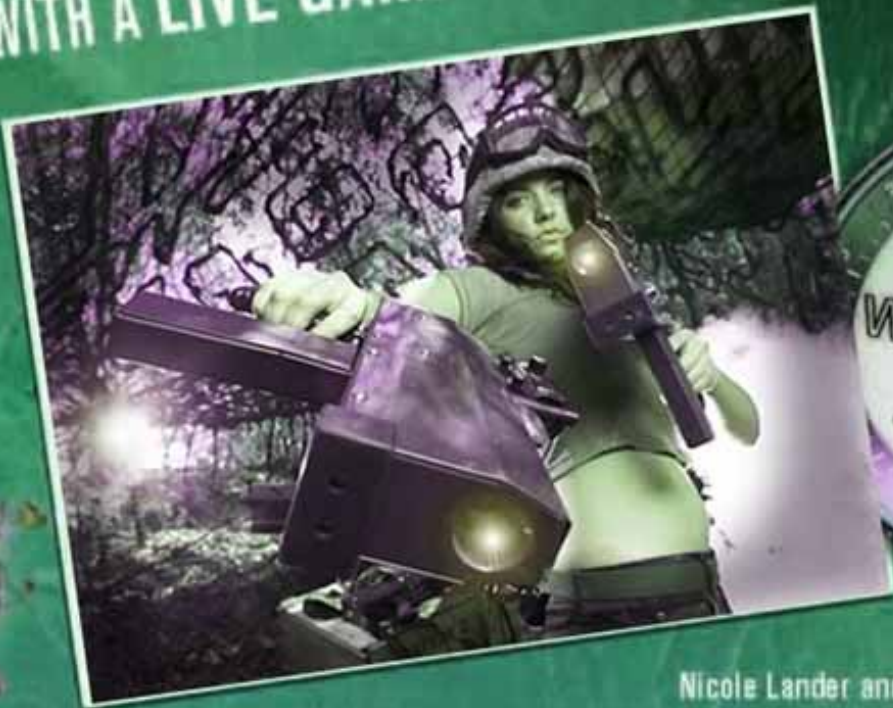


RIGHT ON TARGET

HOW TO START, HAVE FUN AND MAKE MONEY
WITH A LIVE GAMING BUSINESS



Nicole Lander and Peter Lander

“Right on Target: how to start, have fun, & make money with a live gaming business”

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NOW YOU CAN MAKE MONEY FROM SETTING UP YOUR VERY OWN BATTLEFIELD BUSINESS.

IF YOU'VE ALWAYS WANTED TO TURN YOUR HOBBY INTO A MONEY-MAKING BUSINESS THEN THIS IS YOUR GOLDEN OPPORTUNITY.

AND IT IS MUCH EASIER THAN YOU THINK...

Founder

Founder

If you interested in:

- Starting your own business that's fun and adventure packed
- Getting crowds of customers who want a thrilling, interactive experience to your venue
- Setting up a business using the most innovative, revolutionary combat entertainment equipment
- Getting a slice of the booming computer game industry

Then you should read on...

Hi

My name is Nicole Lander and together with my husband, Peter, when we started our business 11 years ago. **Now we have a thriving and very profitable company doing the things we love.**

On top of that, we have won 27 business awards for the success we've achieved. We have been recognised nationally as an innovative and successful company.

We've turned our passion into our business.

We know how frustrating it can be to set up a battlefield business starting from scratch. That's the way we did it – we knew nothing about combat gaming when we started.

And, as you can imagine, we now get thousands of calls from people wanting to do what we did. So we decided to help those who share our passion to set up their own businesses.

But more about that later.

We soon realized that without profits, we weren't going to share our passion with anyone. We found out that running a combat entertainment business isn't for everyone. To run a live gaming business takes a certain sort of person.

Does this sound like you?

Are you seeking a lifestyle business where you can work every day doing something you love?
Do you love creating an entertaining experience that will bring many more customers through your door?
Do you want to cash in on the gaming industry megatrend?

