



If you believe the gospel  
is the greatest message ever delivered,  
then you should endeavour to find  
the greatest medium in which to share it.

## Allowing you to minor in technology and major in ministry

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Consider your own customised online store where your supporters can browse and purchase anything and everything pertaining to your business or ministry; the latest book, music or DVD, supplementary materials and merchandise, e-books, digital music and movies.

Your stores can offer your physical and digital products for sale - globally - from many platforms such as Facebook, Myspace, your own website, blogs or Twitter and all AD FREE! Whether you have one product or one million products we give you the ability to start selling immediately, ad free. No ads asking you to click here to 'meet your perfect mate', or to 'last longer'. It's just you and God. It doesn't matter if you are a label, artist, band (or both) whether you are a ministry or gift line, this can work for you – from anywhere on the planet.

- Re-branded with your logo
- Real-time reporting
- Social networking tools
- 5 different payment options
- Customise the products on your front page
- iPhone style flash wallet
- Sell your products globally
- Featured product section
- Preview song online (MP3 Section)
- Concert and conference bookings
- MP3 downloads
- E-book Downloads
- Video and lyric gallery
- Widgets

And the cost to set up and maintain your online store? **Nothing.**

# A complete system - ready to go and easy to use!

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## Your store and you ...

Your store is branded with your logo, your details, your information and your resources. Better yet, you can customize it as you wish to promote what is most important when it's most important.

If you have sought a reliable way to make your resources more publicly accessible, iChristian now offers you a compelling and dependable solution.

## All you need...

Your online store gives you the flexibility to tailor your home page and all subsequent links to the requirements. Change things when you want as often as you want to highlight and advance who you are.

If you are struggling to customise of your online store, give us the specifics and we can do that for you.

Whether you are a **artist/band** wanting to promote your latest single/album, or a **speaker** wanting to recommend the latest reading material or sermon, or a **film-maker** looking to promote your own resources or digital content - your store is flexible enough to accommodate all your needs.

**There are no registration or set-up costs, no fees, no charges, no catches.** Your online store can act as an extension to your existing website, or alternatively, can serve as your own web presence should you currently be un-represented on the net.

- **Open 24/7**
- **Low maintenance**
- **No IT experience needed**
- **No employees**

## How it works

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The existing potential of an online store (or e-store), means that amongst other things, you can be open for business 24 hours a day, 7 days a week. Your time and money will never be required to maintain the store, re-register your store or set up your email. We will take care of everything including credit card processing, customer service, refunds and all the additional extras that will ensure the smooth running of your e-store.

For Australian stores (who can offer digital and physical product) we require 30 percent of each transaction for physical product sold (excluding postage) out of which we pay all merchant, banking fees and transaction costs associated with each sale. We provide five easy ways to pay, credit card (Visa, Mastercard) secured by the National Australia Bank, PayPal, direct deposit, cheque or money order. Once funds are cleared the order is forwarded to you for fulfillment. You will never receive an order for fulfillment unless all funds are *cleared*. Once you receive the order, you fulfill the order to the customer and invoice iChristian the wholesale amount, with the GST and postage itemised separately on each invoice. **[Download a sample invoice here](#)**

For sales made through digital stores (international) we will pay a royalty rate of 60/40 percent split in favour of the author/artist.

**Example 1.** On an MP3 music download which sells at \$1.69 the artist would receive a royalty rate of \$1.02 and iChristian would receive \$0.67 from which to pay banking and transaction costs associated with the sale.

**Example 2.** On a movie or e-book selling for \$6.00 the artist/author would receive a royalty rate of \$3.60 and iChristian would receive \$2.40 from which to pay banking and transaction costs associated with the sale.

- Adequate royalty statements outlining total income earned per track will be supplied with payment.
- Within Australia the GST is included in the royalty rate agreed between the artist/author and iChristian.
- Sale invoices are paid monthly into your designated account via Net Bank transfer.
- For international payments we require that you have a PayPal account to avoid unnecessary bank charges and to ensure you receive instant payment.

