
Artist News -List out all news items featured on the Artist website



#### John Enghauser Console Artist Gigs Page

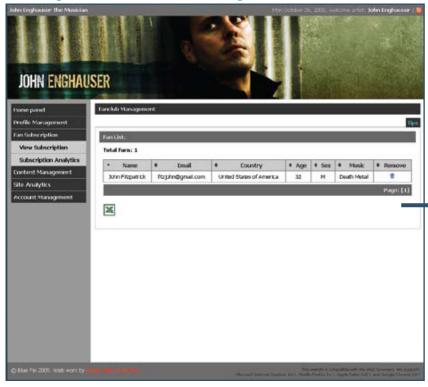


#### John Enghauser Console Free Tracks Page





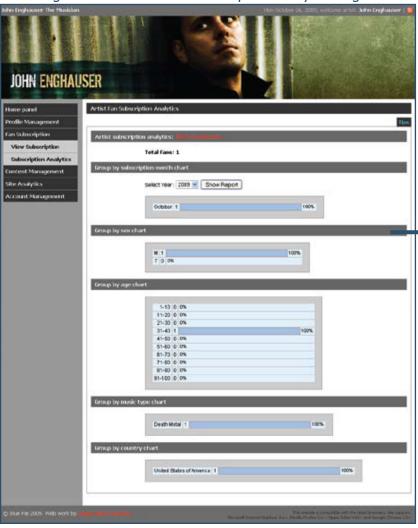
#### John Enghauser Console Fan List Page



Artist Fan List List out all fans that
have signed up to
join the Artist
newsletter. It
shows fans name,
email, country, age,
sex, and music they
normallly listen to



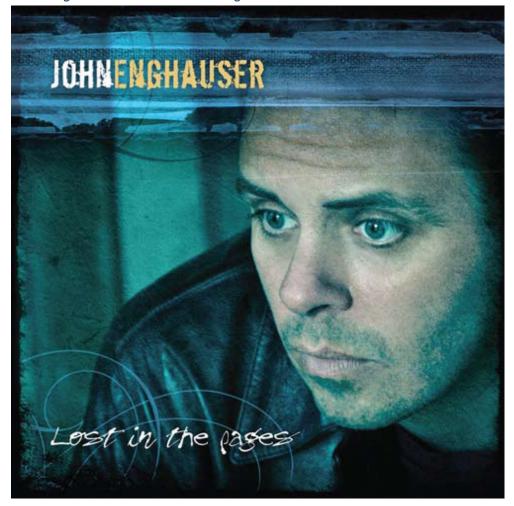
John Enghauser Console Fan Subscription Analytics Page



Artist Fan
Subscription
Analytics - Gives the
Artist the
opportunity to see
who is becoming
their fans in a
percentage format.
Eg: percentage
difference between
males and females
joining the fan
base, age group,
and country



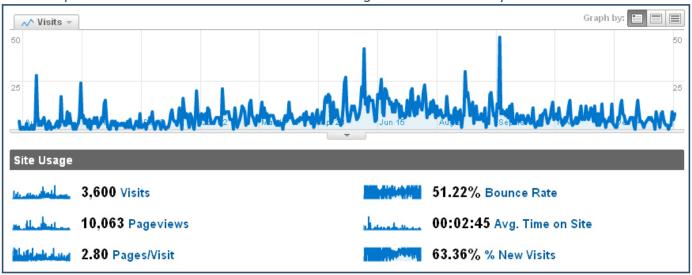
John Enghauser Album Cover Design



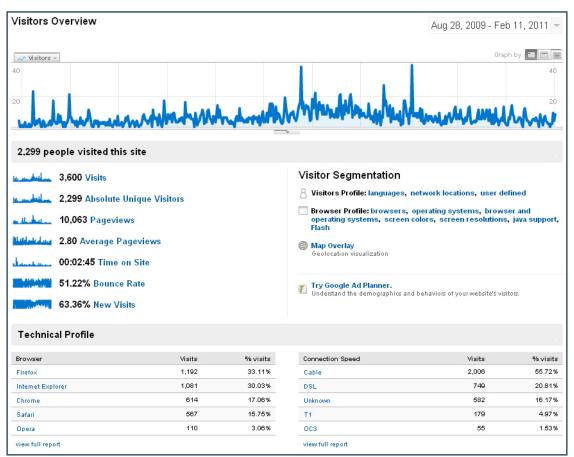
#### **GOOGLE ANALYTICS**

www.google.com/analytics

A Bar Graph that Shows the Number of Visitors from August 2009 to February 2011



Numerical Analysis of the Site Usage Details



Analysis of Visitors, the Amount of Time they spend on the John Enghauser Website, the Internet Browser they use, and the Connection Speed of the Visitors