Ok. If you answered 'yes' to any of these then this may be the opportunity you've been looking for.

How would you like it if we could show you a system that will...

Create an opportunity for you to be a game master leading participants in a thrilling combat experience

Create a place that replicates the compelling action of computer games, but much more exciting

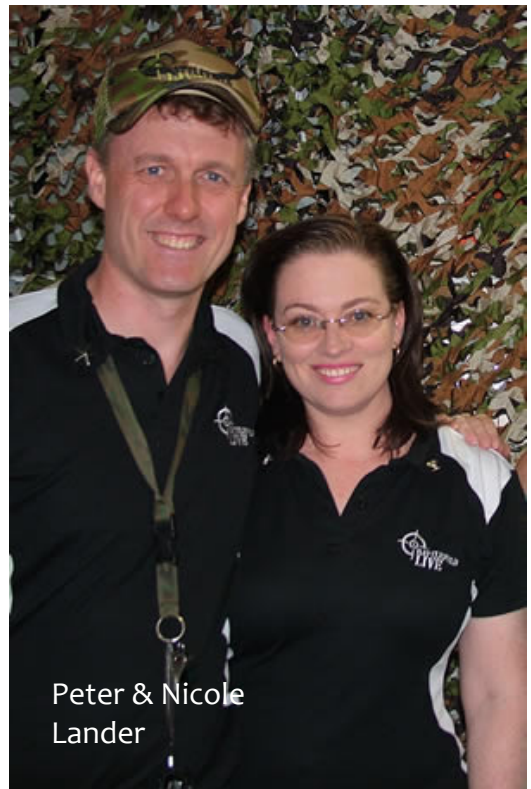
Create a place where gamers can go from listening to gunfire via their computer speakers to being embedded in the mission, making their pulse race and getting that adrenalin rush

Give you control of your finances by creating a cash flow generator.

Always Wanted Your Own Business

Many people dream of owning their own businesses. Few ever do. It just gets too hard. That's why we've developed 'Your Battlefield Business'. We've packaged up everything that has been successful for us so that others can set up a combat gaming business.

Instead of being chained to a desk, slaving over a 'hot' computer all day. We are out in the action!



Peter & Nicole
Lander

This is your opportunity to do what you love every single day.

Over the last 11 years we have perfected our business system and the gaming technology. This is a proven system that works and it is a very profitable business.

Recognized By Others

And it's not just us saying that. Here's a sample of the awards we've won:

Top 3 Arts/Entertainment Exports in our State 2009, & again in 2004

State Business Woman of the Year (Innovation) 2009

National Technology Showcase—Member of the Year, 2007

Top 20 Coolest companies in the Country, 2006

Finalist, Future Award 2010

Winner, International Business Award 2008

Finalist, Next Big Thing Award 2008

Business Champion Award 2007

Business Achievers (Hall of Fame) 2006

State Finalist, Smart Award, 2005 & 2004

FNQ Exporter of the Year 2005

Regional Exporter of the Year (Manufacturing) 2004 & 2005

National Sport Export Award finalist, 2004.



Many people, just like you, dream of starting a business. However, It's not just about setting up a gaming venue. **It's about building a viable, thriving enterprise for yourself**

The Key Issues

Here are some of the issues you'll need to address to get into this business.

The gaming gun you choose

This is a tricky one. We have spent over \$500,000 and 5 years developing our latest generation of gaming guns. We have the best technology when it comes to this equipment. But it wasn't always that way. **If you don't get the right equipment then you will have a very short lived business.**

Setting up a profitable business

We know from first hand experience that it is hard to get into this business if you have never done it before. There are so many different issues to work out marketing, staff, finances, regulations and the list goes on. **If just one of these issues isn't handled properly then you can fail.**

Where to set up a battlefield business.

There are many options and your success will depend on making the right choices. You'll need to look at your own circumstances and what's available in your area. Some sites may look right but there are critical points that need to be taken into account when choosing a site.

