

# The 7 Billion Dollar a Year Adult Industry: *"Is there a place for you?"*

NOTICE: This is your Free, Rated PG version of our introductory material.  
This is a gift from Adult Entertainment Attorney, AJ Comparetto.

This offers important basic information for those considering starting an adult  
business.

Look carefully in your email over the next 10 days for important and valuable  
videos and legal forms that can give your access to the world's sexiest and  
most profitable business.

**If you fail to respond within 10 days, you will be deleted from our database.**



**AJ Comparetto, Esq.**  
Adult Entertainment Attorney  
[www.AdultSeminars.com](http://www.AdultSeminars.com)

**From: Adult Film Attorney  
A.J. Comparetto, Esquire**



Dear Serious and Ready:

Only a few years ago, if you did not have TONS of money and PERFECT connections, it was virtually impossible to break into the adult industry. ***Our programs have changed all that!***

Most importantly, you should know that 100's of people just like you (people from OUTSIDE the adult industry), are finding MANY different opportunities in the 7 BILLION dollar a year adult industry every week. ***Don't waste your important head start!***

I am willing to do three (3) things to help you get started ... to insure your success. For over a decade, I have been aggressively seeking exciting new business ideas, models, and talent for the adult industry. The FREE legal information we provide protects the adult industry.

- 1, I am giving you with my mini course and ebook:** This helps you see if the adult industry is right for you. This helps the serious step forward.
- 2, I am willing to invest in you!** When you call my law firm, I will assign one of my highly trained paralegals to review your start-up opportunities and produce a Personalized Blue Print of your best course of action to break into the biz.
- 3, I will give you a behind the scenes access:** Get sneak peeks of teleconferences and webinars. This is the type of constant information my paying clients enjoy.

***"Let me be brutally honest #1....***

***It's impossible to truly see the challenges and opportunities in the adult industry from the outside! You have to get an inside track."***

I founded Adult Seminars for two reasons. 1, So you can get the basic information, to see if the adult business is right for you. 2, I realized that being an adult attorney was not enough to insure my client's success ... they needed greater training, support, and networking. Adult Seminars will be your source for hard to get information and consultation.

***"Let me be brutally honest #2 ...***

***If you think it's easy to shoot "general porn", launch a web site, and get RICH - your dead wrong. (That's how things were in the 1990s and early 2000s)"***

The bottom line remains: if you have creativity, energy, and can take action - the sky is the limit. The adult industry re-invents itself every year. And right now is a GREAT time to get into the biz. Everyone is looking and waiting for the next "big idea" in adult - maybe you have it?

**Adult Seminars is the ONLY "front door" into the adult industry!** Our special "industry insider" events; legal, production, distribution, and marketing workshops are famous - the primary reason our clients succeed. The adult biz proves "it is not only what you know, it's who you know." Once you are a client, you are invited to these exclusive and important networking events, plus:

- Our Complete Legal and Business start-up models
- Closed Access Webinars that bring experts and stars to you for real questions and answers.
- Tele conferences with adult industry insiders (get to ask questions to the people in the know)
- Exclusive Mentor Summits and One-On-One Mentor Programs with Adult Film Attorneys, Distributors, Internet Masters, and Top Stars
- Access to amateur and top models in the US and internationally
- PLUS Business and Legal alerts; private networking; and much more.

**We make it as easy as 1, 2, 3!**

**"If you are serious & ready.., I can help you succeed #1 ...**

***We will send to you important information and videos via email. It will give you important basic information for you to evaluate your potential.***

**"If you are serious & ready.., I can help you succeed #2 ...**

***Call my law office and I will assign one of my highly trained para-legals to you. In just one telephone call, we will build you a "Personalized BLUE PRINT" a step by step guide of your best path into the adult biz – 888-41ADULT.***

**"If you are serious & ready ..., I can help you succeed #3 ...**

***Call to set up a legal consultation – 888-412-3858***

We have already helped thousands of people just like you. You have to understand you are important to the adult industry. This is a business that thrives on new people and ideas. My job is to recruit the best new talent and business ideas possible. And, of course, support and guard the industry legally by making sure everybody understands the law - nobody ever needs go to jail.

Sincerely,

AJ Comparetto, Esquire  
Adult Entertainment Attorney

**P.S. YOUR NEXT STEP is to call (if you have not already) 888-41ADULT  
M - F 1:00 - 5:00 EST and Special Call-In Days**

**CHECK YOUR EMAIL OVER THE NEXT 10 DAYS CAREFULLY**

# How to Get in the Adult Industry for FUN and PROFIT



I am going to try in one page to give you a "Quick Start Plan" to starting your adult business. I will highlight the important concepts you will need to know before you start your adult business.

