

Jay Abraham

27520 Hawthorne Blvd., Suite 263
Rolling Hills Estates, California 90274

EXECUTIVE SUMMARY

Subject: **“Back to The Future”**

Dear Valued Abraham Client:

Of the nearly fifty different, expensive workshops, summits and programs I have conducted here and abroad, only one stands out among them as *“THE”* definitive marketing and mindset training program of them all. (It just also happens to be the cheapest!)

The Extraordinary and Enduring Success(es) of The Abraham Mastermind Marketing Program...

I’m talking about my now famous **Abraham Mastermind Marketing Program**. I originally did a total of 20 in a three-year period. Thirteen were conducted here in the USA for groups ranging from 300 up to 900 at a time. We also did four in Australia. Two in the UK. And one killer version in Singapore.

All told, nearly 11,541 business owners, entrepreneurs and professionals paid \$5,000 a piece to experience this cutting edge training. All were offered the chance to leave and receive a complete refund after a full two days of the three day event -- If it didn’t deliver the world class marketing education and mindset makeover I promised to each one of the them.

Less than 1.7% Asked for a Refund!

Business owners, entrepreneurs and professionals from all walks of business, representing all types and sizes of enterprises attended. The 98.3% who stayed and immersed themselves fully in my proprietary mindset and methodology stated it was the “defining experience” that transformed their business performance and wealth from that day forward.

They each said it differently, but they said it. We have most of these on tape. Plus we received another 2500+ letters of testimony attesting to amazing and dramatic success stories or 25% of the people who had attended.

The Mastermind Marketing Programs are what taught people **The Ten Marketing Mistakes...** The 21 Power Principles... **The Twelve Strategic Pillars...** The 14 Mindset Building Blocks... **And the concept of Marginal Net Worth/Lifetime Value.** Plus many, many more defining and important concepts that revolutionized marketing and sales endeavors.

These programs introduced “hot seats,” focus groups and lightning rounds where we go interactively deep and work through a participant’s particular marketing issues. The Mastermind Marketing Programs gave birth to the monster brainstorming, masterminding, idea sharing, think tank dynamic I have used ever since. It spawned the “three ways to grow a business model,” the Power Parthenon and the Concept of Geometric Business Growth and every single thing I learned about the application, power and potential of a finely crafted/structured USP.

It was the seminar/training program where we had four hour-long copywriting, advertising and direct mail clinics. It was the program I had **Mike Basch**, co-founder of Federal Express, **Barney Zick** (the dean of USP, face to face salesmanship and negotiating), and **Mac Ross** (the Dion Sanders/Bo Jackson of entrepreneurial business) speak and present their unique views on business marketing. And it is the program where nearly one fourth of the attendees participating turned out to be prominent experts in their own right -- With amazing expertise they contributed — Like Mark Victor Hansen, John Dudeck, and Patricia Seybold...

Many of my \$10,000, \$15,000 or \$25,000 training programs have been somewhat advanced, esoteric and more sophisticated and strategic in focus. The Mastermind Marketing Programs were no holds barred, **pure 100% marketing**, teaching concepts, application and mindset training --- 36 solid hours of learning basic Jay Abraham marketing lessons.

This was “THE” program that taught everyone how to personally market their business or practice.

On October 1, 1995, I held the very last, and final (I thought) Mastermind Marketing Program of my career. In effect I retired the “greatest impact” program I had ever conceived. (It was also the cheapest.) 554 clients came to the last event.

The Jay Abraham Nobody Knows

You may be wondering why I would retire something that was so successful. I’ll be totally candid: **1) I got bored, and 2) I got burnt out.**

Here’s why in a nutshell:

- **Reason #1:** Most of all, if you knew me well, you would know I have an insatiable desire for trying new/different things, elevating and optimizing my results, getting the highest and best use of my time and energy, being a “doer” as

opposed to a trainer. I have an intellectual hunger (in addition to a very short attention span). In short, I crave variety and intellectual stimulation at an exceedingly heightened level.

- **Reason #2:** There was one aspect of teaching that really had me frustrated at the time. I hated being someone's "intellectual entertainment."

