

## First contact email

**Subject line:**

**Your DVD kiosk opportunity is waiting**



Hi \${Leads.First Name},

Thank you again for your interest in **DVDNow**. We've been helping people like you create their own businesses for over 12 years now. Our proven system makes it easy for you to get started. We provide all equipment and training you need to launch your DVD kiosk business, along with continuous sales and marketing support essential for achieving maximum results.

This is an exciting time for the DVD kiosk industry. You've probably heard of the Redbox phenomenon, and how the revenue from their DVD kiosks keeps beating financial projections. In order to give you a better view of the market out there, I would like to share some recent articles and industry research with you.

### **Redbox quarterly revenue hits \$503 million**

In the first quarter of 2012, revenue from Redbox DVD rental kiosks surged nearly 40% to \$503 million. They reported 196 million rentals during the quarter, and 30 million customers each month.

Read the *Home Media Magazine* article:

[\*\*A 40% jump in Redbox revenue helps Coinstar post \\$53.7 million profit\*\*](#)

Last year, they reported an average of 49 rentals a day per kiosk and over \$37,000 in revenue per kiosk annually. In 2011, they rented 684 million DVDs!

Read the *Home Media Magazine* article:

[\*\*Coinstar Profit, Revenue Up Sharply on Redbox Growth\*\*](#)

The numbers are clear. Despite a major recession, Redbox and its parent company Coinstar are thriving. Of course Redbox doesn't franchise, but its financial results create an excellent picture of the huge potential for a DVD kiosk business.

Here are some more [news articles](#) about the potential of the DVD kiosk industry.

So the question is: how can DVDNow help you catch the Redbox wave?

**Learn more with a free Webinar**

Your next step is to **register now for your complimentary [Business Ownership Webinar](#)**. The Webinar will give you a pretty good idea on whether a kiosk business is a good personal fit for you.

This is an exciting, but also busy time for this industry and it is impossible for me to follow up with every online request individually. But if you would like more information please call and I will answer your questions (my office hours are weekdays from 9am to 5pm Eastern Standard Time).

I look forward to talking to you about this opportunity in more detail. In the meantime, you can also learn more by visiting our [Discovery Portal](#), which will tell how our program makes it easy for you to be your own boss in as little as 45 days.

Thanks again,

XXX

