



You have a gift.

Something that you love sharing with the world. Something that you know more about than 99% of the rest of the population. Something that you were born to teach to other people.

It's time to TeachOutLoud.

TeachOutLoud? What's that?

The TeachOutLoud service is a unique and innovative set of tools offered by LearnOutLoud.com that allows you to spread your message and teach others (using audio and video) around the country and around the world. It's a platform that takes care of the technology and distribution so that you can focus on doing what you do best

Creating great content for others to enjoy.

We've taken the complexity out of delivering digital audio and video content and made it about as simple for you as sending an e-mail or creating a Powerpoint presentation.

How does TeachOutLoud work?

TeachOutLoud is a service that allows you to make your digital audio and video content available for others to listen to or watch. Via the LearnOutLoud.com website we offer you a web-based interface where you can upload your digital content and information. You can choose to sell your material or make it available for free.

We're looking for people with high-quality educational and inspirational content. If that's you then we would love to have you participate in TeachOutLoud.

What services do you provide?

The way TeachOutLoud works is that you supply the content and we'll do the rest. Here's what we provide for you:

Hosting and bandwidth for your content
A custom e-commerce engine with secure downloads
Customer service via e-mail, live chat and a toll-free number
Professional looking pages including your own customized URL
(e.g., <http://teach.learnoutloud.com/yourname>)

How much does this cost?

It's completely free.

If you choose to sell your content you'll be paid a royalty of up to 60% on any sales. The remainder will help to cover our costs of hosting and distributing your content and processing payments.

Sounds great! What are the next steps?

We've tried to make it easy for you as possible.

Hop on over to <http://teach.learnoutloud.com> and you'll find instructions for getting started.

You can have your content live on LearnOutLoud.com within minutes. Go ahead and give it a try!

For additional details about the TeachOutLoud service take a look at the rest of this document. We're more than happy to answer any additional questions you might have about TeachOutLoud so feel free to **e-mail us anytime at teach@learnoutloud.com**.

We're excited to have you involved in TeachOutLoud and look forward to giving you the opportunity to reach an even wider audience with your message. We look forward to having you join us as we change the way the world learns.

Sincerely,

Jon Bischke
Founder, LearnOutLoud.com



TeachOutLoud from LearnOutLoud.com

Changing the Way the World Learns

The Idea Behind TeachOutLoud

The concept is simple. People have a greater need than ever to increase their knowledge, further their education and be inspired. At the same time, people are busier than ever. Increasingly they are turning to audio or video for their learning needs. With the incredible popularity of portable devices such as the Apple iPod (40+ million units sold to date), it's easier than ever to learn where you want and when you want.

But that's just the tip of the iceberg. While there are over 50 million MP3 players in existence there are over 2 billion mobile phones. Increasingly digital audio and video content is being consumed via the phone and it's not too difficult to imagine a point in the near future where millions of people will download content directly to their phones much the same way they do today with other services such as ring tones. (By the way, it is estimated that over \$6 billion worth of ring tones will be sold this year.)

How the TeachOutLoud Service Works

TeachOutLoud is a service that allows you to easily publish your audio and video content. Unlike a traditional publishing arrangement you retain all ownership of your content and you receive a much higher royalty rate (as high as 60%). You also avoid the hassle and overhead associated with trying to distribute the content yourself including setting up e-commerce and secure downloads, handling hosting and bandwidth, providing customer service, etc.

You can choose to either sell content through TeachOutLoud or make the content freely available. If you choose to sell your content you'll receive an 60% royalty on the sale. Here's an example of how this works.

Let's say that you've got an audio book, fitness class or training seminar that you want to sell for \$20 (Note: Pricing is always up to you). You can sell that content through TeachOutLoud and receive the following royalties:

Digital Download (MP3)	
Product Price:	\$20.00
Download Production Cost:	<u>\$(0.00)</u>
Sub-Total	\$20.00
LearnOutLoud Fee (40%)	<u>\$(8.00)</u>
Your Royalty Payment	\$12.00
(Your Percentage Payout is 60%)	

Compare these payouts of 60% with what you would receive from going through a traditional publisher (typically 10-20%) or with the cost that would go into trying to sell the product yourself. In addition, there is no up-front investment, no set-up fees and you can remove your content at any time.

Currently we can make your content available on audio as an MP3 download. We've created a custom secure download delivery system for audio downloads. In addition, we expect to have the capability to distribute your downloadable video later this year.

The process to make your content available through TeachOutLoud is really easy. We have a simple web-based interface to add biographical and product information and set your pricing. The only other step is to get your audio and/or video content to us. For audio the preferred method is to upload your content directly through the web-based interface. Alternatively you can send a CD master to us.

That's all there is to it! Once you've done that you'll be able to start sharing and selling your audio and video content to people around the country and around the world.

The next couple of pages contain some additional information about the TeachOutLoud service. If you have any questions whatsoever please visit <http://teach.learnoutloud.com> or drop us a line at teach@learnoutloud.com. We're excited to work with you and help your wisdom reach even more people!

More Details

Pricing Structure

We've deliberately tried to keep our pricing structure as simple as possible. To figure out your royalty payment, first subtract the production cost from the price of the product. Production costs are as follows:

Digital Download (Audio) = None

The content producer (that's you!) receives 60% and we receive 40% as our service fee. Much of our goes towards marketing your content and also towards discounts for our subscribers which our taken off our end of the fee so that you always receive 60% off the price you set.

(Note: No royalties accrue on shipping and handling or sales tax.)

Turnaround and Shipping Time

Audio download products are available immediately to customers via our secure download channel.

For audio CDs that are sent to us we can have most titles up on our site within 5 business days of receipt. For audio CDs you may send WAV files or MP3 files (Note: We prefer to have audio content uploaded directly).

Shipping of physical products to customers follows our standard shipping guidelines ranging from 8-10 business days for USPS Media Mail to 2-3 business days for UPS 2nd Day Air. Due to the on-demand nature of our business, all orders received before 5 PM PST will ship the next business day.

Digital Rights Management (DRM)

We do not offer any form of digital rights management (DRM) at this time (for a basic overview of DRM please visit the following webpage http://en.wikipedia.org/wiki/Digital_rights_management). We feel that the costs associated with DRM (both in terms of implementing DRM and lost sales due to incompatible devices and customer resistance to DRM) outweigh the benefits for most all spoken word audio content and video content. Furthermore we don't feel that any of the DRM systems that are out there adequately protect against piracy and that the lack of a unified DRM standard leads to a great deal of device incompatibility and consumer confusion. These are some of the reasons why we've chosen not to implement DRM on any TeachOutLoud content.

Payment Schedule

Royalties accrue quarterly and are payable within one month after the quarter they accrue in (e.g., royalties for products purchased in April would be paid by July 31st, 2006). Royalties are paid by check or Paypal. If royalties for a given quarter do not exceed \$25 we reserve the right to roll your royalty payment forward until the total amount exceeds \$25.

Reporting

Reports will be issued with each royalty payment. You may inquire about royalties earned at any time and we now have a real-time reporting system in place that allows you to log in and view your sales and earnings at any time.

Intellectual Property

As previously mentioned you retain ownership of your content at all times. Posting it through TeachOutLoud merely gives us the right to distribute your content through our site. You can remove your content at any time for any reason and you can sell your content through other sites (including your own) if you wish.

Other Questions

If you have any other questions, please visit <http://teach.learnoutloud.com> or drop us a line at teach@learnoutloud.com. Our goal is to serve you and help you spread your message and knowledge to as many people as possible. We welcome any feedback or suggestions as to how we can do a better job of this and look forward to working with you.