## QUICK START PLANNING

**1, Pick a TASK.** There are MANY opportunities in the adult industry today. Most opportunities consist of content, branding and distribution. \* BUT NOT ALL \* Smart entrepreneurs look at the industry and asks "what missing?" There is gold in asking yourself that question.

**2, Pick a NICHE.** The best way to enter the industry is to find a niche - a micro category. There is a saying that if you are not known for something, you are known for nothing ... that is very true in the adult business. Almost every successful business has a very clear mission. Here are a couple of "categories" for your to consider: girl/girl, fetish, panty, girl next door, amateur, gang bang, Gonzo, Reality, Flashing, balloons, costumes, etc.

**3, Create a Real Business Plan:** This does not need to be a 300 page Harvard MBA business plan! But you absolutely should have a complete and integrated start-up plan. This plan should answer the basic questions of what your business proposes to do, and how it will generate revenues. ("You should know how you plan to make money before you press the red button on the camera". If I have said that once, I have said that 1,000 times).

**4, Understand Costs. Create a Budget. And be Capitalized:** Most people getting into the industry spend too much money on camera equipment before they read this (I hope you are not one). You have to know what your are trying to achieve. You have to know what the probable costs are as well. Most importantly, you have to have a start-up budget that does not require LUCK.

I have had clients that had virtually NO money go on to make millions in the adult industry. I have also had clients that were already millionaires burn through stacks of money just to fail (but they had a great time). My point is that almost anyone can create a real, workable plan - it is all a matter of time, talent, and money. But your business plan should always be realistic and methodical.

**5, Get Your "LEGALS" perfect:** Every smart adult business has an adult lawyer on retainer. There is no way around it. If you talk to “old timers” in the biz they will tell you to have every video you make reviewed by an attorney. They know that it is 100% better to pay a lawyer upfront vs. paying him to defend them in a criminal trial.

And, nowadays, you have to protect your content too. If you do not have the proper legal foundation in place, enforcing your trademarks and ownership is virtually impossible. (I think you should retain my firm, but regardless get adequate legal protection).

**There is a “winning strategy” for everyone – ONLY \$99  
TO HIGH ROLLER PROGRAMS**

If you are on a limited budget, do not waste money on equipment, or models!  
If you are serious, you will advance yourself the most by joining the **FAST TRACK PROGRAM**.  
This is especially true for business people on a tight budget.

I produced the FAST TRACK program so that nobody has to be without the basic business and legal information. I want to protect the adult industry while giving everybody a fighting chance to succeed.  
The FAST TRACK is only \$99 for three months! Everybody can afford that ... plus I will apply every penny to your legal retainer / mentor program.

**6, ( FOR PRODUCERS) Pick a Filming Date:** Even the most 100% business-serious newbie is curious about the production aspects of the industry. I understand. It's exciting. Fortunately, it gets old fast; so you will learn adult is all business pretty fast.

So, almost all new adult start-ups, include an adult content shoot. If you have not filmed yet, use your production date as an important action step. If you have already shot, don't do it anymore until you become a client. ( you have to make sure you protect your content through trademarks, AND you have to make sure you are in complete legal compliance so you NEVER EVER go to jail).

**7, ( FOR PRODUCERS ) Don't Get Discouraged:** I have had so many people get discouraged when the first stp of their business plan was to do a film shoot - and the model does not show up. You have to understand that when you are NEW in the biz 75% of models will flake out and not show up for your shoots. Even the big adult video companies have a 25% flake out rate for models. There are management systems that reduce the business costs to this, but you have to be a client for us to show you how to succeed.

**8, ( FOR PRODUCERS) It Does Not Have To Be A Masterpiece:** Your first film will most likely be very, very bad. Things will go wrong and you will probably be unhappy with your films outcome. Do not be discouraged. Also, I recommend that you market your content anyway (you would be amazed how bad content sells). Use every experience as a learning lesson, and a time to make important contacts in the industry. Most “first films” are not home runs, but keep stepping up to the plate and keep swinging for the fence.

**9, ( FOR PRODUCERS ) This Is A Business - Treat It That Way:** I will say it again...this is a business and you have to make a profit from your content. If you want to stay in this business you have to try and squeeze every once of profit out of every model, film shoot and website.