Let me explain what I mean: Because of my broad and overwhelmingly successful implementations of my concepts/strategies in over 400 industries and over 10,000 businesses, I know *empirically and intimately* that **my marketing stuff works**. I need no further validation for it. But that being said, that doesn't mean that it worked 100% for everybody who attended my seminars. I could only conclude at the time that some of the people who attended my seminars were there for primarily one reason: To be intellectually entertained - which I resented immensely at that time.

Today, I know better. Today, I know that for entrepreneurs, mastering marketing is similar to mastering Karate. The difference between a green belt and a 27 degree grand master black belt **is not how much you know**. It is how much you systematically implement and practice the 20 or so fundamental different moves, blocks, punches and kicks every day. **It takes time, effort and repetition/practice.** Many of the people whom I thought weren't doing anything, just took longer to be successful. (Patience is not one of my endearing qualities.)

- **Reason #3:** I was tired of traveling (Even for the local seminars I was away from home in a hotel for 3 to 5 days at a time): YOU TRY to travel the world when you have four little kids... YOU TRY to travel the world when you have a *really attractive wife* who's really frustrated at home... YOU TRY to travel the world when you hate to fly... YOU TRY to travel the world, including four, month long trips to Australia, *for 30 days at a time living out of your suitcases* ...

I'll give you a hint: The first trip is really fun. The next 12 left much to be desired! It's really fatiguing. It's exhausting. It's really hard. I burnt out after three years of non-stop traveling, constant seminars, and being away from home. I was a hero to everyone EXCEPT my wife and kids.

- **Reason #4:** I grew out of the "basic" marketing training phase. I am no different than other creative people, I go through phases... Andy Warhol had his phases... Bruce Springsteen has his phases (remember ten years ago when he "fired" his E Street band? Coincidentally, this week, Bruce and the E Street Band just released a new album/CD)... Stephen King had his phases... Madonna had her phases... Picasso had his phases. Each knew intuitively that in order to expand their art, they had to take certain chances/risks, seize certain opportunities, and stop for a period and let their creative palette regenerate. It's part of the creative process.

Here's the worst part: Unfortunately, when I got bored/burnt out at the time, I did a very... stupid... thing: I was so burnt out, I didn't create a marketing strategy for bringing my clients/customers along with me. It was like teaching novices how to fly a Cessana aircraft, and then saying to them "*Ok guys, now it's time to fly supersonic, stealth F16s...*" It didn't translate/transfer quite as well and I ended up leaving a lot of deserving people behind... In the dust, so to speak.

I have since learned this very important and humbling lesson.

Ever since I retired the Mastermind Marketing Program to concentrate on more expensive/sophisticated trainings and more lucrative deal making activities... Not dozens of people, but **hundreds of people have beseeched and implored** me to bring it back for those who never experienced it before—and for those who wanted to re-experience it again and for all their new employees, their advisors, partners, managers, family and their college bound or college graduating children.

I kept saying "*no way*" for seven years.

But recently someone very special to me called and personally implored me to do it one more time for them. They are somebody so important to me that I decided that I would. I told them "*Yes, but just this one time.*" They want to bring their entire staff and all their family. (You might consider that idea too).

Looking back, I realize I let a lot of people down indirectly.
Maybe even you. If you are one of those people,
I truly offer a heartfelt apology.

Today, I am experiencing a "personal renaissance" of sorts. I am really excited and creatively **at my best**. For me, it's a maturization. An evolution. I'm refreshed. I'm renewed. I'm rejuvenated. I'm reinvigorated. I realize now that in the past, I kept refining my strategies to see how high I could take them... Without realizing how much deeper and more definitively I could **take the basics**.

I am refocusing **on those very basics...** **I am taking those "fundamentals" to a new level of clarification, articulation and understanding...** And I am rediscovering, redefining and "re-dimensionalizing" updated versions of the same pivotal transactional elements which made me and my work successful in the first place.

Now, at age 53... After 25 years in business, industry, and entrepreneurial endeavors ... After 15 years teaching my work... Something amazing has happened...

I have gone "back to the future!"