Getting customers into your battlefield site

Here's the biggest myth in this business – “We don't need to advertise. They'll come just because they love battlefield games.” If you don't get customers then you don't make money – it's that simple. And you can waste a lot of your money promoting your venue and never get a customer through the door. I know that we wasted \$thousands before we got the marketing right.



What type of combat games are best?

It's not just a matter of giving gamers guns and then letting them go out into your site. You'll need to set up a 'Battlefield'. **You'll need to have some 'battle scenarios' so that your customers will have a thrilling time and come back for more.**

What other equipment will I need?

OK, you've got your gaming guns but you'll need more than that to have a thriving business. **And you can spend lots of money on the wrong equipment.** Getting the balance right is not easy and the equipment you choose depends on a number of factors.

What about the back office systems?

Most people forget about this and it comes back to bite them sometimes with nasty consequences. **Get your back office systems right and you'll save yourself lots of headaches.** It's not hard to get this right. The trouble is, most people just don't know what they need to do.

It's no wonder that many people who start these businesses just don't make it. **We had some tight times setting up Battlefield LIVE and we have learnt lots in the process.** If you don't get it right then you may lose everything. **All of a sudden, your dream becomes a nightmare.** Then it's too late to do anything. That's the last thing you want to happen.

It's pretty normal to have some concerns about starting a new business even if your plan is just to work the weekends, making some extra cash for the family.

So, how can you make sure you end up with a profitable, thriving business that you are passionate about? Working in your own business and enjoying every minute of it. Wouldn't that be a dream come true?

Peter and I are just normal folk and if we can make this business work, I'm sure you can achieve the same results too.

And the very best way...

As I said earlier, Peter and I get thousands of calls from people who share our love of games and want to set up their own businesses.

After a chat one relaxing weekend, the idea popped into our heads that we could package up everything we've learned so that others can build successful and profitable businesses.

Welcome to your “Your Battlefield Business”

If you want to **live your passion every single day** and make money at the same time then this is for you.

The feeling of getting up every day and seeing customers running around on your site playing combat games is something to be experienced. And you are the game master. It doesn't get better than this.

‘Your Battlefield Business’ has everything you need to get into the combat gaming business. It gives you a clear and simple plan to follow showing you how to set up your business. It covers everything you need to know.

You'll save massive amounts of time and money. You'll be up and going in a fraction of the time it takes starting from scratch. I'd know, we started from scratch and I'd never do that again.

Starting any business is complicated and confusing. There are so many things to think about and so many things can go wrong. That's where ‘Your Battlefield Business’ comes into it's own. **This system gives you a clear logical process** what you need to do and when you need to do it. What could be simpler?

No stress about making sure that everything is covered. Just follow our system and you'll be heading for a fun filled future running your own combat gaming business.

From outback Australia...

“Roma is a small but growing community in far west of our State. I have wanted to start a part time paintball business in our area for a long time but due to population

and the choice of equipment would very quickly dictate success or failure. For years I had put this on hold, and then I got invited to a mate’s 40th birthday party.

We played Battlefield LIVE in the next town (around an 1 hours drive) and I was immediately hooked, not only on the game but also the equipment. We run 100% Battlefield Sports equipment and this will not change.

This is because of the service and advice we have received both before and after purchasing. As a field owner you will have significant influence over your players and they will look to you for good advice. Parents love us as it gets the kids out from in front of the computer. It still dazzles me as to the diversity of people who are now well and truly addicted to this game,”

Karl Radford, Australia.

To prestigious Oxford in England...

“Yes brilliant! Very impressive! Our son Kaine said they are the best guns ever.

From an operational point of view: they look professional, are well built, easy to operate, and improved quality of game play due to the ease of operation. The feedback system adds tremendous value to the gaming experience.

The guns have the WOW factor, and there is mass potential for game play for example using ammo dumps via ref gun, makes the game play identical to computer games.

