

Apr 3, 2008
From: George Vanous
To: Marcia Tan

Hi Marcia,

Thank you for meeting with Xiao Yu and me yesterday and for sharing some of your concerns about Yan Zi's public image. I understand now that the North American market is not a goal currently and that Yan Zi is not an idol, but a humble girl with a great voice.

Know this, I would still love to work with you and offer my technical expertise and creativity to help you reach your goals.

I feel strongly enough about this that I will make a commitment to you and to Yan Zi if you feel I can contribute meaningfully.

For example, I can obtain www.yanzi.com -- I have contacted the current owner and have agreed on a price.

I can help answer the question: "How many English-speaking people would like and buy Yan Zi's Chinese songs?"

The North American market is not your goal, but if we can work together, it will be one of mine.

I know your question: Why would English-speaking people be interested in Chinese music?

To answer this, I would use the North American social networking sites like myspace.com, ning.com, facebook.com and ilike.com. I know the president of iLike.com and they are happy to work together. Attached is an Artist Deck that describes iLike's services.

The goal would be to drive traffic to an unofficial Yan Zi fan site that I would produce with your input. This does not cost any advertising dollars and will gauge English interest levels. It also avoids the negative publicity "Are you targeting North America because your Asian market is declining?" because Yan Zi would not publicly acknowledge the site.

My ideas for the fan site:

(1) Language Tools

Translate some of Yan Zi's Chinese songs to help the English-speaking audience understand her lyrics and start to learn Chinese.

(2) Realtime Translation

Let English and Chinese-speaking fans share and communicate across the language barrier and make new friends.

(3) Audio/Video Bookmarks

Users can isolate their favorite moments in music and video. This tells us what parts are most popular among fans and gives Yan Zi free market feedback.

We can also re-use all of these features in your other musician's websites.

As I said yesterday, I feel Yan Zi is a genuine artist with a quiet but commanding stage presence. Watching her perform feels like watching Her and not the product of a music marketing machine. From the feedback I received to www.yanzilive.com, this impression is shared by other North American music fans as well.

I would love for the opportunity to work with you to help Yan Zi grow as an artist. Please let me know your thoughts on this.

Warm regards,
George Vanous

Apr 4, 2008
From: Marcia Tan
To: George Vanous

Thanks. Like I mentioned, we are going through some plans for the upcoming years and yes, online is an important area. That said, I am reviewing the various options we have been given and should I feel there are ways we can work together, I will keep you posted.