Back To The Future...

I am rearticulating, reemphasizing and reclarifying the basics. This time it is different, instead of going higher and higher, I am going deeper and deeper.

But I can't do the Mastermind Marketing Program in its old form. I absolutely won't. It would be a disservice to you.

So I've totally updated, re-structured and revised, re-fortified and re-engineered it for the 21st century marketing, business and competitive requirements that people like you face today. The program's been expanded and enriched, advanced and enhanced, but it is still my foundational take on how to maximize your business with my marketing business and mindset.

Read the long, but fascinating letter I have attached. As you do, please make it a point to reflect carefully on whether you've even mastered each (or any) of the specific mastermind marketing elements the Mastermind Marketing Program teaches and demonstrates.

Because if not, this may be the one AND FINAL chance you'll ever have to go back to the future...Back to the basics with me, but this time all my concepts will be translated over to the 21st Century business, marketing and entrepreneurial environment.

I can promise you that if you immerse (and apply) yourself in my mindset and methodology for three mind blowing exhilarating days (followed by 12 sequential and momentum building months afterward), you and your business/marketing endeavors will be transformed. You will be ready, willing and able to take on the extraordinarily competitive 21st Century—And emerge victorious!

I look forward to seeing you there.

Warmly,

A handwritten signature in black ink, appearing to read 'Jay L. Abraham', with a stylized flourish at the end.

Jay L. Abraham

PS: When you come --- Consider bringing as many staff, family members and advisors as possible. You'll see that we priced the program not to get rich (it's the same price as ten years ago) --- Rather to get loads of quality people like you to be there.

PPS: Recently I just had transcribed a “special” coaching session I gave, which I feel is particularly appropriate for this event. It was a two hour-long session covering some of my most important and relevant fundamental concepts and strategies I gave to the YEO (Young Entrepreneurs' Organization, a group of under 40 year old business presidents).

Now, in and of itself, giving a presentation to the YEO is not that significant. But what IS significant is the timing and location: I gave this session in New York City on November 9, 2001, less than two months after 9/11. I was speaking to a group who needed my

concepts more than ever, regardless of their previous business success. Intellectually and emotionally speaking, I spilled my guts for these people for the better part of two non-stop hours.

If you would like a copy of the speech, or you would like to enroll, or have questions, call Carl Turner at 1-888-818-8878 (USA) or 1-310-944-9106 or e-mail him at cturner@covad.net

Seven years ago, I said I would absolutely never ever do another one! Now, I have reconsidered my decision...
**And you (and your business) are about to benefit—
Tremendously!**

Announcing:

**The “New Millennium,” 21st Century
Abraham Mastermind Marketing
Training Program – December 7-9, 2002**

This is your opportunity (maybe *your only chance*) in the new millennium to attend the seminar and program which **has spawned more millionaires...**
Created more revenue, profits and wealth... And catalyzed more business and financial successes than any other program of its kind in modern business*

Finally Put Your Own “Marketing Genius” To Work...

Learn The Amazing Mindset, Philosophies, Strategies, Techniques And Secrets Of **Maximum Leveraged, Optimized, Proprietary Marketing** That Will Give You An Almost *Unfair Advantage* Over Your Competition And Help You Earn An Additional **\$50,000 to \$10,000,000** Per Year.

**I’ll Teach You How to Turn You and Your
Company Into a 21st Century...
“Sales and Marketing Machine”****

From the Desk of Jay L. Abraham, Marketing Genius

Dear High Achiever and Success Minded Individual:

I truly thought I’d never ever write another letter like this again. But by the end of reading this letter, I believe **you’ll be ecstatic that I did.**

Let me back up a minute and tell you my story.

Starting back in February of 1993 (a little under a decade ago), I conducted my first three-day **Abraham Mastermind Marketing Training Program**. Putting it mildly, it

* 10,000 Success Stories and still counting

** Direct quote from *Forbes Magazine*

was an **extraordinary** success. I'm talking successful --- way beyond anyone's imagination. So much so, that I conducted another, and then another, and another, and another, and...

