



From: Falk Willis/JazzHeaven.com

To: You, a World-class Jazz Musician

RE: recording a kick-butt Music Instructional Video with us & at a very fair deal (you get almost 50% of the final sales price)

CURRENT ARTIST ROSTER: Lee Konitz, Kenny Werner, Jerry Bergonzi, Oz Noy, Vincent Herring, Eric Harland, Dave Kikoski, Geoffrey Keezer, Lage Lund, Lincoln Goines, Portinho, Jean-Michel Pilc, Ari Hoenig, Ralph Peterson, Ingrid Jensen & more.

Geoffrey Keezer: "Looks fantastic and everything is top notch! I really like the transparency, too. Really like the piano video (overhead split, close-up side view, etc.). Well done!"

Jean-Michel Pilc: "Thanks, Falk! A real pleasure to work with you. Smooth, professional, efficient and fun. Definitely the ideal way to do this."

Welcome!

If you are short on time, here is the '30-second version':

JazzHeaven.com (JH) is a brand-new company (yet with a seasoned team behind it) that produces, publishes & sells **music instructional videos** with a very select, small group of absolute top-notch jazz musicians.

We are in touch with many of today's top-of-the-line jazz artists. So you shall be in good company.

Participation is currently by invitation only.

JH is proud to have developed a unique concept and format not currently existing in the jazz world at this level of detail, care & quality, which will allow for a potentially quite significant passive income stream for the participating artists.

It may very well also stimulate the artist's overall popularity & exposure, resulting in higher record sales and concert attendances.

Equally important, it will allow thousands of jazz fans around the globe to learn from masters at their craft, who otherwise would have been completely out of reach for most of their fans around the world.

Beyond that, on a larger scale, JH is honored to document and pass on the wisdom and legacy of many of the genre's true masters and pioneers.

JH's main expertise and focus lies in promotion via the internet and hence easily reaches a world-wide audience.

Through offering our products as DVDs and as (properly secured) streaming online videos, products can easily be purchased and accessed *instantly* from anywhere in the world.

The production quality and attention to detail on our end will match your level of playing. Word.

We would like to offer you to create a music instructional video with us.

Your compensation:

You ongoingly receive 50% of the final sales price (minus some minor deductions, see details below).

So, a healthy THREE TIMES MORE (plus...) than the industry standard of 10-15% that big publishing companies typically pay out to their artists; you get paid quarterly via PayPal (PayPal fees are on us).

No sleazy, greedy business bastards over here trying to rip you off.

JH's founder Falk Willis used to be a pro jazz drummer himself for 14 years.

After that, he ran multiple successful businesses for the last nine years.

So this ain't no "enthusiastic newbie project" that will close shop two months from now.

It's a long-term thing – and by now already a \$300K+ investment, to be blunt.

You could get the DVDs at 25% of the retail price (= 75% discount) from us, for you to sell at shows & clinics.

Your part:

- Prepare the content ONCE
- Come into our recording studio in Brooklyn, NY, ONCE for a day (or more, if necessary) and record it
- Receive ongoing quarterly payments

We take care of any and all other things from there.

Filming, editing, mixing, mastering, publishing, marketing, billing, customer service, etc., etc.

All the parts that would suck your day and wallet dry and would distract you from focusing on your music are our business.

If interested, please [email](#) Falk Willis at **artistresponse at gmail dot com** or call 917-559-6081 (EST)

End of the 30-second version.

The 'In-Detail Version' (Pour yourself a drink, it's gonna get wordy now.)

In the remainder of this PDF, you

*** will find answers to the below questions in red**

*** get answers to FAQs (last section)**

So here is the breakdown:

- What is JMH doing?
- Who is behind JMH? How did this all come about?
- Where will the Videos be filmed? How will they be published (Web Presence)?
- What should be the Content of these Videos?
- \$\$\$: How much will the Artist make? And when?
- How long will this take? When could I start?
- Frequently Asked Questions

What is JazzHeaven.com doing?

As stated above, we are a brand-new company that produces, publishes & sells instructional music videos with a very select group of absolute top-notch jazz musicians.

