

On The

Marc

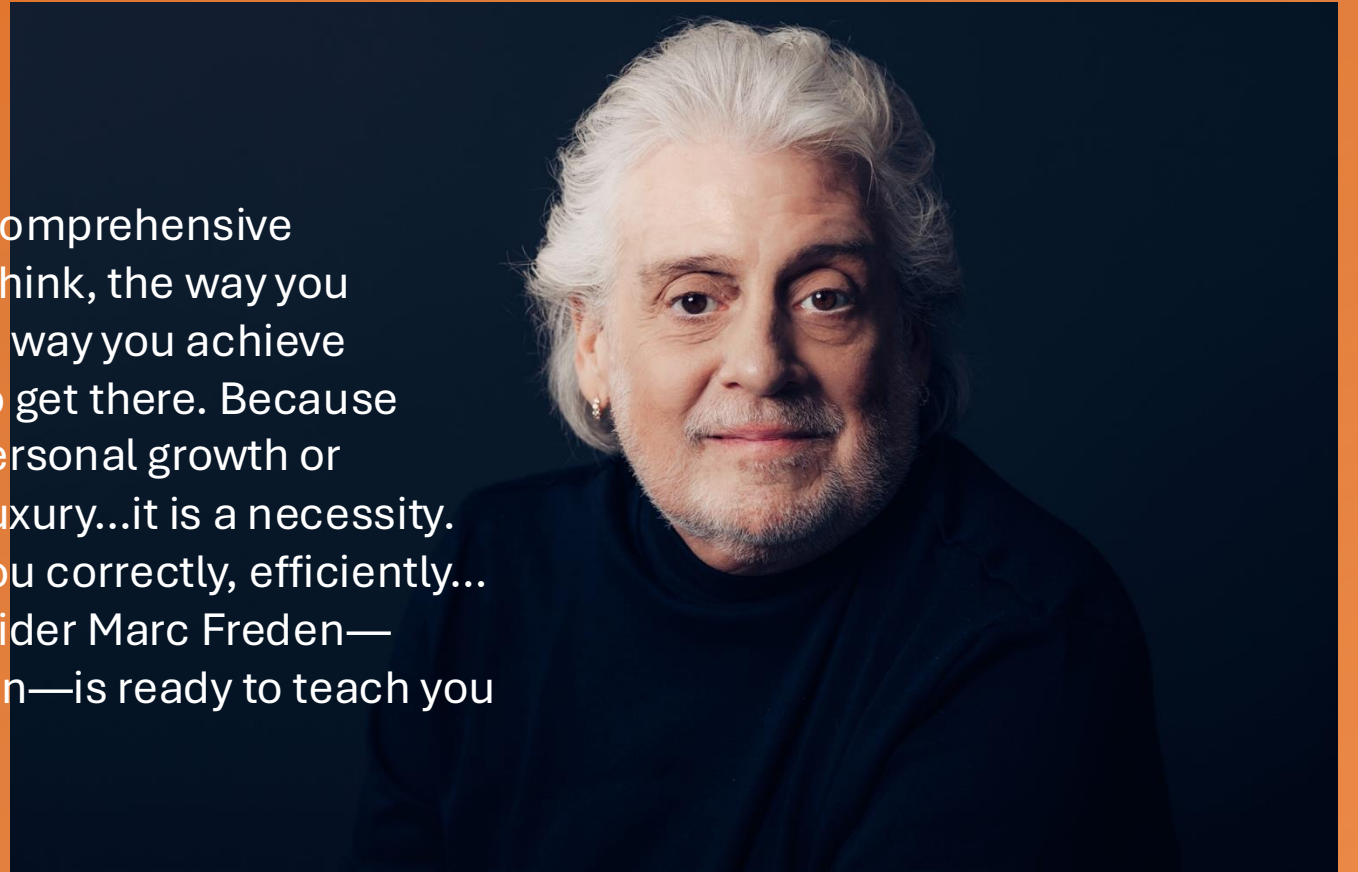
Literary

Presents:

MEDIA/MATTERS MASTERCLASSES

THE PREMISE:

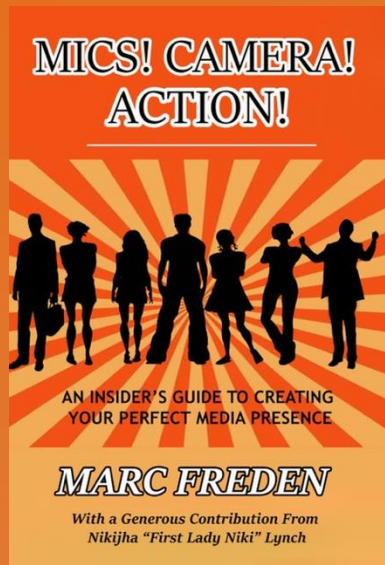
The MEDIA/MATTERS MASTERCLASSES are comprehensive online courses that will change the way you think, the way you present, the way you approach success...the way you achieve success when using any form of the media to get there. Because these days, in order to achieve any valued personal growth or business success, the media is no longer a luxury...it is a necessity. Even if you are already using the media are you correctly, efficiently...using it to your best advantage. Industry insider Marc Freden—a 40+ year, boots on the ground media veteran—is ready to teach you how to put your best self forward.



The premise for these masterclasses is based on Freden's companion media tutorial non-fiction books:

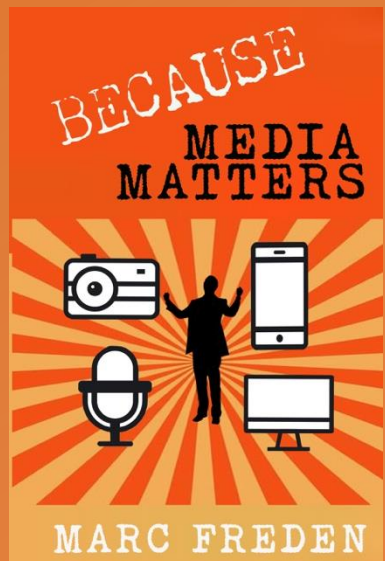
MICS! CAMERA! ACTION! and BECAUSE MEDIA MATTERS.

THE BOOKS:



This book takes you behind the scenes and on the scene when you want to use the media, need to use the media, or have been thrust into the media spotlight. It's the ultimate insider's guide to how to use the different platforms of the media to your most creative, most effective, most ambitious, and proactive ways. You already be using the media in some form, but do you know how to “work” it, manipulate it, to your best advantage. This guide is filled with practical information, real life experiences, dos and don'ts, and insights and information from those who have walked the walk.

The difference between success and mediocrity, between fame and shame is: MICS! CAMERA! ACTION!



This book specifically targets you should be asking in using the media to create the product of “you”, turning that product into a brand, and marketing that brand into end goal success. Understanding the media, using it creatively, and distinguishing yourself in the marketplace are just part of the 20 keys and insights Freden offers. In this quick witted, anecdotal, insightful tutorial.

This is not a matter of having nothing to lose. In today's media savvy world, you have everything to lose! BECAUSE MEDIA MATTERS!

WHAT IS ON OFFER:

Freden has turned his 40+ year career into a much-in-demand comprehensive consultancy—a type of urgent career for the media marketing of the product of “you.” You may already rely on the media in some capacity...but are you using it to its and your best potential? Do even understand the difference Between “you” the person and “you” the product?

MEDIA/MATTERS MASTERCLASSES are a multi-tiered 10-course opportunity to tap into the best of Freden’s knowledge and boots-on-the-ground experience. Each 45-minute session is designed to meet universal needs, concerns, and goals, which are easily adaptable to the individual product the viewer is personally marketing. They will be accessible on a specifically designed website.

Do they teach these lessons in expensive film/television/communication colleges and universities? No They may teach you how to point a camera, or hold a mic...but they are not going to tell you how to define yourself, stand out in a crowded marketplace, think creatively, market the brand. Freden will. Because that is what you need in today’s overwhelming media-savvy marketplace.

The following highlights what is on offer:

MEDIA/MATTERS MASTERCLASSES

CLASS	KEY TALKING POINTS
1. HOW TO USE THE MEDIA—Defining your Product and Brand	<ol style="list-style-type: none">1. Why do you want to use the media? What are your goals and endgame desires?2. Understanding you are not a person...you are a “product. Taking the emotion out of the process.3. How the product leads to branding.4. The difference between “You”, the product, and an actual product, such as a book. How do you make them work together? And the value of keeping them separate.5. Initial expectations and the understanding of “sprint” versus “marathon.”