By the time I was done, a little over three years later, I had conducted **20 Abraham Mastermind Marketing Programs**, with a total of **11,541+** participants in the USA, United Kingdom, Australia, and Singapore.

Overall, the **Program spawned more millionaires... Created more revenue, more cash flow, more profits and more wealth... And catalyzed more business and financial success** than any other program of its kind in modern business. This is not mere sales hyperbole. This is not me being a braggart...

Because my program's success is a well documented fact.

(In 1994, I published a **700** page book of over **423** success testimonials from business owners, managers, professionals and entrepreneurs as documented proof.

Today, I have *several thousand* testimonials from Clients on file (somewhere) acknowledging the value of my mindset and methods to them...

Of over **\$5.4 BILLION** in increased sales and profits.
And that was as of five and a half years ago when we stopped counting.)

If you know anything about my mindset, or have been following my work/career in business, you know that I **adamantly refuse** to be a "static thinker," rest on my laurels and/or become complacent with success. So in October of 1995, I "permanently" and deliberately retired the **Abraham Mastermind Marketing Program**, preferably to focus on my first love: **Working privately with success-driven entrepreneurs.**

So for the past seven years, I have been structuring equity sharing projects, and lucrative contingency based deals. And since then, that's pretty much what I have been doing full time (besides chasing my gorgeous wife around the house).

Here's The Part YOU Are Going To Love.
(If You Want My Help)

Recently, I was talking to Carl Turner, my associate who works closely with my clients and prospects, and he told me that he's noticing a rather large and growing group of people who are desperate/hungry **for a strictly marketing and sales oriented program.**

He specifically told me that:

- 1) There were clients who he had talked with **who were challenged in this erratic and "recessionary" economy** to create a consistent and enduring stream of new clients/customers, new revenue and on-going cash flow. Some of these people were "at their wits end," and were being "totally reactive" to the economic situation. **And they knew it.** They just didn't know what they could do about it.

Some he told me, have a sense of urgency, which borders on (in his words) “desperateness.” They know there’s an answer and **they know I can help.**

- 2) There were others who had purchased some of my other products such as my books, tapes, or reports, but felt they needed “real time,” “live” help/guidance to specifically **integrate** my strategies into their business or unique marketing situation. They also knew I could help, but they couldn’t afford my private consulting fees.

- 3) There were new clients on my current mailing list who have never been exposed to my trainings because most of my trainings these days are so advanced, so expensive, or strategically oriented they don’t appeal to the frontline entrepreneurs who are hungry for a “marketing training only” seminar.

These people want a “nuts and bolts,” “connect the dots,” “show me how to do it,” “hands on” program, which is geared for an entrepreneurially oriented business.

- 4) There were clients who had attended my previous **Abraham Mastermind Marketing Programs** back in the mid ‘90s and today have family, partners, friends and managers in their business whom they wish they could send to my programs. They want their associates and family to be **indoctrinated, oriented, inculcated and educated with my mindset, strategies and methods.**

These people already know the extraordinary value of my “technology” but wanted others in their organization to “be on the same page” with them. They see the opportunity, value and possibility of their management team being “animated with the same spirit,” mindset and resourcefulness they had. Many of them, when they originally came, had very small companies, but now they have are much larger companies with two or three times the staff.

Their new employees have never been trained in my foundational principles. And although my tape sets were available for their employees use, the best part of the program **is actually being there**, in the presence of 500 other people with the interactivity and entrepreneurial spirit.

- 5) There were other long-term clients who have followed my work for years, (I call them Abraham Protégés) who had a compelling desire to stay current with my marketing endeavors and breakthroughs. Since this is the first “marketing and sales – only” seminar in seven long years, obviously there has been a “dramatic” change in how companies market themselves.

These clients (some of whom are marketing consultants also) want my new, cutting edge perspective and examples of how to effectively leverage their marketing efforts in today’s digital, Internet-based, permission marketing oriented environment.

Since then, Carl has persistently and tenaciously encouraged me to reconsider my position on performing another **Abraham Mastermind Marketing Program** on your behalf. At each and every opportunity over the last six to nine months, he would reinforce his perspective, re-emphasize the demand, re-dimensionalize the need, and re-educate me on what my clients wanted most.

