

## Cercone auto-responder emails

### #1 Email -- 2 days delay

Subject concept 1: The simplest way on earth to learn piano...

Hi firstname,

Have you ever dreamed of playing piano but felt it was beyond you -- and that taking piano lessons would be too hard or take too much time?

What if I told you that there's a way **to learn piano as easily as Mozart did?**



Most people think Mozart learned piano so fast and easy because he was a genius, but that's simply not true.

The *difference* is that Mozart learned to **read music just like you read a book**. Of course when you read a book, you take in whole words and sentences at once. You don't read individual letters.

It's the same with music. You *shouldn't* be reading individual notes, but this is how music is taught today and has been for the last 100 years.

Learning note-by-note is **like learning to read a book letter by letter**. As you can imagine, it's next to impossible to understand what you're playing, so you never really "get it" with traditional lessons. Or it takes so many years to make such little progress, most people just give up.

But now, with the discovery of the same method that was taught to not only Mozart, but to Beethoven, Chopin, and all our greatest early composers, you can learn music the way they did, which is *much* easier and faster.

Thousands of students from ages 3 to 99 have learned to **play piano with incredible ease and in record time**.

***"Cercone's method is revolutionary and nothing short of a miracle..."***

"If this method of learning piano was used universally in place of

traditional teaching, the implications would be **staggering**.

The simple truth is that Cercone's method is revolutionary and nothing short of miraculous."

J. Ragsdale, Denver, CO

I want to save YOU from the *unnecessary* pain and frustration of learning to play piano note by note and give you the gift of music in your life. See how this breakthrough method makes this the **simplest way on earth for anyone to learn piano**.

Go to <http://www.cerconemusicmastery.com>

To your music enjoyment and success,

Donna Cercone  
*Cercone Weekend Music Mastery*

## #2 Email -- 4 days delay

Subject: How to read music like Mozart did -- as simply as you read a book...

Why do so many people take years of piano lessons but still struggle to play songs *fluidly* and *all the way through*?

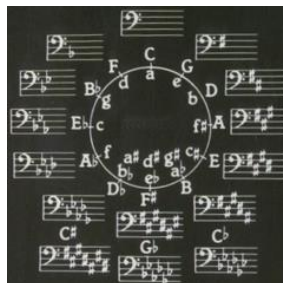
The reason for this failure is clear...

***Traditional lessons don't teach you to read music properly.***

Today, there are two piano teaching systems:

1. *The traditional system*, created during the early 1900s, which teaches music as an alphabet.
2. *The Cercone system*, created after more than 30 years of **scientific** research, which teaches music as a LANGUAGE, the way Mozart was taught.

After years of historical research, a unique "Language" of music has been uncovered. It is a way of learning to read music that existed in the era of Mozart, Beethoven, and



but is NOT the way music is taught today.

And, indeed, it is **the reason** these early piano “geniuses” learned to play piano easily, and at record speed.

Unlike traditional lessons, Mozart learned to **read music as a language** -- which made reading music **as easy as reading a book**.

### “Like Turning on a Light...”

“Reading music like a book rather than painstakingly reading every single note of every single chord of every single line is **like turning on a light when you’ve been reading in the dark.**

*Absolutely amazing...* -- J.O.  
Westminster, CO

Basically, if you pick apart each component of reading music and compare them to each component of reading a book, you clearly see that:

- ✔ Music theory is the “grammar” of music...
- ✔ Notes are the “alphabet” of music...
- ✔ Chords are the “words” of music...
- ✔ Phrases are the “sentences” of music...
- ✔ And together, they make the song, the “story” of music...

But most *traditional lessons stop at the alphabet stage*. They only teach you the notes, so you never learn how to read the rest of the music language.

No wonder it’s so hard!

You must **hunt and peck** for each note ...*hesitating* at every step. Your fingers have to keep asking, “Where do I go?” ... “Is this it?”... “What’s next?”



And no matter how much you practice (as you know if you’ve ever taken traditional lessons) *progress is painfully slow or even nonexistent*. Still, this is how most piano programs have always taught people to

read music and was the only choice in music lessons  
... *until now*.

Today there's a totally new, completely different, and drastically improved way to learn to read music, which is *the same way Mozart was taught*. With this method, you can **learn to play piano MUCH faster and easier**.

Give it a try. It's guaranteed and risk-free. Go to <http://www.cerconemusicmastery.com> to find the one and only program on the planet that teaches you to read music just like you read a book.

To your music enjoyment and success,

Donna Cercone  
*Cercone Weekend Music Mastery*

### #3 Email -- 6 days delay

Subject: Access hidden brainpower to learn piano in record time...

