


Service	Description	Scope	Delivery in	Price (+VAT)
<b>web page package deal</b> (4 small pages)	Text for up to 4 small-sized categories of a web domain, i.E.: <ul style="list-style-type: none"> <li>- Home, About us, Contact, Products / Services</li> </ul>	Up to 400 words per page, SEO optimized	6 days	315 EUR
Content generation for single <b>web page (small)</b>	Text for one small-sized category, i.E.: <ul style="list-style-type: none"> <li>- Home, About us, Contact, Products/Services, single product description</li> </ul> <p>Does not cover pages with extensive/complex content, such as</p> <ul style="list-style-type: none"> <li>- Sales Copy</li> <li>- Origin Story</li> </ul>	Up to 400 words SEO optimized	3 days	97 EUR
Content generation for single <b>web page (large)</b> 	Text for one large sized category, i.E.: <ul style="list-style-type: none"> <li>- Detailed description of product or service</li> <li>- Sales copy</li> <li>- Sales conversion page</li> <li>- Origin story</li> </ul> <p>(includes 10 revisions/edits)</p>	Up to 1500 words	10 days	328 EUR
Content generation for 1-month <b>marketing campaign</b> (i.E. on Facebook)	Text for 30 sweet and snappy mini-posts (i.E. for Facebook), that generate attention	30 Posts with up to 50 words	3 days	195 EUR
Ad copy	Punchy advertisement for your product / service / event with call to action	Up to 250 words	3 days	57 EUR
E-Mail sales copy / Newsletter 	Spiffy mail that contains: 1.) user story / endorsement / testimonial 2.) value / lesson / sale 3.) call to action	150-300 words	3 days	57 EUR
E-Mail / letter templates	Default letter for establishing / maintaining contact to existing / potential clients	1 E-Mail per topic (i.E. "Welcome new subscriber!")	3 days	57 EUR
Content generation for weekly blog posts (small)	Research and create text for a blogpost for a dedicated topic. Includes research of the topic. Includes delivery of 1 public domain stock image (i.E. iPhoto or Shutterstock)	200-500 words 1 stock image	3 days	77 EUR
Content generation for weekly blog posts (large)	Same as above, but more content	400-800 words 1 stock image	3 days	105 EUR
Book 	Create your individual offer (see examples on page 3)	individually	1-12 months	individual

Prices do not include VAT (19%). Copy writing offers include up to 5 revisions/edits. Content delivery is prioritized according to client's request – if no prioritization is communicated, delivery is first-come-first-serve. For expediated results, please use "express delivery". "Delivery in" always means delivery of first draft before revision. First time customers may be asked a front-up consideration fee. All prices and services are non-binding until a written quote is given.

**Punchline Education // Comprehensive Online Multimedia Education Course**

Service	Description	Scope	Delivery in	Price (+VAT)
Punchline Education Evergreen Comprehensive Course	<p>Fully conceived, scripted online multimedia course</p> <p>All content is evergreen and modularly adjustable (except for individual words)</p> <p>Didactically sophisticated Punchline Course Concept™: often imitated, never surpassed.</p> <p>The unique Punchline Course Concept™ includes the secret Punchline Education Formula for unparalleled success in your clients' learning. Differentiate yourself from the competition once and for all with this unique learning concept.</p> <p>The Punchline Course Concept™ comprises perfectly coordinated course modules for the best possible success of your clients.</p> <p>Includes multimedia elements (videos, audiobooks, cheat sheets, quizzes, and other strictly confidential ingredients), copywriting for interactive elements.</p> <p>Includes all materials according to Punchline Education Option 2.</p>	Multimedia Course on a dedicated Topic	Up to 12 months (Express delivery in 6 months – availability of express option depends on content)	424000,- EUR Installment payments available in up to 4 installments
Punchline Education Evergreen Course Script – Copywriting Only	<p>Fully written and scripted online course – no visual elements.</p> <p>Includes the unique Punchline Course Concept™ as a script as well as a guide for content creation.</p>	Full script for a comprehensive online course on a specific topic	Up to 6 months (Express delivery in 4 months) – continuous delivery model available	127000,- EUR
Punchline Education Evergreen Service Package	Unlimited modifications and extensions for a <b>Punchline Education Evergreen Comprehensive Course</b> for 1 year, within a maximum scope of 20% of the original course content.	Maintenance and Extensions Up to 20% of the original scope	12-month duration	106000,- EUR