#### Map Overlay - Details of Every Visitors Location

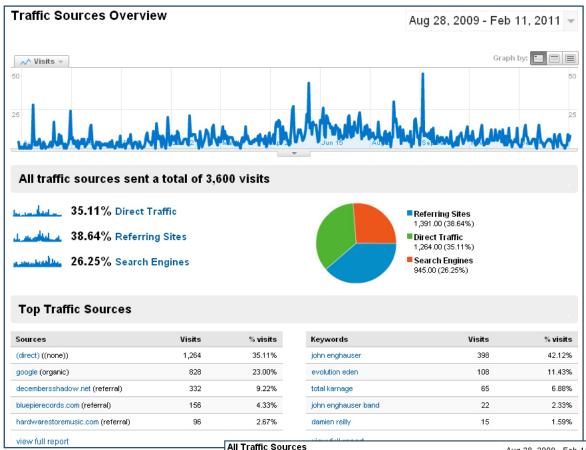


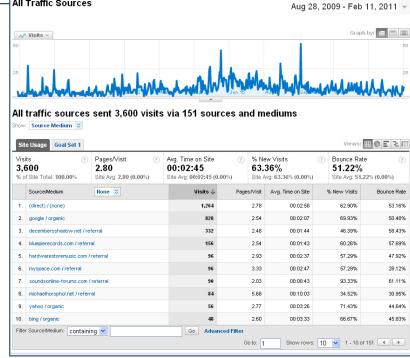


### **GOOGLE ANALYTICS**

www.google.com/analytics

Traffic Sources Overview - Details of Top Traffic Sources and Keywords

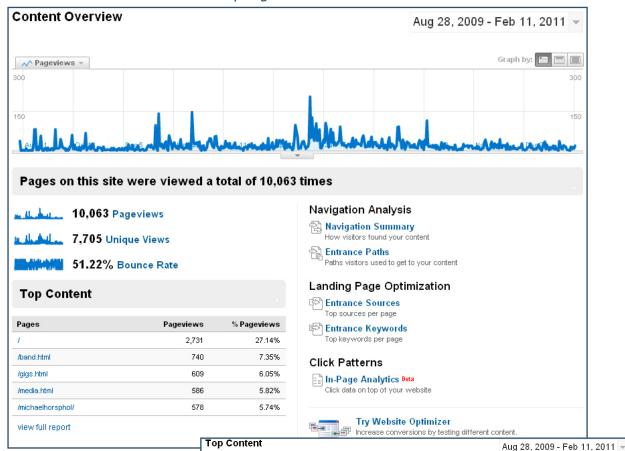




### **GOOGLE ANALYTICS**

www.google.com/analytics

#### Content Overview - Details of Every Page View Counts



00								
50 L& 29	pages were	e viewed a tota	of 10,063 time	j.	Lorenz	halm	- William Pr	alah
Pag <b>10</b> % o	ntent Performance geviews 7 ,063 f Site Total:	Unique Pageviews ⑦ 7,705 % of Site Total:	Awg. Time on Page (00:01:32 Site Avg:	<b>51.22</b> Site Avg:	%	% Exit 35.77% Site Avg:	Views: (1) (8) (8) (8) (8) (8) (8) (8) (8) (8) (8	
100	.00% Page Hone	100.00%	00:01:32 (0.00%)  Pageviews ↓	51.22% (Unique Pageviews	Avg. Time on Page	35.77% (0.00%) Bounce Rate	\$0.00 (0.0 % Exit	\$
1.	@ /		2,731	2,299	00:02:02	52.76%	51.23%	
2.			740	539	00:01:04	59.38%	30.27%	
3.	☐ /gigs.html		609	513	00:01:11	51.28%	34.65%	
4.	/media.html		586	398	00:00:53	51.61%	20.99%	
_	// /michaelhorsphol/		578	424	00:02:17	44.53%	40.31%	
5.	/news.html		496	359	00:01:10	23.08%	22.78%	
5. 6.	// /decembersshado	ow/	468	398	00:01:56	55.38%	51.71%	
6.			413	246	00:01:55	48.57%	31.48%	:
	[ // /index.html							
6. 7.	/index.html // /shop.html // /contact.html		336	256	00:01:24	57.14%	26.19%	