Hi firstname,

Did you know that you can learn piano as quickly and easily as Mozart did – as if YOU were a genius?

It's true! Recent breakthroughs in neuroscience prove that everyone has genius-level potential, but this brainpower **lies dormant** until it is activated.

Science has uncovered **hidden reserves** of the mind that can be "fired up" to CREATE genius-level mental functioning and learning. This genius-level mental functioning and learning is more the result of **activating multiple "intelligences"** and not genetic superiority.



Learning significantly faster and easier is possible by creating more **\*connections\*** ...

Which connections?

The ever-changing maze of connections between your neurons (your brain cells). The scientific evidence from Dr. Marian Diamond, a neuro-anatomist at the University of California at Berkeley, is this (*quote*):

*“The more you stimulate the power of your mind, the more connections your brain is forced to create so your neurons can communicate with one another. And the more interconnections you have between your brain’s neurons, **the closer you move toward genius-level mind power, creativity, and thinking.** It really is primarily that simple...”*

There’s only one music program that has applied these scientific breakthroughs to learning piano. It’s Cercone Music Mastery.

And already, hundreds of regular people like you and me -- from ages 3 to 99 -- have used it to learn to play piano faster and easier than has ever been possible before.

**“I learned more in two hours with the Cercone method than I did in four years of traditional lessons.”** -- K. Packwood, Aurora, CO

Find out how YOU can learn piano faster and easier than you ever imagined at:

<http://www.cerconemusicmastery.com>

To your music enjoyment and success,

Donna Cercone  
*Cercone Weekend Music Mastery*

#### **#4 Email -- 8 days delay**

Subject: It’s now possible to learn piano effortlessly, almost automatically. Here’s how...

Hi firstname,

Did you know that you have 12 “Intelligences?” And that when you learn piano through ALL of your intelligences, the brain is able to “absorb” information in such a way, it makes learning music effortless, and even automatic?

Here’s how:

Think of your brain as a TV set, and so far you’ve been operating with just one channel and didn’t know you had any other choice. But you have other parts of

you mind that have been broadcasting on many different channels (neural-connections) which you can now pick up from 12 different channels of the brain.

When you learn through all 12 Intelligences, it's as if all 12 cylinders of the brain are firing and working together as one **synergetic learning powerhouse**.

Each one of your Intelligences is powerful in itself, but since they interrelate and one affects the other, activating all of them *simultaneously* creates **synergies** and accelerated levels of learning that alone they could not do.

Traditional piano lessons teach in ways that only fire one or two cylinders, which is one reason why it's so hard and takes so long to learn piano.

But as scientists discovered and as I tested on actual students in the classroom, when you learn through all 12 Intelligences you're **using your whole brain**, and thus **learning and memory rates skyrocket**. This potential applies to everyone because every human brain possesses all 12 Intelligences.



The science behind this ground-breaking discovery shows that these higher levels of brain activity creates chemicals that automatically infuse what you learn into all cells and **makes learning massive amounts of information almost automatic**. When your cells effortlessly and almost “spontaneously” absorb information like this, you can learn piano faster and easier than ever thought possible.

***“The results of this program are absolutely miraculous...”***

**“I finally learned how to read music after years of constant struggle and overwhelming feelings of ineptitude.**

I found the Cercone method of teaching FUN... felt empowered by the ease at which I was able to learn and the level at which I retained what I was learning.

It's hard to believe, but the results of this program are absolutely miraculous.”  
--J.R., Denver, CO

To **find out what each of your 12 Intelligences are** and discover the one and only program that teaches piano faster using all of your Intelligences – which is also the only program that teaches you to **read music the same easy way Mozart did** go to:

<http://www.cerconemusicmastery.com>

To your music enjoyment and success,

Donna Cercone

*Cercone Weekend Music Mastery*

### **#5 Email -- 10 days delay**

Subject: New method teaches a year's worth of piano in ONE weekend. Here's how...

Hi firstname,

Scientific breakthroughs in accelerated learning have led to, for the first time, the ability to learn piano faster and easier than ever thought possible.

In fact, one method based on these learning breakthroughs have already taught hundreds of people **a year's worth of piano in just one weekend.**

Sound impossible? It's not!

The scientific evidence is that, using specific "MEGA Learning" techniques, the human brain is capable of:

- Activating ALL 12 INTELLIGENCES simultaneously to create genius-level ability...
- Absorbing information "spontaneously" for near-automatic learning...
- Learning to read music and play songs 500 times faster than traditional lessons...

To learn more about this fascinating brain science and how it has revolutionized the speed and ease with which you can now learn to play piano, go to <http://www.cerconemusicmastery.com>

Only one program uses these scientifically-based accelerated learning principles to teach piano using

“brain-friendly” techniques -- which help anyone of any age to learn piano in record time.