The production quality and attention to detail on our end will match your level of playing. Word.

The Videos will be sold as streaming online videos (which are properly secured from being downloaded and spread around for free on YouTube, etc.!) as well as DVD versions.

We are committed to making our Artist Roster a homogenous blend of seasoned veterans as well as younger artists already at the top of their field.

The parent site, **JazzHeaven.com**, will act as the main portal and overall brand name and have an associated free social networking site open to all jazz fans and jazz musicians of all instruments (think 'mini Facebook/MySpace' just for jazz fans & musicians, with very similar functionality: members can upload their own videos/audios, chat with each other, exchange info on forums, create their own blog, etc.).

Beyond that, there will be individual sites categorized by instrument. JazzGuitarHeaven.com, JazzPianoHeaven.com, etc.

[See artwork here](#) – respective sites will go live one at a time, as the first videos for each instrument are being ready for release), again with respective Social Networking Sites associated with those, where fans & players of the individual instruments can find 1) a premier resource for instructional videos with many of their idols (YOU), and 2) will also find a place to “socialize” online with players of the same instrument.

This will A) be a great feature for the users and B) opportunity to advertise YOUR PRODUCTS to a highly targeted audience.

We very strongly believe we have quite **a unique business idea** here.

Pairing this with our business savvy and resources, and the knowledge and ability to produce top-of-the line products from a video, audio, webdesign/packaging, and of course CONTENT perspective, and combining that with our ability to MARKET (= SELL!) the materials successfully, will make this a recipe for success.

You dig?

We are excited to launch this project and create a big WIN for everybody involved:

- For you, the artist, to generate a potentially quite significant (and ongoing) income source – for work you did ONCE.
(Plus, it should not hurt your overall exposure and popularity plus sales of your recordings/attendances to your performances either...)
- Many of your fans all over the world will now have a chance to learn from you (video masterclasses) and get to know more about you (in-depth 60-min video interviews)
- And, yes, it will also be beneficial to us.
This is a business, and this is also about making a profit.
But in a fair, straight-forward way that benefits all involved.

The time is ripe to do something like this, and it frankly has not been done yet in this fashion.

We are excited to break new ground here and sincerely hope you want to be a part of the ride!

Who is behind JazzHeaven.com? How did this all come about?

You can see info on our whole team here:

<http://JazzHeaven.com/about-us>

Falk Willis, JH’s founder, had been a professional jazz drummer for 14 years, many of which in NYC.

(See [Falk's musical resume](#) here, incl. recording samples of his with Gary Thomas, Bob Mintzer, Kenny Wheeler, Marc Johnson and others.)

Falk is originally from Munich, Germany, but by now spent well over 12 years in the US.

In his early thirties, life "took a left turn" and he found himself leaving the freelance jazz musician life and since 2002 he has successfully started and operated multiple businesses, from various Real Estate Ventures to Internet Marketing businesses.

Falk ran a successful internet marketing business selling information products for the last three years before starting JazzHeaven.com, so he is intimately familiar and equipped to successfully publish and SELL information online.

A while ago, it dawned on him that there actually is a way to combine his passion for jazz music and his business ventures.

And many months of diligent planning and serious preparation later:

Enter JazzHeaven.com

Please note: Falk is spending all his time and energy (and, ahem, already over 300 Grand...) on this new project.

So, this is not just some "quick idea" to "do something online" that will be gone a month from now.

There is a solid concept and the necessary knowledge and resources behind it to make it all work. (See some proof of that in the FAQ at the bottom of this page.)

Where will the Videos be filmed? How will they be published (Web Presence)?

Most of the videos will be shot at JH's secret headquarters aka 'Mr. Falk's Wonder Emporium', conveniently located in Brooklyn, NY. (1 block from the DeKalb Av stop on the L train).

We recently finished converting a Brooklyn storefront into a professional video recording studio.

Substantial sound-proofing job, \$3K+ soundproof door and all.

Before/during renovation:



Our fabulous contractors, Andy and Igor, at times could have been more "EXCITE" to lift, cut and install double layers of 200 lbs. 4'x8' pieces of hardcore sound-proofing sheetrock, each being the equivalent of a 2-foot cement wall... But it/they sure did the job!

