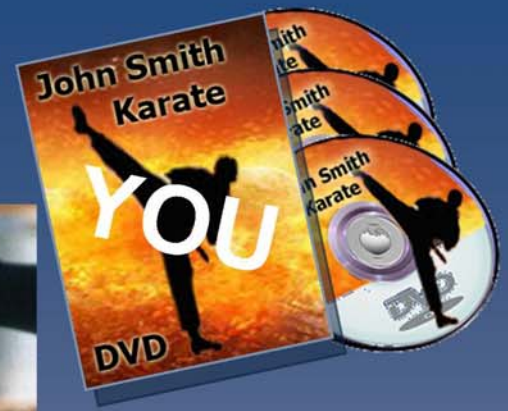


You The STAR

in your own Instructional DVD



Richard Norton

Action Movie Star, Producer,
Director, Fight Choreographer
and Martial Arts Legend

Kapow TV

TV quality Sports & Martial Arts
Productions

Martial Arts Australia

Industry Peak Body with the largest
range of DVDs through their Mega
Stores



Directed by

Produced by

Distributed by

School Owners:

- *Create one or a whole series of Instructional DVDs and earn \$1000s as a passive income
- *Get featured on Kapow TV 'The Hard Hitting Sports & Martial Arts Channel'
- *Get directed by Richard Norton action movie star and martial arts legend
- *Get a worldwide distribution deal guaranteed to sell more videos
- *No upfront production costs from the Instructor—limited offer

**Dreaming of having your own
professional instructional DVD range but don't
know where to start!**

It just got a lot easier because members get access to our
production studio, cameras and team to create a DVD range
at our facility or at your school.

**Our special deals allow instructors to make one
or more instructional videos that will be available on
DVD , via an online Pay Per View system and
promoted through our TV Programs**

- *Series of instructional videos
- *Instructor show reel video
- *Virtual video tour of your school
- *Capture your demos and special events

TV Studio

Fact 5 / 772 Burwood Hwy Ferntree Gully Victoria

Find out how you can produce the highest
quality professional video range without using
any of your own money, now that's cool!



Contact Martial Arts Australia

03 9897 3213

support@martialartsaustralia.com.au

www.MartialArtsAustralia.com.au

It's not just about getting extra income from DVD / PPV sales it is also about getting indirect revenue from raising your profile and attracting more students to your schools.

Why have your own instructional DVD range?

There are many advantages of having your own range of DVDs including giving you more credibility, raising your profile, attracting more students and gives you a great product for your cliental. Having your own DVDs shows you are professional and helps create more confidence in your product (martial arts classes) and therefore more customers.

Students like to continue to work on skills at home and of course need assistance in doing so, the DVD serves as a supplementary teacher. You can sell every level of your curriculum on DVD which will help your students progress faster and feel more confident while making you extra cash. We all know the DVD does not replace the teacher, it supports him and makes him a passive income as well as promoting his art. Many instructors are now famous and have students around the world by selling their DVDs internationally therefore not limiting themselves to just teaching students face to face.

Many instructors find the thought of making their own DVD range a massive undertaking and a costly exercise without a clear return unless they have hundreds of their own students. Now it doesn't matter how many students you have because we can distribute your video to a worldwide audience via DVD/PPV and support it with TV, Magazine and Internet marketing to guarantee results.

What can you earn?

Most instructional DVDs (45-60 mins) retail between **\$35-\$55 each** we suggest you retail at **\$45.00 each**. As part of your package you get an international distribution deal which gives you access to our massive network both in Australia and overseas. In addition to DVD sales we will syndicate your DVD through our Pay Per View/Download TV Channel around the globe reaching 35,000+ sporting TV Channels. You will be paid whenever your video is watched anywhere around the world so you can imagine how much you can earn with just one view/download from each site let alone your DVD sales.

How does it work?

If you have never created a DVD before all you need to do is plan the content and we will help you produce a winning format. You can either film it yourself and we can just distribute it for you or we can do the whole thing.

Stage 1— Fill out the attached form and book your filming schedule.

Stage 2—Supply us with photos / multi media / profile information on you and your style.