The most valuable part to us of this system is the mission start, mission pause and mission end! Mission start so easy to use, and also when you need to have a moment with a specific player, to pause them, they are dealt with quickly without having to hunt them down and have a word!

The kids were in awe of the M4 and the P90 is a massive hit as well. I would highly recommend SATR ASAP to all existing sites, this is so impressive,”
Lisa Riaz, Oxford, United Kingdom.

Why use ‘Your Battlefield Business’?

Quite simply, it gives you everything you need to build a successful battlefield business.

Our gaming enthusiasts want a package to suit their special needs.

And we’ll give you all the advice you want, whether it takes a day or a month, to get you set up with exactly what suits your business.

This is a system that works and it all adds up to a successful business. But there’s something else that is a world beater...

Our Patent Pending SATR Technology

Only venues with this 'secret weapon' will survive and thrive in today's instant communication environment. Only the best experience will do to defend your business.

Our goal is to create an **emotionally engaging, authentic experience** that will not only satisfy veteran gamers, but also **attract new players**.

Players who don't just want blockbuster movies, but who want to get in on the adrenalin rush. **People who want to experience living out the plot from a heart pounding blockbuster movie.** Where they are the hero for a day.

That's why we reckon the tag line: "**heroes made here**" captures the essence of the thrill. That's what your customers will feel. **And that's why they'll keep coming back.**

The SATR (small arms transmitter receiver) technology has blown away traditional laser tag phasers. This technology is a live gaming juggernaut. It is spreading like wildfire!

SATR gives the gamer instant gratification of real time 'hit' feedback. In other words, it gives gamers a rush of adrenalin. It's a healthy high.

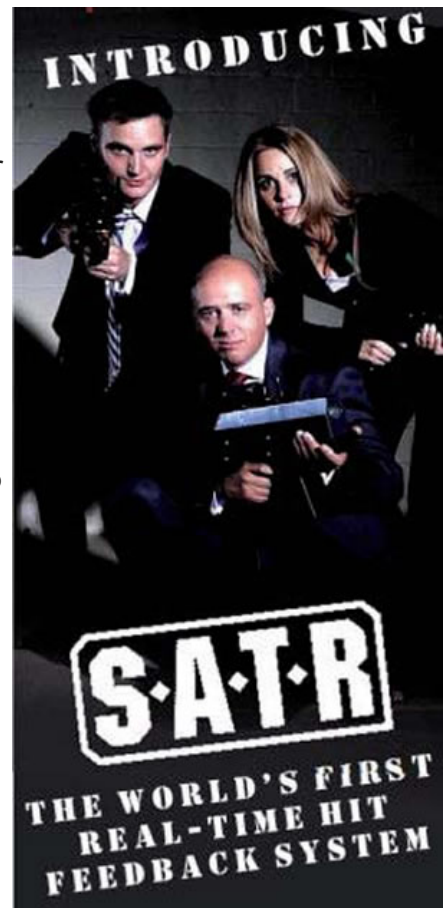
These gaming guns draw the crowds in and **they keep coming back!** Using these gaming guns is addictive. And that's what you want in your gaming business. **You want customers who keep coming back for that adrenalin rush.**

If your guns are old hat, then the gamer generation will simply spend their money on something else.

Here's what one of our customers has to say...

"I received the gaming guns and they are absolutely **amazing**, I have to admit once you get the gaming guns in your hands you realize how good the system really is. Everyone who has seen them and had a quick go cannot wait to make a booking."

Graeme Wright, Northumberland, UK



Quick Turnaround

SATR also gives you **high throughput**. Using these gaming guns you can start/stop everyone at once, **so this means quick turnaround during peak times**.

And when you are running a gaming business, your busiest times are Friday after noon through to Sunday night. **You need to be able to entertain as many people, as quickly as possible.**

As they say: 'time is money.' **Being able to pump through loads of gamers** who are thrilled out of their brains and can't wait to return is the secret of a successful combat gaming business.

Comments from people in the combat business...