And personally speaking, I also have to admit it: To this day, over seven years later, anywhere I speak in the world, I am still asked, “*Jay, when are you going to do another Mastermind?*”

I Was Pushed Over the Edge

To “top off” Carl’s efforts as well as my own experiences, a dear friend pushed me over the edge. He called recently saying if I would reconsider my decision, he would come with his entire staff... plus his two college age children, one of whom is graduating this year and going into the business... Plus his wife (should anything ever happen to him)... Plus his attorney who handles all his licensing activities. I just couldn’t say no.

That was enough. I was won over.

I have reconsidered my decision for YOUR ultimate benefit.

And just so that you clearly understand my commitment -- Here’s exactly what I told Carl (almost word for word):

“Ok Carl, I have been persuaded. I have discounted for years the people who have come and called... And now with the advent of the Internet, we get e-mail almost every day, asking ‘When is your next mastermind seminar?’”

*And because we have people who have been negatively impacted by the current economy, the stock market and world affairs... **And** because we have past participants/clients who have people in their employ they would like to be oriented in my mindset and methods... I am willing to put on a marketing and sales oriented program to satisfy their requests and desires...this one time.*

*But, because of my prior commitments, I am not in a position to consider reopening this program as an on going series, as I previously did before. Therefore, this means whoever you have talked to who has a desire to attend, should **figure out a way to get themselves to this one program.**”*

With that understanding between us being stated...

Announcing:

The “New Millennium,” 21st Century, Four Phase Abraham Mastermind Marketing Training Program – December 7-9, 2002 In Los Angeles, California

First, Why Should You Consider My Marketing Advice For You and Your Business...

Just in case you aren't aware of who I am and my body of work (or you want to introduce me to others), please indulge me the opportunity to explain:

- Clients and publications commonly refer to me as a **“marketing genius.”** In all modesty, there's more than an element of truth to that. I have no equal when it comes to engineering marketing breakthroughs by leveraging companies' underutilized assets, people, opportunities, capital and circumstances, to their highest and best value, benefit and advantage. In other words, **I make people a lot of money.** (In this program, **I will teach you to do the same.** I promise you, with my mindset indelibly etched into your psyche, you'll never “view” your business, your products, your services, your competitors and your customers the same way again!)
- Stated differently: How would YOU like to learn the same money-making marketing secrets and fortune-building business ideas that people like **Tony Robbins**, Michael Basch (one of the co-founders of Federal Express), football legend Fran Tarkenton, 23 companies of the *Inc.* 500, and **eight of Inc. Magazine's “Entrepreneur of The Year” Winners** learned!? Each of them paid a SMALL FORTUNE to learn my **proprietary** “success secrets” from me!
- **Vic Conant, the owner of Nightingale-Conant**, said this about my work: *“At the Mastermind Marketing Program I attended, Jay added an average projected annual profit boost of almost **\$250,000** dollars to each person's business (some less, but a lot, much more). **This is not my opinion.** Each participant had to conservatively calculate – worst case, not best – what each idea and strategy Jay taught them would mean to their bottom lines. Next Jay made them cut their figures in half – then halve them again... to be absolutely realistic.”*
- **Investors Business Daily** ran two of the largest stories ever on me in their prestigious **Leaders & Success** section--one on the front page. **Entrepreneur Magazine** has written about me twice. **Success Magazine** wrote three major stories on me. They wrote...

“...he may well be the greatest marketing expert alive today.”

- **Forbes** ran a two page feature article that named me **one of only five Executive Business Coaches** Forbes called *“the real thing,”* and I was the only one, out of all five, that *Forbes* said could...

“...Turn an underperforming corporation into a marketing and sales machine.”

- Most of my work these days is based upon large equity sharing arrangements and/or substantial contingency based fee projects. However, I will do straight consulting when I have the time. My rate? **\$5,000/hour against 33% of the**

increased profits/gains. I can promise you-- I have a waiting list of people who would do *almost anything* to cut in line.