Stage 3—(a) If excepted we will produce a DVD mock up so you can pre –sell the first 100 DVDs @ \$40 each. and use these funds to start production. (b) If you don't want to pre-sell the DVDs as you want to start ASAP just forward us the amount you would have raised reselling the DVDs out of your own funds.

Stage 4—We will start filming your DVD (with 2 hours of studio time) including an interview for TV

Stage 5—Editing / post production to create 100 DVDs to fulfil your pre-sold customers.

Stage 6—We make available 100 or more DVDs to you at just \$15 each to sell at \$40-\$45 each.

Stage 7- We upload footage to our PPV TV Channel where you get a share of the ticket price from every view.

Stage 8—We start an advertising campaign for your DVD at no cost to you which includes distributing it through our entire network.

Make \$3000 Profit Guaranteed Upon Completion

Simply follow our project plan to make \$3000 profit after selling the initial 200 DVD at \$45 each and then continue to make more revenue from multiple sales year in year. Combine this with your Pay Per View TV Channel sales and the increased student base from your higher profile and you will be wondering why you didn't do it long ago. Of course you could be making even more by creating a 'Triple Pack' or a whole series of DVDs .

What else do you get:

- *Two hours of studio for each DVD
- *TV network quality DVDs - 40 mins each produced
- *Video graphics embedded in DVD
- *Appearance on Kapow TV - interview / talk about DVD
- *More students by raising your profile on TV
- *100 finished DVDs with slick disc printing and case per title
- *DVD poster design and print original
- *Distribution deal includes mega Store & PPV sales
- *Magazine print advertising featured
- *MAA newsletter featured



Instructional Video Booking Form

Name Martial Art Style

School Name Branches How Many Students

What Do You Teach

What Grade By Whom Title

Address Suburb State P/C

Phone Mobile Email

Website Memberships to

Please take the time to fill in the relevant boxes below so we can evaluate all the information to get your production moving as quickly as possible

How many DVDs do you want?

Type of production:
Forms - Basics - Sparring - Self Def - Exercise - Demo

Other

I will presell 100 DVDs I will pay upfront

What are the best days for filming (No in order)

Mon	Tues	Wed	Thr	Fri	Sat
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What is the best times for you?

9am	11am	2pm	4pm
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Check List (please tick)

- Have you rehearsed your moves
- Have you booked your partners to work with
- Have you got the appropriate clothing
- Have you got promotional photos
- Have you got all your equipment / weapons
- Have you got your script
- Have you got a work sheet for the camera crew
- Have you got logo / graphics ready to insert
- Do you want to add a photo shoot (add \$150)

- *Film up to 4 DVDs in one day
- *Standard length production 40 mins
- *Get directed by Richard Norton / Kapow TV team
- *Produced on Pro HD cameras
- *Worldwide distribution deal

Send Booking Form To:

Martial Arts Australia—P.O. Box 1170 Box Hill Victoria 3128
or Email to support@martialartsaustralia.com.au
Phone: 03 9897 3213

Terms & Conditions

Martial Arts Australia P/L (MAA) will hold the copyright of the footage until each title has reached 500 sales and then copyright is the shared with 50/50 with DVD instructor (DVDI). MAA will film, produce, author and duplicate each title and will charge the DVDI for this service out of sales created. They will market and distribute the titles internationally through its network which includes PPV TV. It will pay royalties of \$5.00 per title on any DVD sold to DVDI each month and 25% of the ticket price of the title once viewed on the PPV TV Channel. DVDI can buy the titles at \$40 for the first 100, \$15 for the next 200, \$12 for the next 200 and then they can have a glass copy so they can reproduce their own while still getting royalties from MAA's sales for a period of three years. DVDI can not copy and sell these titles until they have reach 500 units sold through MAA as this will be a breach of copyright and the agreement. MAA will notify DVDI of current marketing strategies with both parties free to advertise the titles worldwide. All instructors are allocated two hours of filming time in the studio, this includes rehearsal time, overtime will be charged out \$250 per hour unless previously negotiated.

I have ready and agree to all the terms and conditions **AGREE**

I have read and agree to the terms and conditions of this document

Dated

Print Name

Signature

Witness Print Name

Signature