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Service	Description	Scope	Delivery in	Price (+VAT)
Punchline Education Option 1: "license" 	Infotainment style script (punchline level of quality), design, animation, sound design, music, professional voiceover (male), sample cleanup, mastering, post-production Delivery includes: rendered video file, license for unrestricted use in ordered language	5-15 minutes (depends on content)	4-6 weeks (express delivery option 2 weeks)	<del>3997,- EUR</del> limited time offer: 2997,- EUR
Punchline Education Option 2: "license + raw files"	Same as option 1 + original script files, all raw files (presentation slides, raw sound files, music files, video files, etc.) License for unrestricted use in any language	5-15 minutes (depends on content)	4-6 weeks (express delivery option 2 weeks)	8997,- EUR
Upgrade: second language English/German	Delivery of before mentioned punchline education video in a second language German → English English → German	~same as original	+ 1 week (express delivery option 2 days)	+ 697,- EUR
Upgrade: alternative voice actor (male/female)	Professionally directed and recorded by a professional speaker (male or female) – client can choose from a variety of voice actors	-	+ 4 weeks	+597,- EUR
Upgrade: Celebrity voice	All lines recorded by celebrity voice (actor must be available, please put in your request and we will check if the actor is available)	-	je nach Terminlage	1997,- EUR agency fee plus surcharge depending on the speaker's fee

### Value upgrade

Service	Description	Scope	Delivery in	Price (+VAT)
Express delivery option	Delivery of any ordered service within 24 h	-	24 h	+50% of the ordered service price
Translation option	Delivery of content in 2 languages (German AND English)	-	+24 h	+30% of the ordered service price

### Translation services

Service	Description	Scope	Delivery in	Price (+VAT)
Professional translation German/English 	Translation of any text German → English English → German	-	1 week	0,115 € / word

### Voice Actor

Leistung	Beschreibung	Scope	Lieferzeit	Preis (zzgl. MwSt)
Voice actor, radio voice, professional storyteller (audio book, radio, tv-spot, video game)	Script based recording, professional recording setup included in fee.  Voice: male, different variations ranging from smooth to striking, special voices upon request	As requested	On case-to-case basis	105 EUR base price plus 67 EUR per 15 minutes produced speaking time

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## Consulting

Service	Description	Scope	Delivery in	Price (+VAT)
Consulting and time based contract work	Tap into the know-how of over 15 years of experience from one of the top leaders in the multimedia and automotive industry.  Volkswagen, Daimler, Ferrari, Lamborghini, Sony, BMW, Audi, General Motors, Honda... they all benefited from this knowledge.  Now it's YOUR turn!  Consulting service on all topics and specialist areas	1 h	On case-to-case basis	280 EUR One-time consulting trial package available for first-time clients only: <b>527 EUR for 10h</b>
		Trial package must be used within 3 months. Unused sessions will expire and will not be billed		

## Administrative Services

Service	Description	Scope	Delivery in	Price (+VAT)
Research and delivery of 2 public domain stock images	Delivery of 2 images that fit a certain theme or topic (ex. Shutterstock)	2 stock images	24 h	7 EUR
Content delivery for one web site	- I will log in to your web site and add text, images, hyperlinks, fonts, color, etc. to create one category on your webdomain	One web page	24 h	36 EUR
Content delivery for one blog post	I will log in to your web blog and add text, images, hyperlinks, fonts, color, etc. to one Blogpost (ex. Wordpress)	1 Blogpost	24 h	7 EUR
Facilitation of online comments	Facilitate a forum or a comment section: - Engage with your clients to improve conversion rate - Research of customer demands - Actively keeping the community alive	1 h	Arranged individually	159 EUR  Try now! Limited one-time offer: 97,00 EUR
Consulting for online facilitators	Review, evaluation and coaching for your online facilitators (ex. Moderators on forums) - Analysis of dialogues between facilitators and clients or trolls - Followed by coaching session with online-facilitator to improve your future correspondence	1 h	Arranged individually	280 EUR  Try now! Limited one-time offer: 97,00 EUR
Maintenance (ex. Wordpress)	Maintanance for your web domain (ex. Wordpress)	1 h	24 h	157 EUR