CLASS	KEY TALKING POINTS
<p>2. YOU ARE NOT THE NEXT KARDASHIAN...YOU ARE THE FIRST YOU—What is an influencer</p>	<ol style="list-style-type: none"> 1. If not the next Kardashian...who are you? 2. Defining the personality behind the “product” that makes you unique. 3. You’ve got to get a gimmick. Is that something the “product” can exploit? 4. Kardashians are cancer with a “K”. Understanding unrealistic expectations. 5. The rise of the influencer. What are you influencing?
<p>3. IS THERE MEANING IN YOUR MESSAGE—Defining Your Voice</p>	<ol style="list-style-type: none"> 1. Your “product” has to have POV. Can you define yours? 2. The marriage of entertainment and information. 3. Getting to the point. Less maybe more. 4. You have one shot at a first impression...does your message reflect the product? 5. Listen to feedback and react.

CLASS	KEY TALKING POINTS
<p>4. THE ART OF THE ANSWER—Do You Know How to be Interviewed, Interview, and Stay on Message?</p>	<ol style="list-style-type: none"> 1. Why are you doing the interview? The value of the media. Make sure it is in your best interest. 2. Have you ever been in front of a camera or microphone? Let's see how you do. 3. Fundamental mistakes people make when in front of an interviewer. 4. How to stay on message. 5. Cadence, filler words, and other common mistakes everyone makes.
<p>5. PUBLIC SPEAKING—Can You Stand in Front of an Audience and Engage</p>	<ol style="list-style-type: none"> 1. Have you ever stood in front of an audience? What were your needs and expectations? 2. Do you like the sound of your own voice? How do you prepare? From practice, to exercising, to selective editing...honing and polishing. 3. What goes into your talking points? This is very important in crisis management. 4. Anecdotes and experiences...the fine points of personalization. 5. From book signings to lecturing, it's not about you. What does that mean?

CLASS	KEY TALKING POINTS
<p>6. DEFINING YOUR LOOK—Putting Your Best Self Forward</p>	<ol style="list-style-type: none"> 1. You are selling the product of you...what does that product look like? You can sell anything in a Tiffany box. What is your Tiffany box—your gift wrapping? 2. Sophisticated? Casual? Define it and sell it. 3. Traveling or multiple shoots...how does that work of disrupt your look? 4. Makeup and lighting...the fine details. 5. Settings and locations. Think about what you are saying and where you are saying it. It matters.
<p>7. MARKETING 101—It's All About You</p>	<ol style="list-style-type: none"> 1. You get one shot at a first impression; make sure all your elements are in play. 2. Marketing you, the product, as opposed to a book, takes on a different approach. What do we do? 3. The art of creating alternative but complementary segments to promote the product or brand. 4. Marketing is an evolution, not a revolution. Peel the onion and listen to feedback and constructive criticism. 5. Defining alternative options for marketing “you” as an expert, as opposed to just a facilitator of the brand.

CLASS	KEY TALKING POINTS
8. MARKETING 102—It's Not About You	<ol style="list-style-type: none"> 1. How do we define the “Product” by NOT marketing the “Product”? 2. The art of creating segments that work in the periphery of you, the product. 3. Offering services of expertise. 4. What do the various media platforms have to offer? 5. Getting others involved.
9. TV 101--How to Use the Medium on All Platforms	<ol style="list-style-type: none"> 1. What are the platforms, and what do you see as valuable to your product? 2. How do you make a video, and more importantly, what not to do. 3. The art of not overselling. 4. The difference between TikTok and YouTube. 5. More is More. Developing to be prolific.
10. THE BIGGER PICTURE—Reaching Success and Where do you go From There	<ol style="list-style-type: none"> 1. What happens when you reach your end goal? 2. The audience doesn't know your definition of success...exploit from there. 3. Intellectual property is king. Developers are looking for everything from books to quirky personalities. How do you move the needle? 4. How do you research new opportunities? 5. The art of development. How do you take a good idea to the next step?

THE OPPORTUNITY:

We don't consider this a cost...we consider this:
AN INVESTMENT IN THE FUTURE!

