

MindBody TuneUp

Proposal for Production Funding

By Jan Dacri, M.A.

MindBody Improvement Resources
P.O. Box 81371
Las Vegas, NV 89180
Phone: 702-376-4727
Jan@JanDacri.com
www.JanDacri.com

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MindBody TuneUp

Summary

With a jittery financial market and on-going world events putting people – especially people in business – under extreme stress, the self-improvement industry is one of the largest emerging markets in America*. *MindBody TuneUp* is an investment opportunity to take advantage of the expansion in this field. Jan Dacri is seeking investors to fund the production of the content elements, product video / DVD, and infomercial, for her innovative, ground-breaking program.

The world's leading female memory expert, Jan Dacri has spent over thirty years developing her ideas which improve memory, reduce stress, and increase general health. Industry experts and respected medical practitioners have sincere praise for Jan's program, and classify it as incredibly beneficial for millions of people. Through her highly in-demand Memory Training, Motivational Speaking, and In-House Programs for Fortune 500 companies and conventions, Jan has refined her concepts into a comprehensive *MindBody TuneUp* program. All components are scheduled for completion by April 2004.

Elements already in development include a promotional infomercial with Reliant Interactive Media/Thane of Tampa, Florida; computer software for PocketPC Films of Los Angeles, California; and a series of Memory and *MindBody TuneUp* presentations for clients of Steve Beyer Productions, a leading destination management company servicing conventions and corporate meetings in Las Vegas, Nevada.

* "The total self-improvement market [was] estimated by Marketdata to be worth \$5.7 billion as of 2000, and over \$9 billion in 2001."

The Program: *MindBody TuneUp*; Complete Overhaul; Routine Maintenance; and Fine-tuning

By Jan Dacri, M.A.

Look around everywhere and you will see that most people are out of shape, under stress, and not in the best of health. Ask anyone, “How’s your memory” and most will answer they’re losing it – it’s getting worse every day. While drug remedy sales are at an all-time high, self-help books and videos have also become a major market.

Vast numbers of people who are aware of the urgent need for self-improvement have had (or witnessed) a life-threatening scare (cancer, heart attack, memory loss, high blood pressure, diabetes, accident/injury, etc.) and have realized the need to reduce the stress and take far better care of themselves right now, or else! (The avoidance of pain and suffering is the greatest motivator!)

Distrusting the “quick fix”, many (especially the billions of baby boomers in the workforce today) are longing for natural, lasting solutions. However, with daily schedules that are already full to the brim, most think they hardly have time for anything new, and in any case, are not quite sure how to begin to help themselves.

Jan Dacri’s *MindBody TuneUp* Program will provide the tools and instructions for a simple “do-it-yourself” overhaul, routine maintenance, and fine-tuning designed to fit comfortably into anyone’s busy schedule, at work, at home, and when traveling, - regardless of age, job description, lifestyle, habit patterns, current circumstances, mental and/or physical condition.

The most comprehensive self-help program ever created, it teaches everything you need to know and all you need to do to **dramatically improve your memory** and drastically boost your level of **physical health and fitness**. Entertaining & effective follow-along video instruction, unique interactive computer-based learning materials, a cassette tape, and a highly informative book, all teach classic, age-old wisdom combined with the latest up-to-date information.

All individual pieces may be used (purchased) separately (book, videos/DVD, CD-ROM, cassette) or acquired as a complete set (including the bonus, “Natural Vistas” video/DVD). A unique and original approach; one can literally begin anywhere. The materials can be read, watched and listened to in any order. The whole adds up to greater than the sum of its parts. The practical information and *the MindBody* exercise routines are timeless. And all components become more valuable by repetition and review, making this program a very worthwhile investment in time and money.

As a result of Jan’s **In-House Programs**, conducted personally by Jan and online via CyberSeminars worldwide, companies report an impressive boost in overall morale and productivity, less sick-leave (decreased absenteeism due to stress-related syndromes such as high blood pressure), lowered health-care costs.

The Products

Everyone around the world today can benefit by having their own set of materials to use on their own or work computer(s), television, cassette/DVD player, and/or Pocket PC. Materials can easily be translated and given subtitles in any language.