After:



Test-shoot activities at the Emporium...

And its one and only purpose and use is to be a great environment for YOU to record a kick-a** instructional video for the world.

We have 2 full-time professional Videographers & 2 full-time Pro Video Editors plus an audio engineer on staff for this purpose.

Our gear:

Instruments/Amps:

- Steinway Grand piano - it's an 'O' Model (5' 10" long).
Marc Copland was kind enough to test and hand-pick it at Beethoven Pianos in Manhattan for us.
To quote Marc: *'It's a nice axe! ... very good ... and a perfectly good Instrument to*

record with. Thanks, Marc!

- Slingerland Vintage Jazz drum kit (18", 12", 14", old Ludwig Snare, 3 cymbal stands) (see picture [here](#))

Bought 15 years ago from Kenny Wollesen. Thanks, Kenny! ;)

- Fender guitar amp

Top-of-the-line Pro Video Gear:

- 5 Panasonic HVX High-Definition (HD) cameras! \$5K+ each...
- Lots of Arri Fresnel professional lights

See actual videos at www.JazzHeaven.com!

Audio Gear:

- Brand-new Mac Pro
- ProTools
- Focal CMS 50 Monitors
- Various Neumann TML 193 Mics
- AEA R84 Ribbon Mic
- ElectroVoice RE20 Mic
- AKG D112 Mic
- Obviously some SM-57s, and more

So, no messing around there, either.

Web presence:

Here is a taste of the fantastic artwork for the sites, the header for the parent site:



Zoe Matthiessen also created the artwork for sites of Nina Simone, Larry Goldings, Ari Hoenig, Dr. Lonnie Smith or Sonny Rollins' label, Doxy Records.
Check out the [headers for all the different instrument sites here](#).
(The other sites are going live soon-ish. For right now, this link will give you an idea.)

We knew her work would be the worthy visual equivalent to the sense of quality we are dedicated to with this project overall.
From the quality of the artists' contributions, to the quality of the grand piano & studio equipment, to the video recording quality, etc.

What should be the content of these instructional Videos?

We basically leave you free reign regarding the artistic concept of the master class/lesson you would record.

Yes, we want to agree with it, but we will not dominate the choice of your topic.
That's your domain.

The obvious main concern and objective: it has to be of great value to the consumers.

If you are completely unclear what could work: you most likely gave a 60-90 min master class/workshop at a local conservatory/university while on tour numerous times before, right?

You could basically record a very similar presentation.

We are also open to you isolating a very specific topic that you feel strongly about adding value to many other musicians and just recording/releasing that on its own.
(Example: how to be a professional musician, a certain practice method, etc.)

So, it *could* also address musicians of ALL instruments.
JazzHeaven.com will have all videos geared to all instruments.
Courses for specific instruments only will be at their respective sites.
JazzDrumHeaven.com, JazzPianoHeaven.com, JazzGuitarHeaven.com, etc.

If you are an experienced educator: we are open to discussing bigger projects/a series of products.

Another option would be to make part of the recording you demonstrating things with a band.

We have the capability to record bands at our location at the same professional quality.
(We have a nice Steinway Grand and a drum set.)

You could (should?!) also incorporate PLAY-BACKS into your instructional videos, i.e. you demonstrating things by playing along to any tracks you brought to the session.

Including PLAY-ALONG/MINUS-ONE tracks of what you perform, where applicable, is a VERY smart move.

How about this: all of a sudden there are ten videos on YouTube, having 5,000 views each, of people who bought your video and then filmed THEMSELVES playing with it and put it on YouTube.

That's 50,000 free advertisements for your video! Dig.

You may also choose to bring in a student of yours to demonstrate things with. (Or.. to simply stand behind the camera, if you think that makes it easier for you to 'teach into' the camera...)

Lastly, we will also shoot a 60-minute in-depth video interview with you. As a bonus for the instructional video, but also sold in its own on our website.

How much will the Artist make off of his/her sold products?