**Modestly, but *factually* speaking,
I am arguably the most expensive
marketing consultant and
business strategist in the world.**

- My latest book was lavishly endorsed by **146** prominent experts, including **Stephen Covey**, Harvey McKay, Ken Blanchard, Michael Basch, one of the co-founders of Federal Express, The Founder of **Home Shopping Network**, the Publisher of **Investors Business Daily**, and Seth Godin.
- Mark Victor Hansen openly credits the fact that he and Jack Canfield got the major idea behind their wildly successful *Chicken Soup For The Soul* series from an idea I gave them.
- My seminars and programs are usually sell-out events. That in and of itself is nothing special. What is special is that **my lowest priced 3-day “live” program is \$5,000.00 and my highest priced, week long program is \$50,000.00...**

As you can see, I am quite honored by my colleagues, the press, the publicity, the celebrity endorsements, the successes/achievements and the enduring friendships I have enjoyed as a result of my efforts in marketing. It has been a constant source of pride and joy, knowing I have helped so many people reach their business dreams by creating companies which truly perform at the highest levels of marketing and sales optimization, success and benefit.

“Our industry typically grows at 5% to 10% a year, but our sales are up 95% over where they were two years ago before I learned Jay’s techniques. We went from \$2 million to \$4 million in a city of 18,000.”

-- Chappel Dew
N. Myrtle Beach, SC

That’s enough about me... The real question is...

How Can You Be More Successful At Marketing Now?

One Potential Way Is To Spend Years Testing, Making Mistakes And Learning On Your Own...

The Other Way Is To Spend Three Days With Me Teaching You What You Should Learn, Know And Do.

Consider What You Will Learn, Apply And Gain By Taking This Program...

You Can Learn to Think, Strategize, and Execute Like a Marketing Genius

My primary outcome for my *four phase Abraham Mastermind Marketing Program* is to have you start to think literally, strategically, insightfully and conceptually like a “marketing genius.” such that you will (in fact you’ll find it hard not to) be able to engineer and execute your very own breakthrough successes in your business using my strategies and systems.

I want to restructure your mindset --- so you can take any business, any situation (good, bad or disastrous), any opportunity, any deal, any challenge or any circumstance, and increase its performance significantly... *and potentially even by exponential proportions.*

A bold and daring promise perhaps, but a true and deliverable promise, nonetheless. After 20 seminars and 11,000+ participants of relevant and direct experience...

Of this, I have no doubt.

In order to accomplish that goal I will intimately and “unhedgingly” share my philosophies, experiences, secrets, strategies, principals, techniques, tactics and resources... But even more than that, I will share/impart what past participants say is the most valuable asset/thing they received...

My Own Mindset!

People appreciatively and affectionately refer to it as their “**Abraham Mindset.**” Let me explain:

The “Abraham Mindset” is my unique and proprietary way of viewing business assets, capital, competitors, markets, customers, vendors, suppliers and employees in a broader and sweeping sense of possibility... “Ethically and opportunistically exploiting” them to their enduring, optimum/maximum advantage.

What it’s all about...

- It’s all about seeing business possibility **where nobody else does.**
- It’s all about seizing possibility **where nobody else can.**

- It's all about producing far greater yield for each and every effort and investment **than anybody you compete against does.**
- It's all about knowing and taking fullest advantage of the power of **STRATEGY-- The 21st Century businesses' only remaining differentiating competitive advantage.**
- It's all about focusing specifically on **Marketing and Innovation** as your two strategic *obsessions*.
- It's all about getting far more **profitability, productivity, production, and performance** out of everything you do.

It's a completely different way of looking at life.

With my mindset “enfused” and “totally integrated” into every filament and fiber of your being, you'll never be at a loss regarding what strategy you should use... What opportunities to avail yourself of... How to ethically exploit every resource/asset, every relationship and every deal that crosses your path. It is the ultimate feeling of power, freedom, security and certainty, knowing the world is perpetually generating possibilities for you to take highest advantage of.