From ages 6 to 96, from every walk of life, and from every economic status, those with no piano experience or those who had spent years feeling frustration and failure ...

Hundreds of people who have gone before you **PROVE you can learn ALL THIS -- see below -- in a matter of ONE weekend** -- which would take an entire year to learn in traditional lessons:

**All the Keys (black and white) in 3 minutes...**

*Compared with the traditional system, where most people have to go to middle C and count up. Months later they're still counting up.*

**All 37 Notes through color and stories...**

*Compared with the traditional system, where it takes up to 5 years to learn all the notes, and they're often only partially learned.*

**Read music easily, like you read a book...**

*Compared with the traditional system, where you learn to spell music, note by note, hunting and pecking in frustration.*

**Develop a solid foundation for Major Root Chords...**

*Compared with the traditional system where a major root chords foundation is never put into place; chords are taught randomly*

**Develop a solid foundation for the G7 chord...**

*Compared with the traditional system where G7 chord foundation is not completed until possibly years later, if ever.*

**Develop a solid foundation for Rhythm...**

*Compared with the traditional system where Rhythm foundation usually takes over a year.*

**Develop a solid foundation for Intervals...**

*Compared with the traditional system where Interval foundation is not complete until after 2 to 3 years.*

**Foundation is set to play all over the keyboard using both hands...**

*Compared with the traditional system where you stay in a 5-finger position for months and then gradually keyboard move beyond that. This method actually creates a fear of the other keys.*

**Play 6 songs all the way through and recall them years later...**

*Compared with the traditional system where you*



maybe learn 6-10 songs in a year, and easily forget them.

**Obtain an understanding of Myelination...**

*Compared with the traditional system where Myelination is not taught at all.*

**Have a solid piano foundation that can be accessed from long-term memory...**

*Compared with the traditional system where the brain is being taught in ways that store in short-term memory.*

***“Learned more in 5 hours than she had in 1½ years at a fraction of the cost...”***

“My daughter took piano lessons for a year and a half. (1 hour per week plus 2 hours of theory per month) for a total cost of more than \$1,000.00. She got bored and stopped playing for 6 months and forgot much of what she had learned.

But then she took these new lessons and learned more in 5 hours than she had in 1½ years at a fraction of the cost...

What was so amazing is that after the first day she was **so excited and happy** to show me what she had learned. I studied piano as a child and knew right away that what she had learned in one day took me at least 6 months to learn the same.

J. Wilkins, Denver, CO

To see more evaluations of this unique Music Mastery program, or to find out how **YOU can learn to play piano just as fast and easy** as past students have, go to:

<http://www.cerconemusicmastery.com>

To your music enjoyment and success,

Donna Cercone  
*Cercone Weekend Music Mastery*

## #6 Email – 12 days delay

Subject: Give-away music CD helps you sleep much better, be more productive...

Hi firstname,

Donna Cercone of the Cercone Music Mastery Foundation has been teaching music for over 35 years.

She shares her love of music and how it can bring so much benefit into anyone's life by giving away a CD filled with "Quantum Music" in "Synchro-Rhythm." This is a certain beat of music that induces your natural balanced rhythm.

### How can this particular beat of music change your life?

Listen to *Hearts of Peace*:

While you're asleep and you'll **sleep more soundly**...

While you study and you'll **grasp concepts more easily**...

While you work and you'll **be more productive**...

While you drive and you'll **feel more relaxed, even in traffic**.

In fact, this music supports *everything* you are doing.

***"Centers me ... Gives me energy ...  
Calms me ... Very peaceful ..."***

"I play *Hearts of Peace* in my home 24/7. I feel it centers me, gives me energy when I need it, yet calms me when I need that.

I had guests come and stay with me, and I had the CD playing in

the guest room all night while they slept. My guests commented that they loved the music and had a **very peaceful night's sleep.**"

--Douglas, Aurora, CO

How can *Hearts of Peace* do all this?

Dr. Georgi Lozanov discovered that music timed at 60 beats per minute produces a rhythm that *synchronizes* your heartbeat, brain waves, and breathing. This Synchro-Rhythm produces a *Learning Rhythm*.

Therefore, everything you learn becomes so much easier -- even automatic -- when *Hearts of Peace* plays in the background.

At the same time, it will help you feel more peaceful and grounded, whether you're awake or asleep ... and who doesn't need more peace and sleep?

**Get your copy of *Hearts of Peace* at no cost when you try *Music Mastery* risk-free.**

*Music Mastery* is a program that can have you playing 6 songs on the piano in one weekend -- plus give you a rock-solid foundation in music. It literally teaches you a year's worth of piano in just 2 days!