**10, In the Adult Biz, it is "Who You Know" ... Keep Your Ears Open:** You have to find people that will help you in this business. Networking is everything. Every year Adult Seminar hosts many industry insider events to introduce our clients to the players in the industry.

**11, Protect Your Identity and Your Assets:** In the 1980's President Reagan launched an attack on porn. Many people in the adult business lost fortunes. You have to be smart with the money you make and protect it. You will want to hire an asset protection attorney to shield your assets from creditors.

And today it is easy to find out the owner of a web site ... we all leave identity crumbs. That is why it is so important for "newbies" to structure their business and legal identities correctly from the very beginning! One of the key features of our program is constant identity protection. Pick an alias. It can be fun.

<b>My Quick Start Plan:</b>	
<b>Pick a Product or Service Niche:</b>	
<b>What is your Budget</b>	\$
<b>Who is on your Professional Team?</b> (lawyer, agent, content broker, web master)	
<b>Launch Date</b>	

## **Basic Legal Forms**

Included in the entry level, **FAST TRACK PROGRAM**, are lawyer drafted legal forms. **(NOTE: This is not a substitute for your own lawyer! I am making this available for people in hopes that nobody gets into serious legal trouble. This does not address the legal concerns for people who want to protect their identity; protect assets; set up the correct record keeping for 2257 requirements; and protect content from piracy.)**

You will hear me explain over and over again that this is business that is regulated by both Federal government and State governments - maybe even local government. You need to have everything you do reviewed by an attorney. Why? Because it may be reviewed by law enforcement - you should be prepared.

That said the legal forms we provide are “top notch” and have been used now by over two hundred (500) adult film and adult content companies. Here is a list of the forms that we include in the FAST TRACK PROGRAM.

<b>Adult Industry Legal Forms</b>	
Form 1	ADULT MODEL RELEASE: 2257 COMPLIANT FORM
Form 2	Content Production Checklists
Form 3	Independent Contractor Agreements
Form 4	OBSCENITY CHECKLISTS
Form 5	LOCATION AGREEMENT AND RELEASES
Form 6	Synchronization and Distribution License for digital content
Form 7	Video Distribution Agreements
Form 8	18 U.S.C. Section 2257 Compliance Notice
Form 9	18 U.S.C. Section 2257 Laws and Regulations
Form 10	Sample model advertisements

## **How to Select a Category and Micro Niche**

**I HIGHLY Recommend That You Pick a Niche.** I believe the best way to enter the adult biz is to pick a “niche”. Be unique and specialized in whatever you do. **"If you are not known for that one special thing ... you are known for nothing."**

I know it sounds simple, but failing to specialize into a manageable niche is the greatest reason people fail. Before you start your business; before you push the red button on your camera ... you should know "why"; and "how many". It is easy to do some research to determine if there is a market for a new idea (that is one of the things we teach our clients). You must at least know who your competition is! Even more important, how are you going to sell your content? Most "newbies" do not know this ... but the real question is not "how", its "how many". How many times, and in how many distribution channels are you going to sell each scene? That is the secret to success nowadays.

**"You have to be realistic. You can't just jump into this business and expect to compete with the major porn companies from day one. You first have to build a name for yourself in this business. Also, if you intend to sell your videos or films to adult video stores they are going to want something different, unique and marketable." – AJ Comparetto, Esq.**

I often advise potential adult businesspeople to wander the aisles of adult stores to see what is out there and what is selling. It is also a good idea to talk with stores owners and adult web masters to find out what type of adult film that they would buy from you. Today, you don't even need to leave your home, or office, you can just go to the most popular VOD web sites and do searches on terms. That is your best key to wants really selling on a day to day basis.

This actually goes to **Principle #7...** this is a business. Your motivations may really be to film girls sleeping naked.... that may be something that turns you on OR that may not be marketable. Don't let your personal interest cloud your business judgment.

Let's talk on what type of niches there are in the adult market. Also, when we talk niches, you should know that niches have different legal risk factors. In picking the adult content that you are going to film you definitely want to discuss the legal ramifications with your adult attorney.

There is the case of Max Hardcore. This producer made a bold PR statement that essentially tweaked the nose of law enforcement. He instantly rose above the radar screen. Most of you know the story. You can google the term Max Hardcore for all the bloody details. The Bottom line is that that Max had to forfeit all the money he ever made, and now is serving time in jail. So, guess what I advise all my clients? Stay under the radar and away from the areas of legal risk.