MASTERCLASS A LA CARTE	BUNDLE RATE	SPECIAL OFFER
\$300 PER CLASS X 10 CLASSES <small>(PRO-RATED FOR LATER BUNDLE CHOICES)</small>	SIGN UP FOR 10 CLASSES	APPLY THE EMAIL PROMO CODE DEDUCT \$249
\$3000	\$1999	\$1750

- RESEARCH HAS SHOWN THAT THE PRICE OF THESE CLASSES IS IN KEEPING WITH MARKET RATES FOR TUTORIAL CLASSES BACKED UP WITH LECTURE EXPERTISE
- OUR AGGRESSIVE MARKETING CAMPAIGN ENSURES TARGET AUDIENCE POINT OF PURCHASE MOTIVATED BUYERS WHO ARE BOTH LOOKING FOR THIS CONTENT AND ARE WILLING TO SPEND
- THE PROMO DISCOUNT MOTIVATES THE BUYER TO BUNDLE FOR A SPECIAL RATE. MOST CONSUMERS WILL HAVE RESPONDED TO OUR MARKETING CAMPAIGN AND WILL HAVE ACCESS TO THE DISCOUNT CODE.

MARKETING:

Motivated buyers and participants...it is as simple as that!
And Freden is tapping into them!

How?

Direct email and social media outreach. To date we have accessed 500,000+ motivated participants Who are looking for the very opportunity that MEDIA/MATTERS MASTERCLASSES have on offer.

Who are they?

Students, potential influencers, business executives, and entrepreneurs. They span a wide demographic from 18-65 years old. And because we know from our research that they have been looking for this very service, they have the disposable income to purchase it.

What is the approach?

Two-pronged. Freden is looking at the basic need for the broad appeal and because of the timing of the launch, Freden is also looking at a "NEW YEAR...NEW YOU" campaign to appeal to those who are looking To advance their personal or business goals. This is not a one-time, one-shot opportunity. Freden is aware That some may disregard a direct market approach to an email blast, so there will be a follow-up social A media campaign should go hand in hand with the approach to solidify it.

(To include: Instagram, Facebook, and YouTube.)

Let's talk market and marketing reality:

1. Predictable, Recurring Revenue Stream

- The subscription model ensures a stable, recurring monthly or annual income.
- Investors value predictable cash flow and high customer lifetime value (LTV), which reduces revenue volatility.
- Annual plans lock in users longer, lowering churn and increasing valuation multiples (common in SaaS-style businesses).

2. High Gross Margins via Scalable Content

- After the upfront investment in producing each course, the marginal cost of delivery is near zero.
- Software infrastructure handles virtually unlimited users without major additional cost.
- This “create once, sell infinitely” model yields 70–90% gross margins — similar to elite SaaS companies.

3. Strong Brand and Network Effects

- Celebrity instructors and elite experts create brand prestige and differentiation, attracting organic media attention and new users.
- Each new class or instructor expands the content library's value, making the subscription more “sticky” (network effect).
- The more users subscribe, the more data-driven personalization can improve retention and upsell potential.

4. Global Scalability with Low Distribution Costs

- The digital platform allows worldwide distribution without geographic barriers or additional physical infrastructure.
- Expansion to new languages, topics, or audiences can be driven by simple platform updates.
- As subscriber volume scales, operational costs per user decrease significantly, driving operating leverage.

5. Data-Driven Product Evolution and Monetization

- Usage analytics, engagement tracking, and AI personalization create insights for continuous product optimization.
- Cross-selling (e.g., premium memberships, enterprise learning packages, or certification add-ons) increases average revenue per user (ARPU).
- Data enhances retention forecasting, ad targeting, and instructor acquisition strategy — fueling compounding growth

THE ASK:

ON THE MARC LITERARY is currently looking for short-term start-up investment funding of:

\$100,000

BREAKDOWN	EXPENSE
PRODUCTION	Masterclass taping @ \$12,500 Editing @ \$12,500 Subtotal: \$25,000
WEBSITE DESIGN/MAINTANCE	\$5,000
LEGAL	\$2,500
EMAIL MARKETING	Per Month @ \$12,000 Subtotal: \$60,000
SOCIAL MEDIA OUTREACH	Per month @ \$1,500 Subtotal: \$7,500
TOTAL:	\$100,000

RETURN ON INVESTMENT (ROI):

THE FORECAST:

- 500,000+ pool of potential motivated interested participants
- 18-65 targeted demographics spanning students, potential influencers, business executives, and entrepreneurs
- Conservatively looking at an initial wave of 8-10,000 participants

THE STRATEGY:

(See Marketing)

THE ROI:

- Six-month investment; \$100,000
- Option 1:*
 - 20% return on 100% of the investment to be paid at the end of 6 months
- Option 2:*
 - 2.5% of profits after \$100,000 return to be paid monthly for 6 months
- (*Options 1 & 2 are an either/or opportunity.)
- PLEASE NOTE: Just 100 sales out 500,000 direct marketed motivated buyers means the investment would be paid back with interest.

