

# DVD Now Boot Camp Marketing Emails

## Email 1: Boot Camp invitation

**Subject line:** Fast-track your start-up phase with Boot Camp



P: 1-877-849-4272 [email](#)

Dear \${Contacts.First Name},

What if you could learn all you needed to know about your new DVD kiosk business in just three days?

We've taken everything we've learned in six years of operating and packed it into three days of intense Boot Camp curriculum, catered exclusively to new kiosk owners like you.

I would like to invite you to join us for the next Boot Camp on August 16 to 18, 2012 in beautiful Vancouver, British Columbia. (Call **1-877-849-4272** or [email](#) to register now.)

**“I’ve been to a lot of training as a manager  
at Baron Life for 29 years. This is top-notch.  
Better than any training they ever put me through.”**  
– DVDNow Kiosks Boot Camp attendee

### Fast-track your kiosk business

Learn essential skills crucial to launching your successful kiosk business:

- Proven strategies implemented successfully by our top kiosk operators.
- Marketing tactics for securing the best strategic locations for your kiosks.
- Managing your kiosk inventory by analyzing key customer demographics and trends
- A chance to learn from other experienced kiosk operators, business people like yourself, as well as industry veterans with decades of kiosk and entertainment experience.

**Be inspired by self-made millionaire Anthony Sellers**

This exciting weekend is packed with speakers like Anthony Sellers, who spent 10 years in the U.S. Army and five years in White House communications before making his millions as an entrepreneur. Now he runs one of our most successful kiosk businesses, and he'll share what he knows with you.

**Save \$500 when you register today, and get credit for your tuition**

Your entire tuition fee can be applied as credit towards your next purchase. Our full tuition fee is \$2,495, but if you register now you pay only \$1,995. Call 1-877-849-4272 or [email](#) to register now. You can take advantage of our early-bird pricing only until July 31, 2012.

Tremendous opportunities are available to our DVD kiosk operators, but the start-up phase is challenging.

Our Boot Camp can save you valuable time and money by fast-tracking your learning curve and putting you on the path to profitability in the crucial start-up phase, when it is most important.

I look forward to meeting you there.

Sincerely,

Founder and CEO of DVDNow Kiosks

## Email 2: early bird reminder

**Subject line:** You can still save \$500 on DVDNow Boot Camp



P: 1-877-849-4272 [email](#)

Dear \${Contacts.First Name},

You can still save \$500 and qualify for early-bird pricing if you register today for Boot Camp, a training seminar catered exclusively to new kiosk operators like you.

In three days, you can learn everything you need to know about running a successful kiosk business, including:

- **Proven success secrets from top kiosk operators**
- **Advanced marketing tactics and kiosk inventory management**
- **Strategic planning to sustain revenue growth**
- **Plus be inspired by self-made millionaire (and kiosk operator) Anthony Sellers!**

Join many other new kiosk operators who have already taken advantage of this opportunity. Our next Boot Camp takes place August 16 to 18, 2012 at DVDNow's Corporate Head Office in beautiful Vancouver, British Columbia.

Call **1-877-849-4272** or [email](#) to register now.

This intensive training program frequently sells out, and early-bird pricing only lasts until July 31, 2012. Your entire tuition fee can be applied as credit towards your next kiosk purchase as your business grows. The full price is \$2,495, but until July 31, 2012 you only pay \$1,995. And your business partner or spouse can come for only \$500.

Boot Camp is the fastest way to put your new kiosk business on the path to profitability. And it's an investment in your future, a chance to empower your business at the crucial start-up phase when it makes the most difference.

Call 1-877-849-4272 or [email](#) to learn more about the difference Boot Camp will make to your new kiosk business.

Sincerely,

Founder and CEO of DVDNow Kiosks

**Quote can go anywhere:**

**“With DVDNow, they have been there every step of the way.”**  
-- Lee Radford, law enforcement officer