


I really want to help you, however you want to use me.

ETERNAL CRANE · MUSIC & SPIRIT

ETERNALCRANE.COM



# MEET joEy

I'm Joseph Malicke, a musician, teacher and technologist who lives in Mt. Juliet, Tennessee.

I've recorded more than twenty full-length records since 2002, and I play the piano, the organ, the guitar and the drums. Through Eternal Crane, Music & Spirit, I help people build their life with their music, and build their music with their life. It's a place to belong, where you're welcome to share your spiritual life and find support. You don't have to be a musician.

I'm also a world builder, and Eternal Crane is the world I built: a school of music and spirit, with its crane and its look, its lessons and daily clips, its store and shirts, and its voice. I've been programming since I was seven. Now I build that whole world for you, with AI agents as your staff, so your vision, meaning and purpose can go out. Maybe you're where I started: a vision, and no means, help or staff to carry it. I walked this road first, and you're invited along.

I read the Tao Te Ching, Emerson and Wayne Dyer, and I'm at home with a hymn. I play tennis most weekends, and I live with three cats.

**Every day I ask one question: *how can joEy serve others better?***
**This little book is my answer.**

joEy

# WHAT I TEACH

Private lessons or groups, all ages, beginner to advanced, in person or online.

- **Piano, guitar and drums.** From your very first notes to playing with other people, at your pace.
- **Improvisation, theory and songwriting.** How music works, and how to let it play you. There's no "proper" in music, only what you find.
- **Music production and audio engineering.** Recording, mixing and Pro Tools; building a room, choosing microphones and where to put them.
- **Mastering.** Finishing your record so it sounds its best everywhere it's played.
- **Music groups.** Ensembles, bands and group classes for a school, a church, a studio or a circle of friends, and how to lead one.
- **Your music career and your brand.** Working with musicians, leading a band, and making things people remember.





*Guitar, drums and keys.*

# YOUR VISION, VOICE AND PURPOSE

Technology now lets one person do almost anything. What's left is the human signal, what you want to make and why, and that's what I teach.

- **Creating a vision.** Finding what you really want to make, saying it plainly, and taking the next simple step toward it.
- **Business development.** I sit with you, hear what keeps you up at night, and turn it into something that works.
- **Building it yourself.** Your website, your store, your videos and clips. I'll teach you to make them, the way I made mine.
- **Working with AI.** How to direct AI to do real work for you, and how to keep it safe.
- **Technology, untangled.** Deep, hands-on technical knowledge, explained in words you understand.




*eternalcrane.com: the site, the store and the lessons, which I built and run with a team of AI agents.*

# HOW I CAN HELP

However you want to use me. Here are some of the ways.

## FOR YOUR BUSINESS

- **AI engineering.** I learn how your work really gets done, then build AI agents into your business to carry the parts that wear you out, with guardrails you can trust.
- **Your website, redesigned.** Clear on a phone, telling your story, and easy to book or buy.
- **E-commerce.** Your store online: the shop, the checkout, and goods made and shipped with each sale.
- **Your business, brought into the new world.** The right tools, set up simply, so the technology works for you and gets out of your way.

## FOR YOUR MUSIC AND YOUR SPIRIT

- **Piano, played in person.** For your shop, an opening, a wedding, a service or a quiet hour. Bring a piece you love and I'll play it my way, or I'll make one up on the spot.
- **Improvisation, led.** A circle where everyone plays and nothing is wrong. You don't have to be a musician.
- **Spiritual support.** I'll sit with you and listen. A prayer, or the Tao Te Ching read together. Coaching, or a reading of your path.
- **Music for healing.** Slow, gentle piano or melodica to rest, breathe or fall asleep to.
- **A friend.** A game of tennis, a walk by the lake, a long talk.
- **All of it, or something else.** I do all of this, and if what you need isn't here, just ask. Connection is always welcome.

# THE MELODICA

A little keyboard you play with your breath.




The melodica is a small keyboard with a mouthpiece. You breathe into it, press a key, and a reed inside sings, the same way a harmonica's does. Hohner made it famous in the 1950s, and it has found its way into schoolrooms, reggae and jazz.

Because your breath plays it, every note breathes with you. It's light, it needs no power, and it's quiet and gentle enough for a small room. One hand on the keys and nothing mechanical to worry about, so it trains the mind too.

I like to play it solo or with small groups. It's a beautiful way to bring healing, and I offer it for healing centers, spiritual retreats, yoga and meditation, and quiet circles of every kind.

**Melodica for your group, your retreat or your quiet hour: *just ask.***

# Meet the family



**Luna**
11

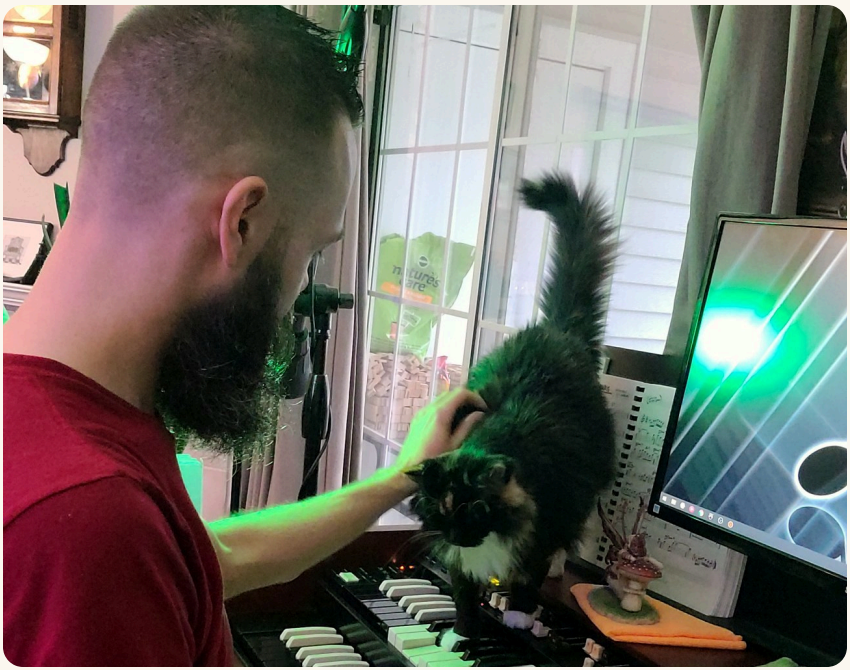


**Twiddle**
11



**Birmingham**
4 · Highland Lynx

Luna and Twiddle came home with me together. Birmingham is the young one, a Highland Lynx. Now and then, one of them walks across the keys in the middle of a song.



*Luna, joining in.*



# THE STUDIO

This is where I make Eternal Crane's lessons and live streams: the organ and its pedals, the electric piano, a bass and the guitars, under the Pillars of Creation, with the yin-yang mandala on the wall and the cats' tree in the corner.

When I play for you, the music comes from here, or I bring it to wherever you are.

# Connection is always welcome.

Ask me anything: music, life, the spirit, the piano, or simply what you need.

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