Besides, all you have to do is follow demand! Guess what the top niches are today? Sexy naked girls blowing up balloons. Guess another? Foot fetish. Financial success does not require legal risk. I encourage you to use your creativity, not shock. Most of my clients find nice, profitable, enjoyable, niches that produce enduring success without any worries. That is the winning combination.

**Are You Beginning To See?  
Our Mentor Programs are your key to success –  
Mentor Packages start at only \$5,000**

Especially if you are serious and have business experience -.. especially if you have a unique idea and have the proper funding – **you must have the right approach and contacts!** Our Mentor Programs provide you with all the legal services that you will absolutely require in the first place, but goes farther to include important orientation programs and networking opportunities so your adult business has the greatest chance for success.

Make absolutely sure that you call my law firm and speak to one of my highly trained paralegals. He or she will RUSH you out the necessary information you require to make the best decisions for you and your business interests. 888-41ADULT

## OBSCENITY LIST -

This is a list of acts and risk ratings. Please review and carefully consider.

Content:	Risk Factor
Nude Photography	
Solo female/male	
Actual penetration (straight male/female sex)	
Actual penetration (anal sex)	
Lesbian sex	
Group sex (2 females on male)	
Group sex (2 males on female)	
Group sex (more than 3 participants)	
Discharge of bodily functions (sperm shot)	
Discharge of bodily functions (female orgasm gushing)	
Discharge of bodily functions (cream pie)	
Discharge of bodily functions (peeing)	
Discharge of bodily functions (period)	
Showing of orifice (showing pink or inside of anus)	
Interracial sex (male on female)	
Interracial sex (2 or more males on female)	
Interracial sex (ethnic female on male)	
Bondage	
Scenes depicting humiliation	Very Risky
Scenes depicting force	Very Risky
Swingers or wife swapping	
S & M	
Fisting	
Insertion of objects	
Insertion of objects (dildos sexual toys)	
Insertion of objects (inanimate objects)	
Insertion of objects (vegetables or fruit)	
Insertion of objects (other)	
Voyeurism (consensual)	
Voyeurism (non-consensual) real or staged	
Gay content: (If gay oriented website use special checklist for gay web masters)	
Gay male (without penetration)	
Gay male (with penetration)	
Gay male (oral sex)	
Gay male (bondage)	
Transsexual- she males	
Transsexual- (actual penetration)	
Transsexual (with oral sex)	
Panties	
Feet	
Crushing	
Wrestling	
Balloons	
Costumes	
Amateur	
Girl Next Door	

Obscenity list (continued)

As you can see this list is not all encompassing and there are many more profitable niches that can be developed with imagination and marketing.

Your next step should be to write down the various niches that you would be interested in filming. Then research the niche that interests you. For our private mentor clients we do the research for you and will advise you on current profitable niches. When using the above list fill in the legal risk factors after you have interviewed and retained an adult filmmaking attorney.

## **How To Determine A Budget For Your Adult Films, Websites, and Service Companies**

**Research first will save you thousands of dollars and tons of time.** I say this all the time, but it is hard for people not "in" the adult industry to understand. You have to get an insider perspective in order to see all the challenges and opportunities. That is why I created the Adult Seminar Mentor groups. It is the best way for my legal clients to become integrated into the adult industry properly.

It is best for you to have a base concept and then build and adapt that concept when you have quality input from industry experts.

**Now then, what can you comfortably afford?**

RELAX! I have clients that have been enormously successful ... I mean **10 + million dollars a year** successful ... some were well capitalized, some were started on less than \$1,000. Some of these clients had talent and time, some did not.

My point is that there are all kinds of examples so that proves that everyone can succeed - but you have to have a business plan that matches your budget; your time; and your talents.

So, I will tell you that most adult business are started with less money than any Subway Sandwich, or Hungry Howies Pizza franchise. Plus, it is a much more exciting environment.

**A couple important points:**

**Don't buy expensive cameras first!** Recently, I met with a large adult film and distribution company that was actually buying cheap digital video cameras from department stores and giving them to adult models to film themselves in candid situations. I asked them if this was cost effective....they indicated to me that it was an extremely profitable niche for them.

**Don't worry about the "amateur appearance"!** I asked the same company if people complained about the amateur look of these films. They indicated to me that the people purchasing the films were buying the candid nature of the shots and that it had helped spur their sales. This company has found a lost cost niche that they are exploiting for big profits. What niche could you exploit to build your adult business?

