

FRANK FITZPATRICK

Amplified

Unleash Your Potential
Through the Power of Music



Foreward by
DR. DANIEL LEVITIN
(This is Your Brain on Music)

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A Note to the Reader

This book is a culmination of my key takeaways from more than forty years as a music entrepreneur working at the forefront of entertainment, health and wellness, social impact, technology, and human potential. I wrote it for one purpose: to help you better understand and apply the benefits of music in all areas of your life—and in the world in which you live. My intention is to help you fully unleash the power of music in practical and accessible ways to amplify your potential and live a more vital, creative, and fulfilling life.

If I am successful, you will come away with a new understanding of and deeper personal relationship with music. Within the pages that follow, I share the learnings I believe will prove most insightful, inspiring, and beneficial to you. I do so through a combination of personal stories, scientific studies, anecdotes, recommendations, and exercises. I offer invitations to play and encourage you to welcome music into your innermost being. Finally, I provide a personal toolkit to more successfully integrate music into your life.

As I might in a film or one of my musical compositions, I begin the book with a Prelude. It includes an introduction to my work, an inside look into my personal music journey, and a statement of my mission to bring this knowledge into the world and this book into your hands. The Prelude also sets the stage for a new way to know and receive the gift of music.

Following the Prelude, I have broken the book into three main sections, which I refer to as the Movements.

In Movement I, “Getting to Know Music,” I reintroduce you to music by offering new ways to understand and experience it. We explore the role of music in a multitude of areas in your life, including health, creativity, memory, athletic performance, business success, and spirituality. You also get a chance to meet the *Seven Faces of Music*.

Movement II is called “Inviting Music In.” This movement provides you with a musical travel kit for your journey. Having now equipped you with the necessary knowledge and introduced you to your travel companion, I offer you a series of practical ways to integrate music into your life. You’ll learn how to improve your sonic diet, construct Power Playlists, explore

ways to express yourself with music, add music to your meditation and spiritual practice, and build a masterpiece day with music.

In Movement III, “Co-Creating a Better Future with Music,” we examine different ways we can use music to create a more intelligent, creative, and compassionate global society. We visit the role music can play in building relationships, educating our children, bridging cultural barriers, and shifting or galvanizing beliefs within individuals and in society. We nearly conclude the movement by returning to its roots, examining the very essence of sound. Then we take flight on an unexpected and exhilarating ride into the future of music, technology, and human potential with an exploration of the Hearables Revolution.

I did my best to make *WHY Music* a unified and comprehensive work and to provide a narrative arc to your journey as the reader. That said, it is not essential to read this book in order. As with most nonfiction books—or longer musical works—different sections may appeal to you more than others. Should you choose to follow the structure I’ve provided, I recommend marking the chapters that you find most useful and inspiring so you can return to them or share them with others.

Most importantly, I want the reading of this book, and your renewed relationship with music, to be as enjoyable and inspiring as possible. I hope that joy-filled experience and the deep connection you create continues to resonate within you like a favorite song, long after you’ve read the final chapter.

In the end, my deepest desire for you is that your musical journey is like a well-orchestrated treasure hunt, one in which the real treasure you discover—the greatest gift of all—is you.