WHO IS MARC FREDEN?

Marc Freden is as comfortable in front of the camera as behind the scenes. His career has taken him from established producer to on-camera talent and back again. Freden has also joined the ranks of the 'literati', having published two in his series of the "Dark Side of the Bright Lights" novels, **NOT TOO COCKSURE** and **HEIR LINE FRACTURE** (Sunstone Press) and the soon-to-be-published **SCANDAL EYES** and **DOIN' TIME** exposing the dark secrets from Hollywood and the world of celebrity. In the genre of non-fiction, his 2023 released **MICS! CAMERA! ACTION!** and this year's **BECAUSE MEDIA MATTERS** are the ultimate insider's guides to honing success by utilizing the business of media. Already acclaimed as an author for his autobiographical **"REALLY!?!—A Memoir and Other Observations From a Man Who's Lived Life 'Not Quite Famous Enough'"** in which his witty and sardonic take on the world around him has garnered praise from the esteemed Publishers Weekly: "Freden's energy, charisma, and honesty are admirable; readers will come away rooting for him to become "famous enough."

Freden has also focused his considerable skills behind the scenes through his own On The Marc Creative, developing and producing content across varied television and entertainment genres—for both the U.K. and American markets. Freden has also been tapped as an adjunct professor at the Laureate and SAE International schools, teaching the next generation of creative minds his unique approach to video/film/television production.



Among his many credentials, Freden wrapped a two-year stint as the department head of Special Programming for Reelz for which he oversaw the production of 61 half-hour and hour specials and managed a team of 6 producers and 3 editors. Freden came to Reelz having been a producer for the hit Bravo series “Bethenny Ever After” as well as MTV’s “Parental Control”, served as writer/producer for NBC’s live broadcast primetime special “Guinness World Records: Top 100 Live!” and was on the red carpet for the 80th annual Oscars. In 2005, Freden traveled the world alongside host George Hamilton for ABC’s “Life of Luxury” for which he served in the multiple roles of senior producer, director, and writer. As supervising producer for Lifetime Television’s magazine series “Speaking of Women’s Health”, Freden oversaw the production, writing, and editing and has been part of the production team for its entire three-season run as well as that of its companion series “Lifetime Now”. Management is nothing new for Freden who served as the supervising producer on the daily talk series “Woman 2 Woman” for Los Angeles affiliate, KCBS, served as show producer for the first live internet daily game series “The Big Idea” and most notably west coast bureau chief for “GMTV”—the British equivalent of the “Today”.



Freden’s production credits range from local news to primetime network specials, syndicated series and daily strip series to cable television, from breaking news to long-form documentaries. Freden was there for the start-up of E! Entertainment Television where he wore many hats—from show producer to contributing to the live coverage of award shows such as the Emmys and the Oscars and even created many marketing and promotional spots for the network. Freden has also contributed to the successful electronic press kit marketing of over 20 feature films including: “Rain Man”, “Torch Song Trilogy”, “Bright Lights Big City”, “Biloxi Blues” and “Nightmare on Elm Street IV”.

As an on-camera talent, American audiences first came to know Freden's adept 'turn-of-phase' writing and quick-witted personality on the syndicated series "Extra". Later, Freden was a reporter for the MGM series "Uncovered" and as a guest commentator for VH1 and A&E's "Biography". But it was during his tenure as bureau chief for Britain's highest-rated morning news magazine program, "GMTV", that Freden created a career achieved by few in television—steady work on two continents. Freden broke ground as the very first American correspondent contracted to a news series in British television history. And he soon proved to be well worth the risk—not just another 'Hollywood insider' but a genuine television 'personality'—unique, witty, irreverent, factual...and always entertaining .



Freden successfully made the transition from mornings to afternoon television as co-presenter of the summer lifestyle series "Lunch in the Sun" for ITV. Worldwide audiences enjoyed Freden as a contributor and occasional co-host for "The Art Club" on CNN International and have followed Freden's Hollywood adventures as a feature reporter for "The Entertainment Show" on Sky television throughout Europe. Freden's anecdotal, conversational wit has made him a 'much in demand' guest on over two dozen series and specials. In 2002, he wrapped production as the host and interviewer of the immensely successful and BAFTA-nominated British documentary/travel series "The Welsh in..." for Britain's HTV network. He has been a much sought-after guest on VH1, A&E, LivingTV (GB), BBC, and Sky.

Thank You

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