John Enghauser Logo Designed to Suit John Enghauser and Genre. Once the Logo is chosen a Logo Kit is created to be used in All Media.

JOHN ENGHAUSER

JOHN ENGHAUSER



John Enghauser MySpace Site

Custom Header Representing the Artist

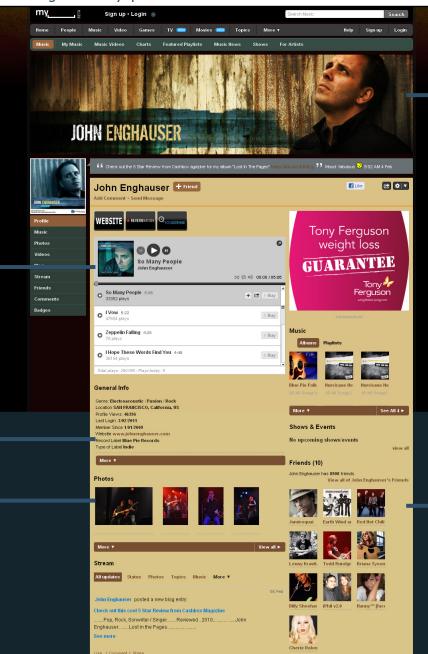


All Tracks
Uploaded to
MySpace for
Fans to Listen

General
Information on
the Artist,
Website Links,
Music Genre,
Record Label

ord Labe

Latest Photos and Comp Cards are Uploaded



When it comes to Friends, we also have Social Networking Staff who Boost your Friends using Friend Blaster



John Enghauser Photoshoots were Organised for Photographs to be used for Media.

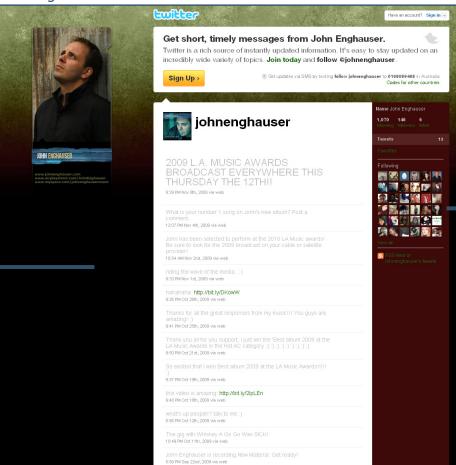








John Enghauser Twitter Site



When it comes to Friends, we also have Social Networking Staff who Boost your Friends using Friend Blaster



1

A Customized

Background and Branding for Every Artist

#### **WEBSITE**

www.johnenghauser.com

John Enghauser Website

Creative Flash Animation



Airplay Direct Link - Links directly to the **Artists** customised airplay site, for radio stations to download tracks



YouTube Videos are Embedded into the Site for Fans to View Directly



Twidget - Links to the artist twitter's site, giving fans an overview quickly of the artists tweets



Links to popular radio and television request lines













the request line-record you support to the



Gig Updates are Posted Regularly

booking

RINGTONE

Listen Button -

Links to a

cutomised artist

player, that plays the artists tracks

Book Button -Links to were

you can email a

Join Button - Links

to a customised page that lets fans join the artist newsletter

BOOI

ISTEN

Ringtones Button - Links to a customised artist store where fans can purchase artist ringtones

