

## Let's Get Personal:

We've got millions of friends out there who buy gear direct from us, more than from any other musical instrument specialist on the planet. Since we don't have a physical store, we can't exactly put faces to those millions of names. So we need to find other ways to connect with our customers, and to connect our customers to each other.

We sometimes fantasize about picking a date and organizing a huge meet-up—the world's biggest jam session. Or sending a friendly customer rep along with each package so we can watch and listen as you make music with the products we're shipping (and maybe pull up a chair and play a little rhythm guitar accompaniment).

Ah, but sadly, that isn't going to happen. The real solution is to continually innovate, be creative, and use the digital and print media to their absolute fullest. Emails, online videos, catalogs, deep and comprehensive customer reviews, nourishing editorial ... all that's great, but we already do it today. So we're challenging ourselves to reach deeper. Right now, back at our headquarters, the Musician's Friend team is working day and night on the future. Nothing is off the table: reinventing the concept of a musician's community, finding new ways to transfer our employees' deep expertise to you, streamlining the search and purchase process, sourcing more unique and exclusive products, and much more.

Driving all of this is one fundamental truth: meeting the needs of our millions of friends is the whole purpose we're on the planet. We're listening hard to what the collective "you" is saying to us. And we are looking for ways to involve you more directly in Musician's Friend, to echo your voices, to reflect the world you live in, and to connect you with one another.

Which brings us to this month's cover story. We asked legendary artist, producer, and engineer Alan Parsons to visit the apartment of Musician's Friend customer Adam Fazel to check out his home studio and make recommendations on how to take it to the next level. Note that we did not ask Alan for an interview about "the top 10 things every recordist needs to know." Instead, we brought him into your world—the real world—the great borderless musician's homeland where you and Alan live side by side.

We genuinely love hearing from you.

Have an idea, comment, or suggestion? Email us at [FriendToFriend@musiciansfriend.com](mailto:FriendToFriend@musiciansfriend.com). And if you get a second, send us a photo of yourself playing gear you bought from us, wherever you make music ... onstage, in the kitchen, in the back of a truck ... anywhere. We're going to be publishing them on our site and in this catalog in the months ahead with \$100 going out for every photo we use.

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# Alan Parsons Home Studio Makeover

This month's cover feature is a bit of a departure from our normal artist coverage. We arranged to have esteemed producer, engineer, and artist Alan Parsons visit the home studio of Musician's Friend customer Adam Fazel and give him detailed recommendations on how to improve his setup. We also threw in \$5,000 to help Adam implement Alan's suggestions. It all made for an exciting foray into bringing a highly successful and influential professional into your world, and Alan's recommendations will certainly help any home recordist. The whole story begins on page 2!



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