



DAVID GREENBERG has directed Grammy-nominated music videos, scripted the platinum selling Kiss eXposed for Paul & Gene, product managed Yoko, Ringo, Devo and more. He's now a Marketing Director for jazz's crème de la crème. Still the bulk of his lyrics lay unsung; deadbeats who should be out making the big bucks, or more importantly, changing millions of lives the world over. These days he'd be grateful for pennies on the dollar and a few listeners given a good chuckle. Only three lyricals have music. Why? As Cary Baker, of conqueroo noted over there on the right, "David never found his Elton John to his Bernie Taupin." That's not to puff up the quality of the collection to the size of an alarmed blowfish, insinuating Greenberg is a Bernie Taupin, a Hal David, a Captain Beefheart—but even they weren't icons when they first started. By the way, which three lyrics? Buy the MUD FOLIO and find out. Get your copy today and start the rest of your music career on a straight path to hitdom. Or at least jump start Greenberg's.

The MUD FOLIO is a bunch of unsung lyrics, not even *hi-falutin'* poetry, by someone you never heard of.

Why should you even care?

Perhaps some quotes would help?

DEE DEE BRIDGEWATER "Put down whatever you're reading this very minute and procure this book of lyrics. It'll tug at your heart, or make you laugh, or sing. Sometimes all at once. Either way it will shine up any dull moment."

ANN HAMPTON CALLAWAY "Calling all composers...get barefoot and take a walk through David Greenberg's Mud Folio. You will find songs waiting for you along the way. Half full glasses of a hundred proof lyrics waiting to spill over with music."

RAMSEY LEWIS "David Greenberg is the kind of lyricist that comes along once every umpteen years. His lyrics are fresh, unique and speak to every human emotion."

HUGO BURNHAM, *Gang of Four* "As a drummer who only ever wrote one set of song lyrics that went on a record...I have no idea how David does this stuff without a guitar-player to constantly argue with."

JED DRAKE, *SVP Event Production ESPN* "Greenberg, I could still smell the Glam Seventies in your lyrics. I thought we left that back in High School, but not you."

While Greenberg's been writing lyrics since he was a pup, he's rarely found himself around a musician who wanted to turn the words into penetrating, timeless songs...



And to canvass for his a Reggie Dwight* or John French** by trying to hand out the sheets of lyrics to budding musicians like a hyper and overzealous Dr. Feelgood doling out pills to wary prospective customers seemed a bit slimey—to the budding musicians, at least—with the predictable outcome

of having very few stuck to the proverbial wall and even less deep in the literal pockets.

Which is the why and wherefore of this slim volume of lyricals, easily accessible for your late-night reading and/or intermittent song-writing pleasure. Hundreds of lyrics, hundreds of thousands of words, a few choice quips here and there sprinkled among the poetics. Though, if you're just one of the millions of fans who actually make the music biz run by paying good money to exorbitant prices for even the cheap seats, and albums and the like, instead of stealing the MP3s, we dearly hope you will join the elite few who have gotten a chuckle out of those stray quips and buy this book for a good night's read. And then get on those proliferating social network platforms to tell all your friends to nab their own rights-protected copy.

Why hesitate? Didn't the quotes over there on the right, and on the front, mean anything to you? Who else do we have to cajole and connive to get you interested? Sorry, not Sir Paul. Can't. Ever since Greenberg worked with Ms. Ono...

In case you were still here reading this, here's some biographic stuff. David Greenberg lives on Cape Ann in Massachusetts with his brood of Greenbergs: wife, Laurie, two daughters, Mia and Tess, and a dog, Sadie, who waits to bark at imagined intruders right when David's about to eke out the perfect quip or rhyme. During the working week, when not hurriedly scribbling down ideas before the muse leaves the room, or commuting a god-awful drive, he can be found at his Director of Marketing desk in Brighton, MA, helping musicians make a decent to great living in the entertainment business. At other times, most-often between dinner and turning in, Greenberg freelances; designing cool items, like the book you are thinking about buying, or marketing items to the general public that they don't need, but really could not do without. Really.

*Elton John **Drumbo | portrait of the lyricist as a young dude © Syd Greenberg

MORE QUOTAGE

CHINA MOSES "David is an incredible writer. Any melody you throw at him, he can find words to fit. And he can do it all while having a day job and no matter what the time difference. The song we wrote together, or should I say, the song he saved me on, is one of my favorite songs to sing."

CARY BAKER, conqueror "Greenberg has always displayed an uncanny gift of observation. You'll find it manifest here in his first book of lyrics. He just needs to find an Elton John to his Bernie Taupin. Perhaps that's you? Whether or not, these lyric sing themselves off the printed page."

JON STONE, Creative Director Sawyer Miller Advertising "Greenberg writes lyrics, not music. The thing is, though, you read his lyrics, and you absolutely, sure as day, begin to HEAR the music. You start hearing the melody. You start hearing the harmonies. So it ends up as a collaboration—between Greenberg and you. That's how real, how on the mark, how in-the-pocket his lyrics are."

THE GHOST TFFT/Indigenous Resistance "Listen up socially conscious musicians: the lyric 'Evolution' would've been a great song from any of the important hardcore/post punk alternative rockers, like Husker Dü, the Minutemen, X, or the Replacements. If you want to follow those guys, use these words."

DAVID GREENBERGER Artist, Performer, Musician, Publisher of The Duplex Planet "Though David Greenberg is shorter than me in both height and last name length, his words are longer and assembled into grand lyrics that are taller than me or anyone I know."

ebook available in Kindle, Nook and iBook formats
Trade Paperback available through Amazon and lulu.com

