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# The Official Fight Promoter Playbook (The Fight Promoter Series 2)



## Synopsis

The "Fight Promoters Bible" is Now Available For You To Own. Learn How To Put Together A \$100 Million+ PPV Boxing Event, MMA Event, or Wrestling Event ... Right Now! This is the one and only book available ANYWHERE to show you how it all happens. This is the behind the scenes "Bible" of fight promotions. Every contact, checklist, operational outline, negotiation tactic, casino agreement, sponsorship, seating chart, ticket sales letter, budget, promotion concept, and strategy used by ALL the major players in Boxing, MMA, and Wrestling is in this book. Boxing Promoter Tony Shultz opens up the fight game like never before in his outstanding and controversial book "The Official Fight Promoter Playbook". The fact that you can actually use this book to start your own multi-million dollar fight promotion company makes the information inside invaluable. If you're simply a fight fan, knowing the secrets behind the next big PPV event makes you powerful beyond belief. Either way, this is a secret you'll want to know!

## Book Information

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## Customer Reviews

This is an excellent book. This book delves into approaches and plans that take years to develop and learn. There's a lot of info here that I was not aware of and I have been an event promoter for 21

years and am starting a MMA Promotion in 2013. The info in here is worth a lot more than 99 cents, so pick it up now.

Tony's book is essential for anyone hoping to get into the promotional game. This book outlines general strategy on getting your promotional outfit started in addition to giving the reader a great outlook on what it takes to succeed. Then there is a pep talk from Tony to convince you that if you work hard enough at it and do all your paperwork properly, being a promoter can be a very rewarding and fulfilling opportunity. On top of all this you get real examples of actual paperwork: from mundane press credential request forms to much more complicated and involved proposals and packages. If you want to be a promoter there is only one thing to do: **BUY THIS BOOK!**

I live in Las Vegas home of prize fights. I was looking into how I could make money by promoting for these fights when I came across The Official Fight Promoter Playbook. This book has an insight that I have not seen anywhere else. It gives you ideas on strategy and samples of most of the forms needed to promote a money making fight. I highly recommend this excellent book!!!

I have been a sports journalist for a number of years on many well-respected websites and "The Official Fight Promoter Playbook" is one of the most well written pieces I have ever read. Tony Shultz's painstaking research is clearly evident in this must have for anyone involved in the world of fight promoting. It is incredibly helpful and incredibly well put together. The details in this playbook are undoubtedly the best part of the book; the entire piece is littered with specific examples and facts that really helps. All in all, "The Official Fight Promoter Playbook" is a must have, beautifully researched and well written book!

Tony is dead-on with his book entitled "The Official Fight Promoter Playbook." From his usage of insightful and solid sports analogies, to his often in-depth, critical and play-by-play system as described and detailed in his must have book for those wishing to break into the fight game, Shultz knocks it out of the park, literally! Any sports fan who wants the ins and outs of how to make it and get a jump start in the boxing industry as a promoter needs a copy of his book. An energetic and layman's read from start to finish, "The Official Fight Promoter Playbook" really is the only blueprint and instruction manual that the novice promoter or even seasoned veteran who just wants an entertaining and informative read will ever need! Tony knows boxing, knows his business and could definitely be considered an "expert" if there ever was truer definition of the word itself. Keep an eye

out for Mr. Shultz because he will be bringing even bigger and brighter projects to the surface in the future. The boxing world has been notified. If you haven't got your copy today what are you waiting for?

A thorough, well-organized and comprehensive step-by-step guidebook compiled by a highly knowledgeable expert on the dynamic world of boxing promotion. It contains valuable and extremely useful resources, including sample forms, template agreements, seating charts, event agendas, right down to fight night checklists with assigned responsibility. It's fascinating to learn all of the moving pieces involved with preparing and executing a successful boxing event, with a "sell-out mentality" at the center of it all. While designed specifically for boxing promotions, the overall professional guidance offered here can be applied to any entrepreneurial endeavor as well. Many thanks to Tony for unreservedly sharing his vast knowledge with such a level of depth and detail - well done!

You have actually laid out the blueprint that all the major successful promoters that I have actually worked for both here in the US as well as the other major successful promoters I have worked for in 11 other countries around the world use! Great job and I wish you great success!!!! Bill Clancy - 32 Year Veteran Professional Boxing Referee

As a former fight promoter and professional fighter, you realize that it's not just about having the top fighters and the best venue to run a successful show. There are a lot of things promoters forget about, that this book shows you. There is a certain science and method to running a show. For .99 cents, this is an investment that all promoters should not look to save on. Buy this book!!! Save yourself the hassle.

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