From the Atlantic States in the USA...

"My customers are raving about the equipment. The description of the equipment included words like "awesome", "amazing" and "cool". Every thing worked well and everyone had a fantastic time,"

Ed Barnes North Carolina USA

To the East of England...

"We have been absolutely blown away by the positive feedback and reaction from our customers. The SATR equipment has been incredibly well received and every session we have run has left players totally impressed.

Our customers are amazed at the technical capability of the technology and particularly the close replication to online or console gaming. It is so easy to play and we literally have had all ages playing from seven year olds to 70 year olds and everything in between.

We have only just scratched the surface in terms of the market penetration and look forward to a superb summer with many more satisfied customers getting the Battlefield LIVE bug!"

Graham Simmons, Cambridge UK

Fewer Staff Required

As well as the fantastic response from your customers you'll **also save money on staff**. The technology is so smart that you won't need as many staff to look after your customers and their needs.



Lots of Flexibility

We know that everyone is different and that's why we will put together a package that suits your needs.

Our system can be as big or as small as you want. You can start with the basics and add more equipment as your business grows.

You don't need to jump in head first right up front. If you want a part time business for the weekend, that's OK. We'll set you up for that.

Our Brand Gives You a Key Competitive Advantage

You'll benefit from operating under a well known and established brand with brand equity and a great reputation "Battlefield LIVE."

Paramount Pictures used our brand to help launch their action movie "GI JOE." and **Microsoft X-BOX** turned to our brand to launch of their HALO Reach computer game.

We're Committed to Constant Innovation

You'll have access to Battlefield Sports' continuous research and development programs **designed to improve the business and our technology to keep it up to date and competitive.**

The team at Battlefield Sports believes in innovation. That's why we've invested in research & development. It is why SATR has been such a success.

How much do I need to invest?

Now, you're probably wondering how much you need to invest to get your hands on this amazing system.

We often get asked "how much does it cost?"

Our goal is to enable YOUR business vision. Rather than being prescriptive, like a franchise, you can do it your way. **You only need to buy what suits you right now.** And we'll help you work all that out.

We work with you to analyse exactly what you need to set up your own gaming business. Depending on your business, location, size, and target audience you can invest as little as \$30,000. And that gives you everything to get started from savvy advice to all your equipment needs.

There aren't many business opportunities around for such a small investment. And the best part, you get to live your passion.

The goal is to establish and grow your own live gaming business.



If you have the passion, if you are bold, if you are a pioneer, **you will be absolutely delighted with your new business life.**

When you sign up with us **we are there to help you every step of the way.** We just don't take your money and that's the last you hear from us.

We love this industry and we want to see more people enjoying their businesses as much as we do. You'll become one of the family.

We are offering the following bonuses when you sign up to "Your Battlefield Business".

Bonus Number 1: Battlefield Sports University (BSFU)

This is an **online educational website** set up especially for all our customers – battle field owners and operators.

Once logged in you can access the specialized skills, knowledge and experience from the BFSU team 24/7. You will be given password access so that you can sort out any problems immediately. You don't need to wait until we are open. Here's a sample of what's available through our university...

Marketing Faculty—loads of marketing goodies like press release templates, examples flyers & coupons, example party invites, TV commercial and radio scripts and much more! **This is a MUST HAVE. It will save you \$thousands.**

