

ORLANDO Biography



Orlando is a singer/songwriter who has pursued music as a serious hobby for over twenty years. During that time he created a lifestyle that enabled him the freedom and flexibility to travel, write, and produce his own collection of songs.

Orlando has performed at a variety of casual, formal and special events, and has organized and promoted amateur entertainers. Since the age of 19, he has wintered in the tropics and now performs regularly while on vacation in Mexico.

Working patiently, 3 days a week, for five years, he completed his first CD. The album, **“Comes A Salesman”** is a collection of 16 songs with unique subject matter that is true to the real world.

Orlando is a master in the field of sales and the psychology of marketing. His entrepreneurial spirit was first harnessed by his father, who began directing him into various small business projects when he was a young boy. Orlando has made a career of selling a wide variety of products and services, as well as recruiting, managing and motivating sales personnel. Since 1994 he has been self-employed buying, selling and trading his own real estate.

Orlando is an avid student of philosophy, human relationships, and natural health care, and is currently in the process of writing several self-help books. He is available as a public speaker and/or performer for sales groups, or for any other life skills seminar. As well, a second CD of his original songs is underway.

“Comes A Salesman” makes a musical pitch...

“The number one occupation on the planet, in terms of numbers employed, is in sales and marketing. These people collectively represent 30% of the total workforce, and to my knowledge there is not a single song that adequately covers this topic.” ...Orlando

“And yet, millions of dollars have been made on songs about truck driving, largely due to the fact that drivers of all sorts account for the second most popular type of work.”

“All types of business, whether private enterprise or government run, are basically doing one thing – they are selling products and/or services, and every economy, large or small, is based on this form of activity. There are a lot of men and women out there marketing, promoting, retailing, advertising, brokering, representing, distributing, dispensing, trading or vending something. The whole idea of buying and selling plays a huge role in our lives, and more money is spent on marketing than any other business activity. But rarely, if ever, has this subject matter been put to music”, explains Orlando.

The resulting CD, **“Comes A Salesman”** is dedicated to all of the men and women in this field of work and contains four songs that cover this topic..

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ORLANDO Song Descriptions



ABOUT THE MUSIC: Folk Rock with a slant towards Blues & Country

“There is no filler”, states Orlando. “I focused on writing songs that would entertain the listener – one’s that had depth, a singable ‘hook’, and most importantly, ‘staying power’.” The song order was arranged to promote a natural flow from start to finish. And according to Orlando, every song is a committed piece of work with a unique story to tell.

The most applicable genre for Orlando’s music would be **adult contemporary**, however, he has aspirations of belonging to the newly coined classification of “invalidated classic rock”.

A detailed survey of 200 people shows that the average listener likes a whopping nine songs on the album and chose three songs to be potential hits! 14 different songs were chosen by someone as their favorite pick, and each one of the 16 songs received votes as a potential hit! Even the song voted least favorite was enjoyed by 40% of the audience and chosen to be a hit by 10%.

HERE ARE THE FAVORITES:

- 1) **Tax Man Blues:** a rebellious but fun poke at the tax system. *Walking major blues.*
- 2) **Goin’ Fishin’:** an *up-beat country folk* song about North America’s favorite leisure-time activity among men.
- 3) **No Mumbo Jumbo:** a *reggae* song that sums up the most important characteristics of a good salesperson – from the customer’s point of view.
- 4) **Lessons In Romance:** a *powerful love ballad* with nostalgic lyrics.
- 5) **The Huckster:** a *Latin soft-rock* tune about the things we buy and the stories we’re told.
- 6) **Self-Love:** an *emotional acoustic rock* composition about the root of humanity’s problems.
- 7) **It Don’t Float:** a *rhythm & blues* commentary about some of North America’s greatest social problems.
- 8) **Comes A Salesman:** a *light rock* tune with a strong and steady groove.
- 9) **B.C. Joyride:** a *driving, brassy, rock anthem* about the Province of British Columbia.
- 10) **Double Bogey Blues:** a *blues* song about everything that can go wrong in a game of golf.

A UNIQUE CD PACKAGE – according to the survey, here are some of the factors:

- original subject matter combined with a variety of topics and styles;
- toe-tapping rhythms and catchy “hooks”;
- meaningful messages that reach out to the masses, the “average Joe”;
- a well-balanced mix allowing the listener to clearly understand the lyrics;
- creative musical arrangements and disciplined musicianship.

‘Comes A Salesman’ is in a class of it’s own. It truly is one of a kind.

At the heart of Orlando’s formula lies the overall intent and theme: to provide the CD purchaser with good value for his buck.

“How often have we paid decent money for an album, only to find there is just one or two worthy cuts? I set out to produce a solid collection of tunes, where each song stood on it’s own; a CD that could be plugged in and enjoyed all the way through.”