## **How Much Money to Start an Adult Film / Content Company**

### **"How much does it cost?"**

This is the **one** question that we get asked most. **How much does it really cost to get into this business?**

Well lets be honest models don't work for free. Even if they did, model and production cost are not the only real costs. It is both simpler and more complicated than that. Let me answer the above question with another question: "How much does it cost to make a "FACTORY"?"

Well, it seems pretty obvious that a computer factory or a car factory costs much less than a home made cookie factory. The adult industry is a lot like this.

If you are new to the industry, you are going to need to learn the possibilities and areas in which you can use your skills. That is exactly what we have created our programs to do for you: take your skills and interest, and apply them into proven exercises that create sales. On top of that, you add your own creativity - and that is where things get very interesting. ( I love to use the example of "Bang Brothers". This company came from no where and became a HUGE PLAYER very fast. The same opportunities exist today.

Here is a table of costs that you should be aware of when considering starting an adult business:

<b>ITEM</b>	<b>LOW</b>	<b>HIGH</b>
Camera Equipment	1000	50,000
Web Development	3000	50,000
Content / Production	5000	unlimited
Business / Legal Formation	5000	5000
PR / Marketing / for Launch	0	unlimited
Marketing for sales	0	unlimited
General Administration	0	unlimited

### **Your Don't Need To Be A Millionaire – but you can't be dead broke**

**I have clients that have been very successful - I mean *10 + million dollars a year* successful. The point is that some had lots of money; others started on less than \$5,000. Of course all benefited from our adult success programs, but the big difference, is TIME, TALENT, and CREATIVITY (then add in some luck)**

**There are many examples that prove EVERYONE can succeed - but you have to have a valid plan and a program that takes out the guesswork. Adult Seminars does that for you.**

# HOW TO LEGALLY RECRUIT AND HIRE MODELS

Be very careful how you advertise and interview models! It is a very blurred line between legal business and "pandering."

We thoroughly show our clients how they can find and interview professionals, semi-pros, and amateurs. These are proven systems. Once you have these, you will see that there is no limit to the amount of talent available to anybody, in any location.

Again, I want to specifically tell you that hiring a model is a legal event that can possibly get you arrested if done incorrectly. In the full Adult Film making Course I devote an entire DVD to having an adult filmmaking attorney advise how to correctly interview potential adult models. I will tell you that if you treat hiring models like **The Hollywood Casting Couch**...you will have legal troubles.

Also, I have found that new filmmakers have many problems after they hire their first models to get them to actually show up for the film shoot. You are sitting there with your camera crew; you are "amped" up to film your first shoot...and you sit there waiting for the models and guess what - often they do not show up! (Again, there are proven procedures to greatly reduce the flake out rate. But, be forewarned).



When you are NEW in the biz: 75% of your models will not show up for your film shoot.

Even established Nationwide Adult Companies experience a 25% "Flake Out" rate.

**“How to Choose an Adult Industry Attorney  
That Makes Sure You Don't Get Arrested. PLUS,  
Helps You Build Your Business and Make Money.”**

This is most important decision you will make as you start your adult business. Why? Because the proper legal formation and business plan matters; think about it!

**Top athletes get the best agents for the same reason. The same is true with the main stream entertainment industry. You have to build the right team. You have to implement the right program. Anything else is leaving your success to chance.**

*NOTE: If for any reason, you do not retain me, and elect not to become a client of Adult Seminars, please retain a qualified attorney. If you do not follow specific laws and regulation, you can go to jail.*

Many people who go into this business will often hire the local attorney; maybe a guy who represents the local strip club. That can be a horrible mistake. Most attorneys who represent strip clubs are primarily zoning attorneys, or local criminal attorneys. The issues these strip club attorneys normally handle are whether you can put a club at a certain location and once there do the dancers violate the local ordinances. You are in a totally different business than that of the local strip club. About all you have in common is that you may share some of the same women. THAT'S IT.

If you form you adult business correctly, some of your business activity will most likely be subject to laws and regulations that are not forgiving. Your business practices MUST be in 100% compliance with all federal and state regulations.

Also, although legal, the United States Government and most of law enforcement *does not like* the captains of the adult industry. Don't put yourself in a position that you NEED A BREAK. There are laws, ordinances and regulations that are designed to catch the unwary adult business person and prosecute.. Your attorney has to understand all of these complex laws and issues, and be able to give you a simple plan to comply with them, and grow with confidence.

## **Consultation Certificate**

**When you are ready to take the next step, call my office. As you should know by now, we combine legal consultation and advise with important business programs to insure your success. Plus, I already represent successful businesses in the adult industry from every state in the USA –  
*the right hook-ups are EVERYTHING***