## Why use us?

- Cover all bases – not everyone uses iTunes or has an iPod.
- Digital files supplied through us are DRM free and can be used on all platforms and technologies i.e. computers, portable media devices (e.g. Nokia, Samsung, Motorola, Blackberry's etc etc ) as well as iPhones and iPods.
- It's Ad Free, neither you or your supporters will have to be exposed to compromising advertising material.
- Why make people leave your website to download your music. Give them a choice. With the ability to place your 'store' within your existing website – you don't need to send your supporters anywhere else if you don't need too.
- We only take a percentage of products you actually sell – no joining fees, no annual subscriptions or monthly fee, Just pay as you sell.

## Adding your products to the iChristian store

We supply you with a link to our admin section, user name and log-on code which you can use day and night to log in, add, edit or delete and check sales reports of your products. Adding products is as easy as sending an email with an attachment or selling an item on Ebay i.e. fill in your details, upload picture or digital content (drag and drop) and you're done.

If you have a large catalogue ... no problem! This is as simple as sending us an excel spreadsheet or Access database. Most product houses use a database to catalogue their products and in most cases we can read that database. In some extreme cases you may need to spend some time laying out the spreadsheet the way we require. We can provide a sample spreadsheet for this. Whether your products total 100 or 100,000 our back end can load it up in minutes, once provided correctly.

If you are IT challenged, we can provide training (all of 15 minutes). Our system is very easy to use.

It is also worth mentioning that our system enables you to log in from any net enabled machine, Blackberry or iPhone and edit, delete, add new products or check real time sales in minutes – from anywhere on the globe!

## Some features available

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- Your store is equipped with an Amazon style search function, which allows your supporters to quickly find what they are looking for.
- Your store automatically tracks top selling items and prominently displays those for your supporters to see.
- Your store has four customizable tabs which can be used to highlight what your top selling products are within certain categories i.e. music genres
- Your store has an iPhone style flash-wallet, which is capable of holding 5 products or 5000 products! No flash expertise or knowledge is needed. This creates an easy way to showcase new products, sale or discounted items.
- The main square on the front page of your store – is designed to showcase five 'featured items', which automatically rotate.
- On every product page a customer can 'post' that page to Twitter, Facebook, MySpace or any number of the 40 plus social networking sites. Therefore driving traffic (globally) back to specific products on your store.
- Each store allows for customers to 'follow you' on social networking sites such as Twitter, Facebook, MySpace etc. For example, Aussie Christian Products has an iChristian store and wants to use MySpace and Twitter to keep customers up to date on what's new. He establishes a Twitter account let's say 'ChristianProducts' and develops a Facebook page under the same name. In the admin section of your store, under Facebook and Twitter account, you would list your corresponding names. The Facebook and Twitter icons will then automatically display on the top right hand corner of your store – which are visible on every page of your store. Don't worry – we can't see your login details or name for these applications ... we just provide a way for you to make the most of them. You might ask yourself why would I need to have a Twitter or Facebook for my store ... this is where the fun begins! You should use these social networking sites just the same as you would an email distribution list. We have made certain features in your store into Widgets. This means you can take your latest product with a few simple lines of code which are provided in the 'backend' under that products description, and post that or send that through either Twitter or Facebook and it should automatically open and display that product in either of those environments saving your supporters time coming to your site to see what is new ... you are sending it direct to them real time.

## Unique services

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We lay claim to two unique services that no other Christian online store offers. We present frequenters of your e-store with an opportunity to donate to listed charities simply by adding one dollar to their total purchase.

Additionally, the store comes complete with an online registration facility for conference and concert bookings.

### **A little can go a long way ...**

iChristian now gives customers the opportunity to give a little, in order that others might gain a lot.

Customers now have the opportunity to support an array of charities simply by adding one dollar to the total of their purchase. We ensure 100 per cent of each donation is forwarded to the charity of choice on a quarterly basis. A small gift today will make a big difference in someone's life tomorrow.

### **How does it work?**

Before a customer moves on from the shopping to the payment page on the website, they are given an opportunity to add a one dollar donation to one of the listed ministries or charities.

The customer is presented with a list to choose from and simply make their choice by ticking a box. This adds their dollar donation to their transaction cost. For example, adding \$1 to their \$30 purchase means that \$31 gets debited to their credit card.