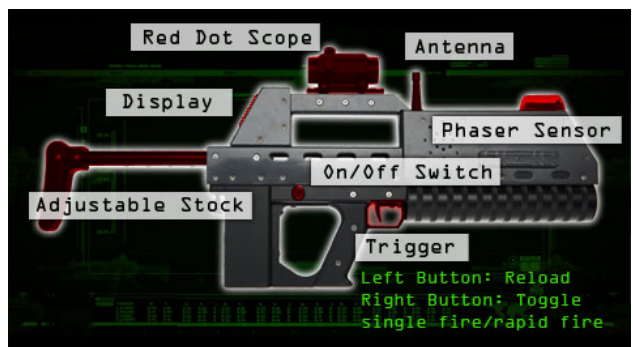
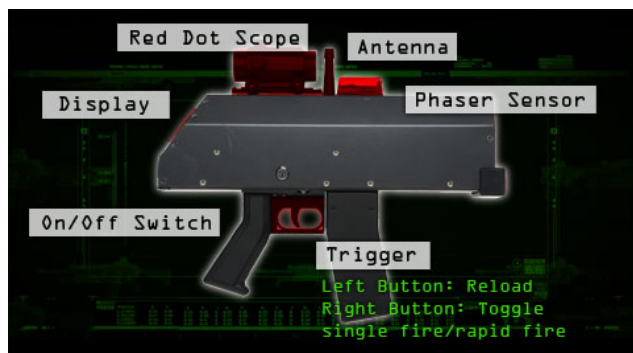
Video Faculty—including...

"Flying with Eagles" a 62 minute video by Steve Mills, expert in sports/ leisure marketing. He explains how to **optimise your Marketing Pillars**, including referral (or word of mouth) marketing and incentive schemes. Steve tells a fantastic story about a brilliant taxi driver he met in Birmingham to describe how your business can be the best you can be.

"80/20 How to get Peak Performance" a 5 minute video by Shaun Browne, former Head of Sales focusing on Richard Koch's Pareto Principle.

"Web Marketing 101" A 38 minute interactive webinar by Nicole Lander covering topics such as 'pay per click' and search engine optimizations online marketing strategies.

Peter has also put together a series of 15 short videos that capture the passion he has for live combat gaming as well as **insights into how to help you achieve success in the business.**



Live Play Faculty—Live Plays explain how to run the games. Just like a screen play, they cover the back ground, character, and scenes. We refer to our library of games as “The Codex.” We offer you a free Outdoor Gaming Codex, and a free Indoor Gaming Codex.

These cover how to run the most popular games. We also have available a comprehensive Codex which as more than 200 pages of games. There is also an example video of a briefing for a birthday party and a corporate team building session. More about this later.

Image Faculty— This will give you images that you can use in your own marketing material. We have selected the successful. Just pick what you need and you’re on your way to producing brochures, websites and ads that will attract customers.

Images include: 17 high resolution woodlands images; 21 high resolution urban images. We also have images of “C.O. Siren” our *go to gal*. Siren is actually model Jayne Allen from the Gold Coast. She is the face of Battlefield LIVE. We have 8 images of Jayne for you and 2 high resolution gaming gun images. New images are being added regularly.

Maintenance Faculty—**useful advice on how to maintain all your our equipment with easy to follow videos.** Through this maintenance program your equipment will last longer and won’t need to be replaced as often.

Operations Faculty—**Lots of advice on selecting the right site.** Get this right and you’ll be more profitable. Get it wrong and you’ll certainly have problems.

Personnel Faculty—Here **we help you to select the right staff** with example job descriptions, recruitment ads, Interview questions & example referee checks.

Publishing Faculty—We have produced 30 issues of our corporate magazine “LOCK n LOAD”. We make these available to you. **You can use any of this material to help build your business.** This archive includes all editions of all our Lock n Load magazines.

VALUED AT: Well, priceless but let’s say **\$5,500**. I know it has cost us a lot more than this over the years. **You simply cannot get access to this resource anywhere else.**

Bonus Number 2: Networking

Get Involved! **You can benefit from the knowledge and experience of your fellow battlefield business owners.** The online forum is where gamers & battlefield operators can discuss and exchange ideas.

Our online forum has more than 630 members. Here you can network with both operators and gamers.



Topics range from gaming videos, to battlefield tactics, and gaming guns, from beginners games to veteran's scenarios.

There are also sections for each part of the world the UK, USA, Canada, Europe and Australasia. Each field operator is welcome to start their own section for their local battlefield postings. We call it "combat involved."

Our Facebook and Twitter pages have also been effective in connecting directly to our gaming community.

