

It's easy to make an educational CD!

Process Overview:

- 1. Email June** at june@FitnessLearningSystems.com and let me know that you are interested in having a product bid.
- 2. June will send you a simple materials exchange agreement.** This agreement protects the property and rights of both you and Fitness Learning Systems.
- 3. Send us your information to bid.** Your information can be sent in a Word or PowerPoint document or similar digital file. If you have existing materials in print or on video, just send them to be bid.
- 4. We propose a bid for development** and send you a letter of agreement.
- 5. We sign the agreement** if the terms are accepted. You pay your first installment.
- 6. FLS begins development** of your product.
- 7. You review the product** at least two times before final copy. We want to ensure that you are happy with the end product.
- 8. At the completion of your project you have several avenues through which to market your course.** If you wish, your product may be offered for sale on FLS's website and through other wholesalers that you approve. Your product is out there making money for you! You can also purchase CD's from FLS to sell through additional avenues.
- 9. We take your CD through the CEC approval process** for ACE, AEA, and NSCA. We will do this with your approval. Having your course approved for CECs and CEUs greatly increases its marketability.

Afterwards you receive quarterly royalty reports of how your product is selling. Your completed CD is intellectual property that can pay you dividends for years to come.

Tips for Outlining your Project:

- Make a fairly detailed outline of your material, arranging flow and content. Outlining your project in a Word or PowerPoint document usually works best.
- Go back and fill in the details and text of your outline. Remember, full sentences and complete thoughts work best for this medium. The reader may get frustrated or confused if the material is in incomplete sentences or bullets only.
- Look through your detailed outline and make notes where you want to insert videos, photos, or audio. Use your imagination. Note: you do not have to have all the video, photos or voiceovers created for the project to be bid.
- After you send your materials to FLS and accept the bid, look the project over one more time and make any last minute changes. Make a list of photos, video clips, text, etc, that you would like to add. Send your final material to start the development process.



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Creating your own video clips, adding voiceovers, and taking your own photos is easy with FLS.

Videos - It's easy to shoot your own video because it does not have to be edited, spliced or processed like traditional videos.



- Set up your home video camera on a tripod or other steady surface.
- Use a plain neutral background that allows you to see the subject well. A lighter background and darker clothing seems to work best.
- Make sure the location is well lit.
- Shoot the sequences you need to demonstrate your concepts. You may want to keep the clips under 2 minutes and ideally 30 seconds or under - it depends on the concept you are trying to convey. Put in a short 2 second pause at the beginning and end of each clip. (You can turn your camera off between clips, or just let it roll.)
- You send us your video, we convert it to digital a format, cut it into individual clips and insert them into your product. *Its easy!*

Tip: Have the subjects rehearse before recording. Also, try recording from a few slightly different angles to see which view illustrates your point the best.

Voiceovers - Adding commentary to the video clips or a web page is a snap.



- Simply record your voice using a microphone and a cassette or CD recorder and send the recording to FLS.
- More advanced users may even record WAV files on their computer and send that to FLS. We can handle either of these methods.
- Another option for video clip voiceovers is to simply record your voice into the camera as you record the video. However, you have to make sure your voice level is high enough to be heard clearly. Often, voices are hard to understand using this method.
- Make sure to write down notes as to where you would like the voiceovers inserted.

Tip: First write out what you want to say and then practice the script a couple times before recording.

Pictures - Adding pictures to your project is easy as point and shoot.



- Make sure the location is well lit and try to have neutral backgrounds. As with video, a lighter background and subjects wearing darker clothing is preferred.
- Use a standard consumer digital camera and shoot your scenes
- Download the pictures from the camera and send them to FLS.
- You can also take film style pictures and send them to FLS. We will do the work of cropping and sizing the pictures.

Tip: Take more pictures than you think you need and do not size or crop the pictures. Having more pictures to work with increases design options.



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