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Service	Description	Scope	Delivery in	Price (+VAT)
Book Option: "Ghost Writer"	<b>YOUR OWN BOOK</b> Service is provided anonymously. You will be the sole credited author of your book	~ 20.000 words (about ~120 pages A5)	Depending on scope (usually between 6-12 months)	48700 EUR (Down payment 13250 EUR)
Book Option: "Vorwort"	<b>YOUR OWN BOOK</b> Lower price, but will contain „preamble written by...“ on the cover sheet including a preface on the first page	~ 20.000 words	Depending on scope (usually between 6-12 months)	36500 EUR (Down payment 19500 EUR)
Book Option: "Co-Autor"	<b>YOUR OWN BOOK</b> Much lower price. You must credit "Cornelius Huber - The Punchline Engineer" as co-author and contributor on the book cover, title page and inside book complete with author bio. Co-Author "Cornelius Huber" must be credited as co-author in all distribution channels	~ 20.000 words	Depending on scope (usually between 6-12 months)	24400 EUR (Down payment 12200 EUR)
Book Option: "Autor"	<b>YOUR OWN BOOK</b> Much much lower price. You must credit "Cornelius Huber - The Punchline Engineer" as an author on the book cover, title page and inside the book with the author's bio. Author "Cornelius Huber" must be credited as author in all distribution channels	~ 20.000 words	Depending on scope (usually between 6-12 months)	19500 EUR (Down payment 12000 EUR) + 50% profit share from book sales / alternatively fixed amount per printed or digitally distributed copy
Book Option: "Autor"	<b>YOUR OWN BOOK</b> Much much much lower price. You must credit "Cornelius Huber - The Punchline Engineer" as the author on the book cover, title page and in the book with the author's bio. Author "Cornelius Huber" must be credited as author in all distribution channels Special conditions, such as lifetime profit share, apply (negotiated separately)	~ 20.000 words	Depending on scope	14600 EUR (Down payment 4800 EUR) + 50% profit share from book sales / alternatively fixed amount per printed or digitally distributed copy + 30% revenue share of your company

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**Don't hesitate... ACCELERATE!**

This is your once in a lifetime chance to **ROLL AROUND IN THE MUD** with a couple of **SMOKING HOT MACHINES!**

Coming Sunday, October 28<sup>th</sup>, we cordially invite you to an **INTENSE AFTERNOON** of **DIRTY FUN** that will leave a **LASTING IMPRESSION** on you!

**ONE RIDE**, that's all it takes before you're hooked for life.

ATV / UTV fanatics and newcomers alike are welcome to "ride it like you stole it".

Ever dreamt of riding a power sport ATV or a side by side? Or you want to show off your cool moves on the dirt track?

Now you can! **Check out our power sports and try them out on our trail.**

Go big yourself or watch the fun from the side while enjoying some **complimentary food and drinks** by courtesy of us.

**EVEN MORE FREE STUFF!**

Life is better 4x4 in the mud! And now it is even safer – because we are giving away a **FREE extended warranty** or a **FREE 125cc coolster ATV** (your choice) at the purchase of an Odes UTV on that day (October 28<sup>th</sup>).

**SPECIAL BROADCAST GUESTS**

The event will be hosted by kfan radio.

**WHAT ARE YOU WAITING FOR?**

Come down to **Christie's Classic Auto & SPORT** on Sunday, October 28<sup>th</sup>

This epic event will begin at 11am and go until 5pm

Pro tip: You want to make sure to **be there early** so that you can get on a ride quickly and make the best use of the daylight.

## FREE MONEY!

Come get some!

We will connect you to your next buck earning experience.  
Completely free of charge!

Earn extra income on top of what you are making now

Companies are giving away money! And all you need to do is one out of these three things:

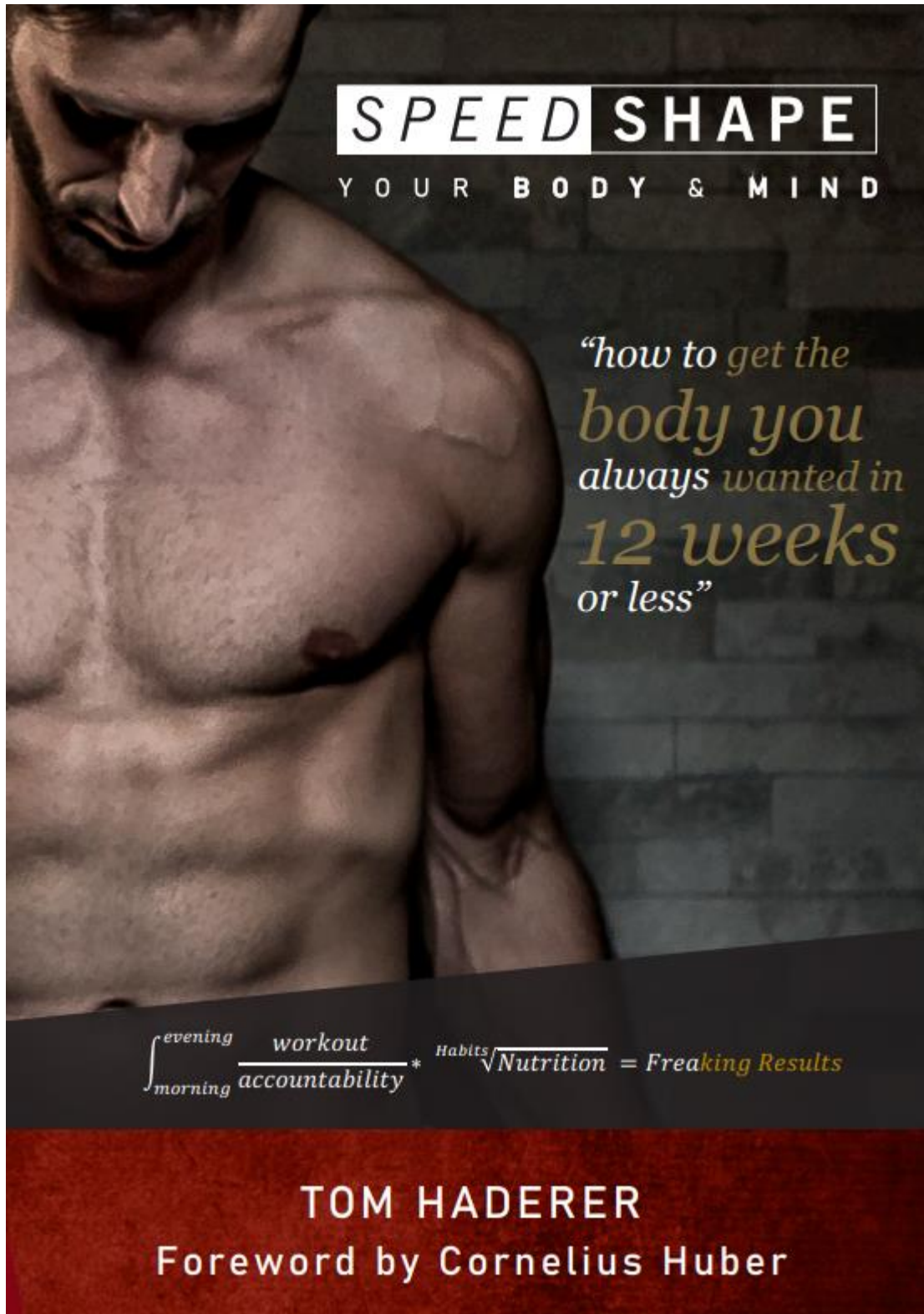
- FIND THEM – use the search and snatch up latest offers
- BE FOUND – create a profile become a preferred pick
- CREATE ALERTS – new offers are added daily!

With your new income you can:

- GET SOMETHING NICE
  - You like stuff? Get new stuff! You've earned it!
- MAKE YOU SELF-RELIANT
  - No more living on loans or in your mom's attic!
- BUY YOUR LOVED ONE A NICE PRESENT
  - Show your affection and treat your special someone to the present they deserve!

Get started now – go to [www.job.am](http://www.job.am)

IT'S 100% FREE to secure a spot in YOUR job market!



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# PREAMBLE

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**“ If you want to go fast, go alone.  
But if you want to go far, go together! ”**

What were your thoughts when you looked at the cover of this book?  
Something must have spoken to you. What was it?

Did you think: “Wow, this guy has a nice body!”

Was it something like: “This is a well-designed and neat looking book. I wonder if it’s any good?”

Or perhaps it was a bit of both: “How can someone who obviously excels at physical appearance possibly also excel at an academic task such as filling 120 pages of text?”

And you would be right.

And this is exactly the point that I want you to get. In fact, this very concept is what is at the core of my entire brand. And what makes it unique and different to everything else you may have tried already.

Confused?

Take this book as an example: It is my story. A story about failure and weakness. Which I found a way to overcome by working really hard, trying, failing and finding ways that worked for me and by sticking to my path rigorously for almost two decades – and by becoming an expert. Now, this journey of mine may sound quite harsh and not very pleasant. But I promise you that I made sure that this will be very entertaining story for you to enjoy.

However, my journey can be much more than just a story to you. It can become the starting point of your own journey. So, how can you make your story a success story like mine? By doing it alone? No!

I do not want you to have to go through all the years of hardships that I had to endure. I want you to get the same results, but easy and quick! So, how can you do that? The same way how I created this book: by not doing it alone.

Truth be told after it had taken me years and years finding out what works in fitness and health, it would have taken me another decade to find the right words and putting it all down. And quite frankly, the writing would probably have not been very good – because, you see, I am the warrior trainer – not a professional writer.

This is where my good friend Cornelius comes in. He is to words what I am to muscles, fitness and health. And I decided to combine our amazing abilities to give YOU the best result that you could possibly have by reading my story in a dynamite packaging. To me, the most important thing is, that you get how my story can change your life.

So, let these words guide you throughout this book and when you come to the end and you ask yourself “How will I succeed?!”, remember, that one man’s success story, is not a one-man job. The key to success lies within doing it together.

Strap in, sit tight, hold on to your wrist rests and enjoy this most epic journey!

Your

Tom Haderer – The Warrior Trainer