



## ***BONUS Program National Marketing Info***

*Thank you* for wanting to join our exclusive **FIREARM FUNDAMENTALS *BONUS*** marketing program. This is your opportunity to reach prospective buyers throughout our country and present your distinctive products and services.

We offer two valuable types of marketing options:

- Listings for **vendors** to promote products or
- Listings for **Instructors** to add new students.

Be promoted on two strong venues: In our acclaimed **book** and our well traveled **Web** site!

**Whether you're a current or first time *BONUS* marketing participant, this profit-building program is for you!**

### **How Do I Participate?**

It takes just a few minutes of your time to get started:

1. Decide whether you want to participate as a Vendor or an Instructor (or both);
2. Offer a modest, appealing incentive to promote your product or services;
3. Provide contact information so buyers can get ahold of you;
4. If you're a vendor, also provide your logo and product graphics;
5. Get a handful of our books so you can start earning money *immediately!*

### **How much Does It Cost?**

**We'll offer you \$75 — Just to participate!**

The best way to get your promotional offer in the hands of buyers that matter is to work as a team to expand our book's and web site's recognition. This is where you can help yourself, and fellow ***BONUS*** participants can help you, by sharing the book with shooters & instructors!

***When was the last time you were offered money for placing an ad?***

In order to participate in this exceptional marketing opportunity, all we ask is for you to get seven of our premier reference and training books, at **half price!**

Keep the first book as your own personal reference!  
Then use the remaining six books to ***earn a \$75 Profit!***

***Did We Mention?*** —We'll even put together both your book and web ads for ***FREE!***

**Apply Now!**      **LIMITED OFFER ~ Deadline is just weeks away!**



Visit our site to view nearly 100 pages of book excerpts

**[www.FIREARMFUNDAMENTALS.net](http://www.FIREARMFUNDAMENTALS.net)**

Email: **[gary@FIREARMFUNDAMENTALS.net](mailto:gary@FIREARMFUNDAMENTALS.net)**



## Submission Information

Be sure to make your offer desirable to *both* instructors *and* general consumers. We'll put your ad together at *no charge* and email it to you for your approval. Our Private web page also offers an easy PR package to help you earn more – faster!

### INFORMATION NEEDED: Vendors and Instructors

- A) Your Name
- B) Company Name (and web site if available)
- C) Contact information (Phone, email, address)
- D) Type of incentive (along with any terms or restrictions) — see below
- E) Incentive identifier, we recommend using **FFdiscount**
- F) Vendors: Include high resolution logo and/or product graphic
- G) Email your application to: **[gary@FirearmFundamentals.net](mailto:gary@FirearmFundamentals.net)**
- H) Confirm your application with your introductory order of **FIREARM FUNDAMENTAL** books (cost \$87.50+s&h — MSRP \$150 — *Your Profit \$75*) — by going to:

**<http://MyBonus.FirearmFundamentals.net>**

### **BONUS Program PROMOTIONAL INCENTIVES**

#### **Instructors** *What Instructors are offering:*

- Half Hour Free Training — with two hours minimum paid instruction
- One Hour Free Training — with six hours minimum paid instruction or
- 10% OFF selected courses

#### **Vendors**

- A typical offering is 10% to 25% discount on selected product(s) or
- A free promotional product.

For examples of marketing ads, check out the BONUS Section in our book or visit our web site and from our main menu select BONUS > OFFERS or BONUS > INSTRUCTORS

(Note: Application submission conveys authorization to use your provided name, logos and associated text/graphics in the composition of your promotional materials.)

***Join this excellent way to get your marketing in front of the people that buy!***

### **Want Even More Profits? — Join our Exclusive Profit Program!**

**It's easy to participate.** Instructors just enter a Discount Code to *Save an Extra \$2 a book!* Participating **Vendors/Dealers** earn a **\$1 a book** commission from Instructor's purchases!

**Vendors:** You can earn Hundreds, even Thousands of dollars with **NO overhead stock!**

**Instructors:** Get the very lowest prices and earn the highest profit margins!

For more information, please visit: **<http://Profit.FirearmFundamentals.net>**

## About Our Book

### **The *Must Read - Must Have* Book for Every New & Seasoned Shooter!**

This is your single, essential, "*go-to*" book with a special emphasis on safety. It includes descriptions of firearms, concealed carry, defensive tactics with training courses, in depth coverage of ammunition, sights, optics, rifles, shotguns, hunting and so much more, in addition to specific Concealed Carry Laws of selected States!

This book covers practically every question a newer shooter would have on firearms and shooting, as well as answering many of the questions seasoned shooters may have as well!

### **Earn up to \$12.50 (50%) per book!**

At an MSRP \$24.99, you'll make **\$12.50** on the sale of every book! If you're an instructor with an average of just ten students a week, this means you can earn as much as **\$500 a month, \$6,000 a year!**

### **The Book Used by Instructors Throughout the U.S.**

More and more Instructors and shooters are using our acclaimed reference and training book to add more to their bottom line.

### **A Wealth of Training & Knowledge!**

**FIREARM FUNDAMENTALS** is an easy-to-read compendium, with nearly 400 pages, is brimming with over 200 graphic illustrations, a glossary of over 600 key terms and hundreds of web links covering the most discussed shooting topics, from the basics to advanced, that makes learning clear and easy!



### **FIVE STATE SPECIFIC EDITIONS! — plus U.S. (UNIVERSAL Edition)**

These separate volumes have the same overall content but each edition has the specific Concealed Carry Laws for select individual States!

**FLORIDA - TEXAS - UTAH - WASHINGTON (State) - WISCONSIN - U.S. (50 State References)**

### **Updated Every Six Months with the Latest Information!**

These editions include the very latest information, including Illinois' Concealed Carry requirements, Winchester's new .17 Super Magnum Rimfire and the military's new lead-free, steel-tipped, 5.56mm M855A1 cartridge.

### **"Illustrated Gun Safety Rules" Cards!**

These Copyrighted cards are being used all over the U.S. for their learning effectiveness. These cards offer a simple, fun way of learning and retaining the essential rules of gun safety. For additional "*Illustrated Gun Safety Rules*" card information, please visit:  
**<http://firearmfundamentals.net/Safety-Cards.html>**

### **FREE PowerPoint Presentations: Basic • Intermediate • Advanced • Long Gun**

Incorporate our four comprehensive 30-minute PowerPoint presentations for instructors: *Basic; Intermediate; Advanced; Long Gun*. Each presentation uses highlighted portions of the book for easy student reference, and allowing the instructor to tailor their training to their own curriculum. These presentations are FREE to instructors and available to download on our Instructor's web page: **<http://www.Instructor.FirearmFundamentals.net>**