Tax deductibility receipts from each ministry are not required as donations are less than \$2, (we provide an itemised tax invoice of the purchase and include the total donation) meaning there is no burden on the ministry or charity receiving the donation.

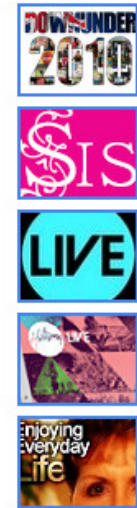
Payments are made to each charity on a quarterly basis (1<sup>st</sup> Mar 1<sup>st</sup> June, 1<sup>st</sup> Sept, and 1<sup>st</sup> Dec).

If you are interested in being listed for donations, please let us know and we would be happy to further discuss this opportunity with you.



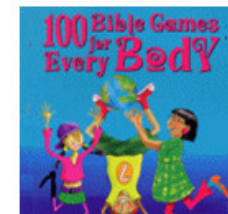
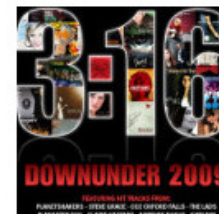
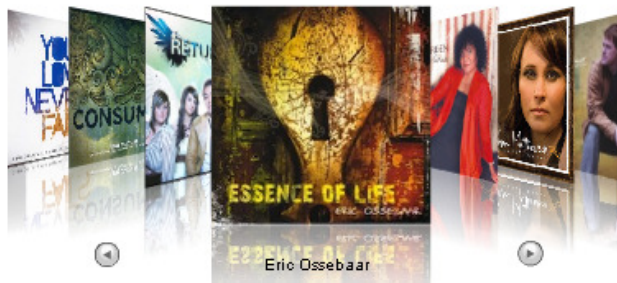
Artist, Author, Title or Keyword(s) [▶](#)

Top Sellers | CDs | Books | Top MP3s | Gifts



### DOWNUNDER 2010

64 Tracks for \$24.95! featuring Hillsong Planetshakers C3 Oxford Falls Original Liberty Playjerise Amy K and many more




# Re-branded with your logo ...

Follow us on:    | [Help](#)

# ENDLESS PRAISE estore

Artist, Author, Title or Keyword(s)

Top MP3s | CDs | DVDs | Spanish CDs | Whats New



## SISTER TO SISTER

Expressions of love from a sister's heart

70% UNDER 2010

SIS

LIVE



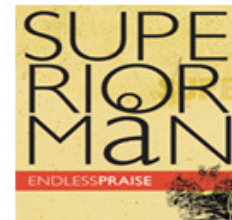
Enjoying Everyday life

### Sister to Sister

This devotional style book was written as letters from one sister to another. Beautifully designed, this book is sure to please, encourage and inspire women of all ages.



Return



## Here is what others say about us ...

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iChristian gives many that don't have access to a local Christian Bookstore nearby the opportunity to source the best selection of what is available in Christian music, books and church resources. Congrats on making this available to the Christian Community.

**Alan Kennedy**  
**Managing Director Kennedy International.**

"I've heard nothing but great things about iChristian being a groundbreaking effort during my recent trips around the country. Keep up the excellent work!"

**Josh Olson**  
**Retail Manager - Hillsong Music Australia Australia & New Zealand**

"I think it's fantastic what you guys are doing...real cutting edge stuff. I support it 100 per cent!"

**Steve Grace**  
**Australian recording artist**

## Getting started

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Getting started is as easy as clicking on the button provided.

Once your application is received, it can generally be processed within 24 hours and your store ready to launch within 48 hours from approval.

If you have questions that remain unanswered after reading this proposal - we would be more than happy to discuss these with you. Please contact us via email or on the numbers provided.

Artists located in Australia can apply right now. If you are a artist located outside Australia, this service will not be available to you till August 2010. Please follow us on one of the below networks to be advised the moment is available.

[www.twitter.com/ichristianmedia](http://www.twitter.com/ichristianmedia)

<http://www.facebook.com/pages/iChristianMedia/121664127868898>

<http://www.myspace.com/537286408>

Thank you for your time in reviewing our proposal, we hope that we can work with you ...

**CLICK THE LINK TO GET STARTED ... [www.ichristian.com.au/application.php](http://www.ichristian.com.au/application.php)**