Brief Description

BOOK

MindBody TuneUp;
Complete Overhaul; Routine Maintenance; Fine-tuning
(350 pages)

CD-ROM (eBook)

Includes Book (above) in convenient digital format, complete with printable charts, forms, guidelines, and worksheets, follow-along lessons and animated instructions (700 MB / 80 min.)

VHS / DVD

1. The Mind: *UpGrade Your Mental Computer;*
Install Improved Memory in Minutes a Day
(3 hours video)
2. The Body : *MindBody TuneUps;*
To do on-your-own, at work, at home, on the road
(includes follow-along one-minute and five-minute modules)
(3 hours video)

AUDIO CASSETTE / CD

Listen to MindBody TuneUp sessions that can be used on the go.
(60 minutes audio only)

BONUS VHS/ DVD “NATURAL VISTAS” ON VIDEO

View relaxing images of nature on computer, PocketPC or TV Screen; beneficial to both the mind and body
(2 hours video and stills)

Details

BOOK / eBook

MindBody TuneUp; Complete Overhaul; Routine Maintenance; Fine-tuning

Part One: The Mind – includes interactive exercises for learning all principles and techniques to improve the memory; applications of practical everyday systems for remembering anything; and teaches how to harness the remarkable Power of Self-Talk.

Part Two: The Body – provides a comprehensive overview of the latest health-improvement discoveries. Suggests simple, basic everyday applications of age-old wisdom and good common sense; easy to read and apply. Readers will enhance physical fitness, reduce stress, insure the body's resistance to disease. Includes clearly worded, fully-illustrated MindBody TuneUp Sessions (stretching – breathing – visualization & relaxation techniques to use at work, at home, on the go).

Uses 3M Post-it Notes® for a wide variety of practical daily applications.

CD-ROM

- Contents of the book (above) which may be read as a PDF file on any computer, navigating from the Table of Contents to any point, and cross-referenced between chapters.
- Includes enjoyable, interactive Power Point Presentations covering Memory Techniques, Harnessing the Power of Self-Talk, and Principles of MindBody Health and Fitness.
- One and five-minute MindBody TuneUp modules: Follow-along, fully illustrated Power Point Presentations for stretching, breathing, and relaxation (designed for use at work, at home, on vacation, any time!).
- Software produced purposely to play on your desktop computer, or portable PC, with printable worksheets to be written on.

VHS / DVD – The Mind

Join a live audience in class with top-rated motivational speaker, Jan Dacri, for a complete Memory Course. Learn Classic Memory Systems, fun and effective memory improvement exercises, and practical applications for all types of memory challenges (names, etc.) in business and personal life. Learn at your own pace. Repeat as often as necessary. (3 hours)

VHS / DVD – The Body

A MindBody Fitness training course for anyone, any age, in any shape or condition. Includes how to stretch safely, breathe expansively, strengthen and tone the entire body, relax completely. Jan makes it fun to do, easy to follow. (3 hours)

Including:

- The 70 Most Effective Stretching Positions (standing, balancing, sitting in a chair, sitting on the floor, kneeling, lying on the stomach, lying on the back). Anyone can follow-along safely with Jan; watch her demonstrate each position; and enjoy her clear, articulate, verbal guidance based on 30 years of highly acclaimed teaching experience.
- Learn to do and use The 5 Basic Breathing Techniques to improve circulation of oxygen to every cell of your body and brain.
- Jan's personal instruction in enhanced (safe and effective) use of cardio-vascular exercise machines at home or in a health club.
- Highly beneficial stretching (with breathing techniques) to include during muscle strengthening and weight resistance workouts.

- Using Visualization; making the MindBody connection to further enhance the effectiveness of all types of workouts.
- Relaxation Procedures for Stress Relief, taking “Power Naps”, and getting a good night’s sleep.

Featuring:

- 20 One-minute MindBody TuneUp Sessions
- 12 Five-minute MindBody TuneUp Sessions

Follow-along sessions for use during the day, at home or at work, when things are hectic, time is short, stress is high. Jan guides you through a series of short routines which can immediately return your composure, help you to maintain a calm and relaxed attitude, keep yourself mentally clear, physically energized and productive all day long. Once the routines become familiar by repetition, you can then do them on your own, anytime.

