



## **STEPS IN THE JINGLE PRODUCTION PROCESS**

Our production process has been developed to require a minimal amount of your time. You have *complete control* of the process; we don't move from Step One to Step Two until you're satisfied we're on track. We can have your campaign ready for broadcast in as little as four weeks. Here are the steps in the creation of your musical image:

1. Complete the Client Profile and Campaign Agreement; make the initial investment.
2. Your Client Profile is forwarded to the producer.
3. The producer will contact you by phone to review your Client Profile, gather additional information and to discuss your campaign theme/lyrics, music and voicing.
4. As soon as you approve the theme/lyrics, the singer(s) enter the studio and sing your song.
5. A production proof is e-mailed to you for approval. Changes are made as needed.
6. Once you approve the production your campaign will be e-mailed to you for instant download; save it, and make as many copies as you need. A CD can be mastered and sent to you if you prefer.
7. Use your musical image campaign on radio, television, cable, web sites, phone on hold, etc.

You never pay more for continued use of your jingle, so I encourage you to use it for year in your broadcast advertising, and to use your positioning statement on your business cards, letterhead, envelopes, in the yellow pages, newspaper, direct mail, etc.

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