What are some of the conceptual elements of my mindset? Here are some of the conceptual outcomes and benefits which people have told me they have gained as a result of attending my previous programs:

- ☐ Imagine... Being able to see profitable “**non-linear**” solutions, benefits or strategies for any opportunity, challenge or potential relationship. This will allow you to then identify the attributes, qualities, and components that can be leveraged for immediate windfalls profits and/or on-going strategy geometric growth.
- ☐ Imagine... Being able to easily **think “outside the box”** to maximize your results.
- ☐ Imagine... Being able to implement new profit centers **without being restrained/constrained** by current business dogma, or a “*that's how we've always done it*” mentality.
- ☐ Imagine... Being paradoxically outrageously creative/innovative **AND scientifically** and conservatively pragmatic at the same time.
- ☐ Imagine... Being able to take complex marketing challenges and issues, and reduce them down to simplistic, actionable endeavors just waiting to be opportunistically “harvested.”

- ☐ Imagine... Being able to utilize whatever crisis, problem, challenge or disaster befalls you, **and by utilizing their core essence**, transform it into a wildly successful “marketing win.”
- ☐ Imagine... “Taking off the blinders” and **going from tunnel vision to “funnel vision.”**
- ☐ Imagine... **Life and business being a “3D” movie and you have the only pair of “3D” glasses.**
- ☐ Imagine... Being able to instantaneously marry/combine different strategies and tactics together, **creating “one of a kind” marketing hybrids** --- So you can gain maximum leverage from the specific assets, resources, attributes, characteristics and qualities of each unique deal/opportunity.
- ☐ Imagine... **Seeing yourself as an “ethical opportunist”**... Ethically exploiting every advantage, every opportunity, every relationship and every resource to your maximum benefit.
- ☐ Imagine... **Using your new found mindset to take part in lucrative “marketing arbitrage.”**
- ☐ Imagine... **Never having to be satisfied with the status quo.** And imagine never allowing your environment or current economy to dictate/determine you or your company’s “success ceiling.”
- ☐ Imagine... **Being able to plug into and becoming obsessed with the power of other people’s perception**, using it to re-orient and re-engineer your strategies and businesses to keep miles ahead of the competition.
- ☐ Imagine... **Becoming a leader within your industry**, using the power of perception and strategic relationships to leverage you into deals which were previously “off limits.”
- ☐ Imagine... **Adopting and incorporating the Strategy of Pre-Eminence**, (my own unique body of proprietary strategic distinctions), which can transform/lift even though most bland/vanilla and “commoditized” businesses, into unique market dominating performers.

Someone with my “**Abraham Mindset**” can seemingly engineer opportunity out of the most dire circumstances... Generating lucrative strategy after strategy, Opportunity after opportunity, Profit center after profit center, and Deal after deal.

Point of fact: A person with my “Abraham Mindset” will view dire circumstances as true opportunities because he/she sees profit potential that none of his competitors can or will see!

You Will Literally Learn To Be

“Unstoppable!”

With seventeen years training experience, ten previous “on topic” programs under my belt, and my innate ability to engineer success in almost every endeavor (with minimal risk associated), I have developed a very specific, four phase, unconventional and totally interactive format/strategy for accomplishing my objective(s) with you. (It actually starts in advance of attending the actual seminar.)

“My sales went from \$1 million to \$30 million in just 18 months after being introduced to Jay Abraham. That’s a gigantic 3,000% increase. We also created another service that grew to \$2,000,000 in the same period.”

-- L.B. Groover,
Hercules and Mathers, Dallas, TX

And yes, I’ll openly admit it in advance... The process of learning my mindset and methods is rather unconventional. (You’ll see.) But I can promise you-- You’ll absolutely enjoy the experience/process because having fun, being a bit outrageous and “thinking outside the box” is part and parcel of thinking like a marketing genius. Learning to be creative, playful, and unleash your wildly innovative side is part of it also.

It’s part of the process and experience of animating your spirit with a sense of freedom, power and possibility which inspires you to create the ideas and takes the action which will truly separate you from your competitors.

How To Gain An Almost “Unfair” Advantage Over *Your* Competition

For the sake of completeness, let’s talk about specifics. Besides being completely immersed and inculcated in my mindset, beliefs and philosophies, what exactly are you going to learn from the program?