Hard to believe I know, but since this is the only program that uses scientifically-based "brain-friendly" techniques, your brain effortlessly takes in massive amount of information -- so you **pick up piano faster and easier than you ever thought possible.**

Hundreds of people were skeptical at first, but since they always wanted to learn music, they gave it a try because it is **guaranteed risk-free**. To their amazement they DID LEARN to play piano as promised.

[Give it a try now.](#) If you're not completely satisfied for any reason with *Music Mastery*, simply return the course for a full refund, but **keep *Hearts of Peace* to improve your learning, work, and well-being for the rest of your life.**

Go to: <http://www.cerconemusicmastery.com>

To your music enjoyment and success,

Donna Cercone

## *Cercone Weekend Music Mastery*

### **#7 Email – 14 days delay**

Subject idea one: Why doctors play piano over any other instrument...

Subject idea two: 13 reasons why more doctors play piano...

Hi firstname,

No one would argue that music is wonderful to add to one's life. But did you know just how good playing music is for your health?

Scientific exploration of this idea has led to asking which instrument provides the strongest return in cognitive, psychological, and physical health benefits.

And the **runaway winner** of this search has proven time and time again to be the piano.

It's no wonder some of *the best amateur pianists are doctors*. An ever-growing body of research shows that piano playing:

- **Exercises the heart as much as a brisk walk; reduces blood pressure<sup>2</sup>**
- **Wards off dementia and Alzheimer's<sup>4</sup>**
- **Keeps your hands in top shape<sup>5</sup>**
- **Keeps your ears young; Reduces hearing aging<sup>6</sup>**
- **Helps kids get better grades and adults perform better at work<sup>7</sup>**
- **Increases human growth hormone<sup>8</sup>**
- **Reverse stress at the molecular level<sup>9</sup>**
- **Significantly reduces depression**

**and anxiety**<sup>10</sup>

- **Reduces loneliness**<sup>11</sup>
- **Induces relaxation**<sup>12</sup>
- **Is a therapy, an outlet, a release**<sup>13</sup>

So now that you know the **incredible, long-lasting health benefits of playing piano**, your answer to the question, "*Should I learn to play piano?*" may actually come down to making the decision to **preserve your health** and to ensure a happy today and a functional future.

The good news is that, today, **you can be playing entire songs on the piano in almost no time**. A unique program uses scientifically-based "brain-friendly" learning techniques can help anyone of any age learn piano **FASTER AND EASIER** than has ever been possible before.

And, this is also the only program that teaches you to **read music as easily as you read a book** -- which is the same way Mozart, Beethoven, and Chopin learned.

Find out how this new, fun method of learning piano can have you playing piano -- for your health and your enjoyment -- *faster and easier than you ever dreamed possible* at:

<http://www.cerconemusicmastery.com>

To your music enjoyment and success,

Donna Cercone  
*Cercone Weekend Music Mastery*

<sup>1</sup> *Dr. Christo Pantev, neuroscientist, Institute of Experimental Audiology study, Munster, Germany, 1998; Rauscher, Shaw, Neurological Research, 1997; Dr. Timo Krings MD, PhD FRCP(C), Harvard University Medical School*

<sup>2</sup> *Advanced Cognitive Training for Independent and Vital Elderly (ACTIVE) study by Michael Marsiske, associate professor of clinical and health psychology, University of Florida*

- 3** *Parr, 1985; Dr. Raymond Bahr, head of the coronary-care unit, St. Agnes Hospital, Baltimore, MD*
- 4** *Dr. Joe Verghese, neurologist, Albert Einstein College of Medicine, New York; Margaret Gatz, professor of psychology, gerontology and preventive medicine at the University of Southern California; Dr. Oliver Sacks, neurologist, author "Music's Surprising Power to Heal"*
- 5** *Doctors especially like how piano improves hand coordination, strength, and agility of finer motor skills so hand steadiness is preserved*
- 6** *Michael Roizen, MD and Mehmet Oz, MD*
- 7** *University of Sarasota Study, Jeffrey Lynn Kluball; East Texas State University Study, Daryl Erick Trent; McGill University in Montreal, Canada study; University of California, Irvine study; Advances in Mind-Body Medicine*
- 8** *University of Miami study*
- 9** *Loma Linda University School of Medicine and Applied Biosystems; Medical Science Monitor*
- 10** *Michigan State University study; Dr Frances Rauscher of the University of Wisconsin*
- 11** *Music Making and Wellness project, 2001*
- 12** *20 minutes of playing the piano per day achieves optimum benefits of relaxation*
- 13** *Nordoff-Robbins music therapy*