POCKET PC Version of the above DVD Programs

AUDIO CASSETTE / CD – discover the possibilities for making better use of some of your time – mentally and physically - while driving alone in the car - or anytime you’re on the go. Follow-along and feel the benefit of these brief re-minders to release stress by Breathing, Stretch/squeeze/release techniques, Visualization, and productive Self-Talk.

BONUS: VHS/ DVD “Natural Vistas” on Video

Observing images of nature on a video screen can be a very relaxing experience, proven to be nearly as beneficial to both the mind and body as actually being there. Taking a mental vacation is one of the “Stress Relief Strategies” achieved partly by viewing video footage of some of the most beautiful places on earth where nature is truly conducive to relaxation. Play this VHS or DVD while you stretch, breathe, workout, sit at your desk; or simply allow it to play on your computer or television screen anytime, like a window on the natural world, keeping you feeling relaxed and tranquil while you go about your business of the day.

Income Streams

Marketing will include offering individual components sold separately; and the Complete Package.

- Sales through bookstores, warehouse outlets, department stores, health clubs, health-care practitioners (Doctors, Chiropractors, etc.)
- “Back of the room sales” at all lectures, conventions, and company programs; and directly to businesses as part of implementation of Jan’s in-house MindBody TuneUp Program (for individual employees and as materials available in The Green Room).
- On-line sales through www.jandacri.com and 3rd party websites, e.g., Amazon.com, and to participants of Jan’s CyberSeminars worldwide.
- Infomercials: existing agreement in place with Thane/Reliant (the largest infomercial company in America) to produce and promote the complete package.
- Existing agreement with Pocket PC software distribution company.

Jan's background

World's foremost female memory expert, Jan received a Master's Degree from Tufts University, Boston, Mass. A highly acclaimed speaker for corporate events since 1973, presenting memory training, motivational speaking and in-house programs for Fortune 500 firms and conventions worldwide, including 3M, Boise Office Solutions, IAAP [International, Association of Administrative Professionals], Owens-Corning, and YPO, to name a few.

Her dynamic approach, inspiring appearance, and engaging personality make Jan an ideal spokesperson to promote the product in television, radio and media appearances to support the launch and generate publicity.

Conclusion:

Everyone wants to be healthy. We're less vulnerable to disease and more likely to recover quickly and completely after any unexpected health challenge. It's a sure thing that if we use it, we won't lose it!

Regardless of age or condition, this program is especially for those whose life includes long hours of sitting, great time constraints and mental challenges. Read the book in hand or on computer. Watch the videos on TV or DVD. Listen to the cassette in the car. Take your Pocket PC or PC software with you when you travel. On the go, teach yourself how to stretch, breathe, and manage your own self-talk; stay relaxed and productive, calm and confident. Exercise your mind and strengthen your memory; achieve better health, boundless energy, true relaxation, and a more attractive, youthful physical appearance.

One of the last to make millions from a Self-Help Program was Mega Memory by Kevin Trudeau, a cassette tape course produced and promoted in the 80's by Reliant Interactive Media. The demand for memory improvement is bigger than ever. Jan's MindBody TuneUp program is more comprehensive, updated, presented using the latest multi-media, and destined to become the next big hit on the self-improvement market.

Production Budget

For production of the Masters for all products

<u>Description</u>	<u>Amount</u>	<u>Notes</u>
eBook	2,500.	
Memory DVD (video)*	15,000.	To be shot as part of Infomercial Production
MindBody TuneUp DVD (video)*	15,000.	To be shot as part of Infomercial Production
Audio Tape	1,800.	
Natural Vistas DVD (video)	17,000.	Includes travel for 2-man crew
Infomercial Program (30 minutes)	32,000.	To shoot in Orlando, FL
Printed workbook and supplement materials	3,500.	
<u>Total Summary Budget</u>	86,800.	

* Production costs may be reduced significantly if all are programs can be shot at the same time.

Project Timetable:

Pre-production on TV Show: Jan - Feb 2004

Production of TV Show and Product Video/DVD: Feb 2004

Edit TV Show and Product Video/DVD: Feb – March 2004

Book Printed, Audio Tape Produced, DVD Mastering: March 2004

Projected date of Completion: April 2004