Regular News Updates are Posted on the Site

Easily click and play artist songs

John Enghauser Website Custom Player

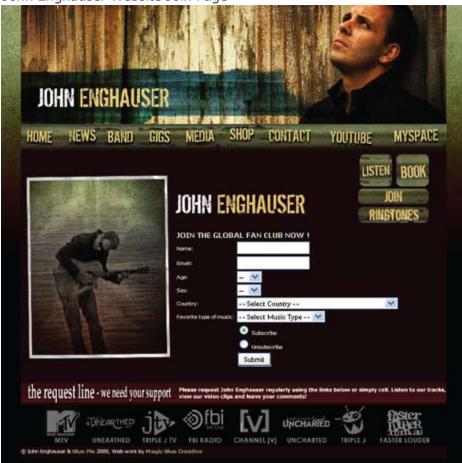


Custom Flash player is branded to the artist for fans to easily be able to listen to the artists songs, which also has links at the bottom going directly to the stores for fans to download these tracks.

Links to Stores



John Enghauser Website Join Page



Join Page - Links
to this form where
fans can easily put
in their details.
These details
will go into a
database which
then we can
easily send out
the artists fan
newsletter. It also
lets the fans
download two free
tracks

John Enghauser Website News Page



The news is updated on a regular basis. The news is setup through a console which we continually maintain and update.

The news page is kept small so fans dont have to scroll down to much. However, we have a link that links through pages of previous news.

John Enghauser Website Band Page



Band Page - Artist bio in text format for fans/media to read.

Bio Button - Links to a pdf format of bio for fans/media to download John Enghauser Website Gigs Page



The gigs are updated on a regular basis. The gigs are setup through a console which we continually maintain and update.

The gigs page is kept small so fans dont have to scroll down to much. However, we have a link that links through pages of previous gigs.

John Enghauser Website Media Page

Airplay Button -Links to artist airplay direct site for radio to download tracks.

Tacks.

Bio Button - Links to pdf format bio for fans/media to

download.



Quotes Button -Links to a page on the website of quotes and reviews of artist.



Gallery Button -Links to a whole range of images and comp cards of the artists for fans/media to view and download. John Enghauser Website Gallery Page



Thumbnails of images of the artist. Once you click on these thumbnails it will open a page with the full size image for fans to download/view.

artist. Once you click on these thumbnails it will open a page with the full size comp card for fans to download/view.

Thumbnails of

comp cards of the

#### John Enghauser Website Shop Page



Links to the artists link on most popular music stores for fans to go directly to purchase the release.



John Enghauser Website Contact Page



List all contact details from record label, press & media and management. With icons going directly to the websites of the company.





Branded artist
YouTube channel
with all of the
artist videos
posted up.

#### **MAJOR ACHIEVEMENTS**

www.johnenghauser.com



BLUEPIE PRODUCTIONS: Global, Publishing, and Recording Contract signed in 2009



**AIRPLAY DIRECT:** John Enghauser has received Global Airplay via the AirPlay Direct Network from 2009 - 2011



AWARDS: Winner! Hot AC Album of the Year - 2009 LA Music Awards + Indie Hot 100 List 2010



**LIVE PERFORMANCES**: As direct result of all the success John has been in constant demand now selling more CD's at gigs that he has ever sold before



**FILM**: John was featured in an indie music documentary named "**Hopes and Fears**" which was created by up and coming filmmaker, Charlene Rodrigues. It's really an excellent film and Charlene is now submitting it to music festivals. You can watch it in two parts on YouTube.



**ACTORS ENTERTAINMENT VIDEO INTERVIEW AND PERFORMANCE 2010**: A 1-hour interview and performance. Friend and guitarist, Joerg Stoeffel, joined John on the aig.



**LA MUSIC AWARDS 2010**: John was nominated in three categories and was one of the presenters due to his past wins. You can see the red carpet interview at The Paramount Theatre



**MUSIC CONNECTION HOT 100 LIST**: John Enghauser named one of Music Connection's Hot 100 artists of 2011

**MUSIC CONNECTION ISSUE**: John Enghauser was featured in the latest Music Connection Issue on page 34 in the LA Music Awards piece (live show photo with a blurb about LAMA)





3500 Email Addresses added in the Past 3 Months to his Fan Base and Growing Globally



**NEW ALBUM**: John plans to finish his new album in 2011. John is collaborating with his good friend Eric Holden on some new material (Bassist for Josh Groban, Diane Warren, Bodeans etc.). You can read his impressive bio at www.myspace.com/eholdenbass