Contrary to dealing with big publishing and/or record companies where the Artist ends up only getting a small fraction (10-15% or less) of the product sales price, we have come up with a generous revenue-share model that will treat you very fairly, in our humble opinion.

Matter of fact: you will never make less than us from a sold product. (Actually, considering our \$300K+ investment so far, and our 5-figure/month overhead, we will make a LOT less than you on every product sold.)

PLEASE NOTE: you may also expect the good (?) old compensation model of "get a chunk of money upfront for doing the recording as an advance; then get a VERY modest percentage (10-15% or less) of the final sales price, after the advance is paid back.

Please really think through what we are about to offer you here INSTEAD!

It frankly is a MUCH more favorable deal to the artist than the "old model" stated above. (Around THREE TIMES+ as favorable, to be specific.)

Here is how it works:

You will continuously receive 50% of the final sales price (minus a few minor deductions, see below) of the product(s) we produced with you.

LET'S DO THE MATH for a second – comparing these two models:

Hypothetical example:

SCENARIO 1 aka "the old model":

Let's say we paid you \$2,000 as an ADVANCE upfront, and then **15%** of the final sales price of the product after that (but first paying off/back the \$2K advance, of course)

SCENARIO 2 aka JH's model:

You get no money upfront, but **50%** of the final sales price ongoingly (minus some minor deductions clearly outlined BELOW); so you are making around THREE TIMES the amount from Scenario 1!

If we sold your 90-min video for \$30, and if we sold 1 per day, so 30 videos per month, that would be \$900 revenue per month or **\$10,800 revenue per year.**

"How are you going to sell one video per day?" you may ask...

Answer: your fans all over the world are our target audience.

If you have a high-speed connection anywhere in the world, then you can buy our product, without the need to ship anything.

And, yes, we have a way to NOT let people download the Videos and NOT share their user names and passwords with their '17 guitar player buddies'.

By the way, shipping the DVD is an alternative purchase option, nevertheless.

With the right fan base, selling one product per day seems not that daunting.

Side note: Interesting statistic here – Carl Demler from Beethoven Pianos_in Manhattan said the other day that there are 60 MILLION piano players in China alone!

Income Examples for you as the artist in Year 1 under above example scenario:

"Old Model": 15% of \$10,800 is \$1,620 for you (in case you had received the 2K advance, that would not even have been 'paid off' after 12 months)

Our Model: 50% of \$10,800 is \$5,400 (minus deductions outlined, see details in next section)

So 3% Credit Card processing fees = \$162, minus FIRST YEAR ONLY deduct \$500 contribution towards production costs leaves **clearly over \$4,000 for you, conservatively.**

Mhhhh, let's see here..., which one is the MUCH better deal for the artists...?? ^_^

FULL DISCLOSURE (aka the 'fine print' - only in bold this time):

You will receive 50% of the final sales price of the materials you produce MINUS THE FOLLOWING FOUR ITEMS:

- 1. Before either you or JH makes money, we will use the first \$500 we each would have earned as a contribution towards the production costs of the product.** PLEASE NOTE: this really is only a "contribution".
The actual production costs are significantly higher than that. (Rent for the space, paying videographers & editors, many thousands for equipment, etc., etc.)
So, in essence, both you & JMH put their first \$500 towards the production costs.
- 2. Any expenses for royalties/licensing (IF ANY) will first be deducted from the sales revenue before either you or JMH makes money.**
So, again, you & JH basically share the expense of a blanket license JH needs to obtain, which allows you to perform copyrighted material as part of your video, plus to release it on DVD.
(This should be rather minimal for your individual part, since the 50% the Artists contribute to this, will be spread out over ALL ARTISTS, hence your

expense/contribution will be MUCH lower than JH's.)

NOTE: if you do NOT use other people's compositions on the video, this point does obviously not apply anyway!