We invite you to join in, if you haven't already!

VALUED AT: \$600



Bonus Number 3: International Live Gaming Convention

Every other year we hold a major industry conference. **This is your chance to find out the latest industry trends and participate in interactive seminars such as 'how to boost sales.'**

Our last convention was held in London. This is a major 2 day event. We all learnt so much and it was loads of fun.

Start Your Battlefield Business this month, and I will send you 2 complimentary tickets to attend this convention.

This bonus includes:

- 2 full days conference including 2 days morning and afternoon tea and hot lunch
- conference proceedings
- delegate pack
- private dinner on evening and bed and breakfast accommodation for one night in a **4 star boutique hotel** only 10 minutes from Heathrow Airport.



Feedback from the Continent

“You two did a great job of representing the human part of the game. You are not just selling a business but a form of contact with the players, & I felt that your presentation style showed that very well.

There is nothing like getting out & testing the equipment to really appreciate how it works. Plus this gave us a wonderful opportunity to pick up lots of little tips on how to run the game by watching you guys doing it. Thanks a lot for everything,”

Mark Jane, Paris, France

From Wales...

“Venue: Excellent. Food: Excellent. Content: Excellent. This was an informative and very useful conference. Very well put together,”

Toria Dean, Pembrokeshire, Wales, UK.

Feedback from Canada...

“Awesome location, superb food, great amount of detail in presentations, prompt and precise answers to questions,”

Colleen Bussard, Nova Scotia, Canada.

VALUED AT: \$1,050 (£690) for 2 tickets

Bonus Number 4 – Our Library of Games—we all it the “Codex”

Benefit from the knowledge and experience of more than 10 years of running Live Games. We have put together a library of games, for both indoor and outdoors, so you don't have to worry.

The Codex covers:

- Games to make you money
- The most popular games
- Surefire tactics!

We have a summary of the best games called “Codex—the Basics” here you'll get 5 games which you can play outdoors and 5 games you can play indoors.

Once you've mastered the basics you may wish to challenge your gamers and go for more advanced games such as WW1, or WW2 reenactments or other live role plays.

This comprehensive Codex explains more than 50 live games, including how to run a clan war. This is valued at \$1,295 but when you order Your Battlefield Business it is yours for only \$200.

To get you started we will give you the “Codex—The Basics” absolutely free.

VALUED AT: \$495

Lets sum up what you'll get...

	Value	Cost to You
As much advice as you need to get started – what equipment you need, selection of a site, marketing advice, business issues, and lots more	Our fees are \$150/ hour but free to gaming enthusiasts	FREE
We'll then put together a system and all your equipment needs to suit your business.		FREE
Bonus # 1 Battlefield Sports University	\$5,500	FREE
Bonus # 2 Networking	\$600	FREE
Bonus # 3 Conference	\$1,050	FREE
Bonus # 4 Codex—The Basics	\$495	FREE
TOTAL of Bonuses	\$7,645	\$0

Now it's all up to you.

This is could be your next bold adventure. And, like starting any quest, the hero feels some apprehension as well as exhilaration.

It is healthy to have a modicum of scepticism. I'm sure you have lots of questions. Most of our customers have their own concerns about taking this step. That's what we're here for.

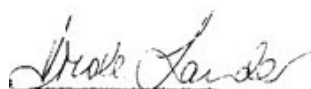
To help you through the decision making step. We won't pressure you. **We'll simply give you the guidance and advice that you are seeking.** You can take it from there.

If you think that this is something you want to look at then talk to us.

Here's How To Contact Us

Contact your local Battlefield Sports Agent for more advice and information, for the UK and Europe it is Paul Diamond, he can be contacted on: Paul@battlefieldsports.com or +44 (0) 1237 424444

We look forward to hearing from you.
Cheers



Nicole Lander
Founder



WANT TO READ MORE?

**THEN BECOME A
BATTLEFIELD SPORTS
OPERATOR...**

TODAY