3. **Credit Card Processing Fees (around 3% of the sales price) will first be deducted from sales revenue before either you or JH makes money.**
To make it specific: for every \$100 that come in, the merchant account provider keeps roughly \$3 as a "credit card processing fee" and only puts \$97 in JMH's bank account.
So, we will first deduct that expense, and ONLY THEN split the revenue 50/50.
4. **For release of the DVD version, the production & fulfillment costs for that (vs. just selling the digital version) will also first be deducted as an expense before you receive your 50%** (Hypothetical example: we sell a \$39 DVD, which costs us \$5 to physically produce – we will first subtract the \$5 and only then split the remaining amount.)
5. **Hosting Costs for the online Videos:** Equivalent to first subtracting expenses for the DVD creation, before paying out 50%, for the streaming online version of the video, we'll first withhold \$5 for hosting costs, before we pay out 50%. So, in essence, we each eat \$2.50 of that expense.

Please note that there lots and lots of other expenses associated with running this business besides the ones mentioned, NONE OF WHICH will be subtracted from your 50%.

Video & site hosting, multiple employees for customer service, traffic generation, web design, web mastering, constantly upgrading technology, market research, *and the list goes on.*

All of these will be paid out of our share ONLY.

To share some behind-the-scenes info: This business was a six-figure+ investment before the first actual recording was anywhere close to being recorded - just to set up the needed infrastructure to run it.

We trust you find this quite a fair arrangement.

JUST TO BE CRYSTAL-CLEAR AGAIN: there is no upfront compensation to the Artist for creating the Video/any other materials.

However, we are confident the generous ongoing compensation later on will more than make up for it.

Please consider: you will do work ONCE, and you will get paid a 'very large piece of the pie' over and over and over again later on.

How and when will the Artist get paid?

You get paid quarterly and via Paypal (but we cover the Paypal fees!).

You will get paid as an Independent Contractor (see contract) and you will get a 1099 Form from us every January.

We of course happily will share reports from our online shopping cart with you that show the amount of sales of products you are involved in, so you have proof of the number of sales.

Yes, there will obviously be a contract that outlines all the nitty-gritty details, when we agree to work together.

Proof of our timeliness when making payments, see FAQ right below.

Will the Artist have to come up with any money out of pocket to participate?

No, never.

What is the income potential for the Artist?

Many variables involved here. But, with the right fan base, there is the potential to significantly enhance what you earn from playing live concerts and recordings.

Also, selling the DVDs at concerts of yours could develop into a nice income stream on the side for you. (You could buy the DVDs from us at 25% of the retail price = 75% discount.)

How long will this all take?

It depends and it will vary case by case.

It depends and it will vary case by case.

We obviously need to come up with a concept/structure for your Video(s) first, schedule a date for the shoot, edit the videos, mix & master the audio part, get the DVD version manufactured and finally market & sell it.

So, it will take a few months until you see your first dollar.

HOWEVER: please consider that afterwards you will get paid over and over and over for work you did ONCE.

How soon could I start recording a product with you?

We are currently scheduling shoots a couple of months in advance.

We obviously only have a certain amount of shooting dates available each month, so, if you are interested, please contact us ASAP to discuss any questions you may have and to set up a recording date. First come, first served. (First paid.)

We sincerely hope this all spoke to you and you came to the conclusion that it is a very fair and straightforward deal for all involved.

If you are interested, please [email us](mailto:artistresponse@gmail.com): artistresponse at gmail dot com
Or call Falk's cell: 917-559-6081 (EST)

If you are not ready or on tour in the near future: no worries... this is a LONG-TERM endeavor.

Please drop us a line anyway and let us know that you are potentially interested. We are looking forward to working with you!

We VERY carefully selected the artists we want to include in this project and it would be an honor to collaborate with you!

Talk to you soon,

Falk Willis
JazzHeaven.com Founder

Additional FAQs

Some other questions you may be asking yourself:

Why would the Artist not just do this him-/herself and keep 100% of the profits?

Sure, you could try to do that.

But get ready to spend your days on the to-do list below (and not play much music anymore), plus to invest considerable amounts of money for it way before the first dollar of revenue is in sight.

It will involve:

Hiring a webdesigner

Hiring a webmaster

Getting a shopping cart

Getting approved for a merchant account (to process Credit Cards)

Setting up a corporation (and filing tax returns for it and paying a CPA extra for that)

Hiring a video crew

Hiring video editors

Buying lots of gear (just one of our 4 Panasonic HVX HD cameras costs over \$5K)

Getting an email delivery provider

Getting the right software to secure your videos from being downloaded and copied by pirates

Getting the right software scripts to deliver the video content

Hiring a customer service person (handling 'I want a refund!' + 'My Video doesn't play!' etc. etc.)

Driving traffic to the website (another full-time job on its own)

Taking care of licensing issues

Creating compelling offers/creating the marketing for the site

Doing lots of market research

Continuously staying up-to-date with new developments in the market place (technology, as well as general marketing strategies & tactics, as well as specific music industry research)

I could go on...

As you can see, there is a certain value in what we can provide. ;)

This way, you can stay focused on your music, and still get a large piece of the pie, vs. the ridiculously small percentages that big publishing and/or record companies distribute to their artists.

And we take care of all the other aspects, like video production and editing, mixing & mastering, billing, customer service, technology issues, marketing, research, etc., etc.

Why do you care to offer THREE TIMES the industry standard of 10-15% to the Artists?

Frankly, we heard more than once that our deal is "too generous" to the artists, and that we could "get away" with paying them less. (MUCH less)

WHO CARES? We do!

As stated before: We are excited to start this venture!

And we are NOT interested to suck every dollar out of it as quickly as possible.

Yes, this is a business and we treat it as such, but... we think long-term.

And we are much more interested to have everybody involved be VERY, VERY comfortable, content and excited.

From the participating artists to the people around the world who will buy, enjoy and learn from these Videos, to our own team members.

As you hopefully already gathered from how we equipped our recording studio to how much detail went into the artwork for the web design to how high-quality the demo videos were: We genuinely CARE to make this all a FUN & seriously high-quality experience for anybody involved.

And we are in it for the long haul.

Will you be straight with me?

How do I know you are not some 'sleazy business guy' who will cheat me out of my share?

Answers Falk Willis, JH founder:

Well, I have run several (of my own) businesses successfully since 2001, so I would consider myself "business-savvy", but... I also have been a professional jazz drummer for 14 years before that, so I also have been "one of you".

Chances are, I have played with quite a few musicians that you know well personally, so in case you and I don't know each other personally yet, feel free to ask them about me to verify that I am a straight-shooter and a stand-up guy.

[See a copy of my musical resume here.](#)

There are also some sound clips of recordings of mine on there that include people like Gary Thomas, Bob Mintzer, Kenny Wheeler, Marc Johnson, George Colligan and others.

I sleep well at night, treating people fairly and acting with integrity in any of my dealings.

Here is some "interesting" further proof of it, if you care to see it: [a copy of a credit report of mine](#): as you can see, I was never late on anything EVER. I hope this further shows you how serious and RELIABLE I am, in case you don't know me.

How do I know YOU know what you are doing and I am not just wasting my time here?

Answers Falk again:

Not to brag, but just to show you that I know what I am doing, please see here for a recent bank statement of another online marketing business that I am involved in, showing deposits of \$49K+ that month.

Deposit Accounts			
Business Economy Checking			
NOTE PUBLISHING.COM, LLC			
Your Account at a Glance			
Account Number	3850 0185 3722	Statement Beginning Balance	\$14,627.06
Statement Period	12/01/09 through 12/31/09	Amount of Deposits/Credits	\$49,896.91

All this to say: I DO know how to run an online marketing business and how to create products that people are interested in buying. And I do have experience in getting people to websites and them actually pulling out their Credit Card and BUYING something!

Plus, here is a [document from the NY Department of State Website](#), showing that my company Fawi, Inc. is active and in good standing, and exists since 2002. So, I didn't start running my own businesses last week.

Again, at this point, we genuinely hope you are interested in participating in JazzHeaven.com!

We VERY carefully selected the artists we want to include here and it would be an honor to work with you!

CONTACT INFO:

The best way to get in touch with us is via email:

**Please [email](#) Falk Willis via [artistresponse at gmail dot com](#)
Falk's cell: 917-559-6081. (EST)**

Please feel free to get in touch with us regarding any and all questions and/or feedback you may have!