21 (Out of 210 Ways) The Mastermind Marketing Program Will Transform You (Let Me Count Just Some of The Ways...)

1. How to unearth tens – or hundreds – of thousands of dollars buried in your business. How to get the best and highest use of time, opportunities, clients, capital and people. Strategies that feed growth, success and profits – Plus philosophies that can kill or starve them.
2. How to reclaim and redeploy priceless marketing assets and expenditures made years ago.
3. How to use “counter logical” and “counter intuitive” approaches to sales generation which work like gang busters. Your competitors will be scratching their heads, wondering what hit them.
4. A “once in a lifetime” recession-based strategy for picking up solid marketing assets at pennies on the dollar.

5. **A new way to cash in on customer and prospect lists** (this approach can make you 10 to 50 times your money in six weeks or less).
6. **How to increase your advertising's effectiveness by up to 2100% percent.**
7. How to make your business so **radically different from your competitors** that you effectively have a monopoly over your customers. You'll learn three completely different strategies for doing this.
8. **Three Fundamental Ways To Grow Any Business** (The secret strategy to passive, but consistent Geometric Growth) and lock in future growth.
9. How to **"snatch" marketing dominance** out from underneath your biggest competitors.
10. **The 34 most lucrative business building strategies** for increasing your customers, increasing sales, and increasing your profits.
11. **Using the "Power of Triangulation"** to Unleash The Power of Your Relationships With Clients, Vendors and Employees.
12. **The Art and Science of Joint Ventures, Host/Beneficiary Relationships and Strategic Alliances.**
13. The seemingly obvious but lucrative marketing maneuver that I have perfected for **racking up big profits from companies on the verge of collapse.**
14. If you are a professional or consultant, **the single strategy which will catapult you to the top of your industry within months.**
15. **Proprietary checklists which give you a complete "to do" list** for making sure you utilize every marketing technique "according to the book."
16. **How to Leverage Every Asset You Have, AND Even Those Which You May Not Control.**
17. The **Power Parthenon Business Strategy** – Your Key to Business Survival, Enduring Growth and Consistent Cash Flow in the 21st Century.
18. **How to Write Persuasive, Influential, Seductive, Compelling, Motivating AND "Off The Charts" Revenue Generating Direct Mail,** Internet Web Pages, Killer E-MAIL, Print Advertisements, Sales Scripts and Radio Copy **Using One Simple Acronym.**
19. **The Strategy of Pre-eminence** – A clear, profound, and definitively enduring, profitable approach to dominating your market for years to come.
20. **How to Posture Yourself** to Your Clients to generate more qualified Referrals than you need.
21. **Structuring Risk Reversal/Guarantees** Which Reduce or Eliminate Customer Hesitation or Buyer's Reluctance and Doubles or Triples Your Results.

22. And Much, Much More...

PLUS - What's New and Never Been Taught Before in ANY Seminar Format!

During the past seven years of working “shoulder to shoulder” with the seminal experts, “success driven” tycoons and industry leaders in business around the world, as well as being immersed in marketing and business growth endeavors, I will be updating the program to reflect my current beliefs, perspectives and philosophies regarding marketing in today’s new marketing environment. Specifically, I will be focusing a substantial amount of time on the following:

What's Totally New:

- **New Internet Marketing Strategies and Tactics**... What really works based upon empirical proof, not conjecture or hype. I have personally grown two of my client’s Internet marketing efforts to 7 Million Dollars per year... Very profitably, very consistently.
- **Process Oriented Marketing** (vs. One Shot Disasters) This is the “Killer App” in marketing in the 21st Century.
- **Very Inexpensive Tele-Conference Calls**... This strategy can leverage your sales effort 100 to 1 or 1000 to 1 for the same price and amount of time!
- Paradoxical **Innovation and Optimization Growth Strategies**. Hint: You’ll want to deploy BOTH strategies with equal vigor.
- The **“Force Multiplier Effect”** (A strategy which I borrowed from the military to engineer stunning victories).
- **How To Systematize Your Business Building Efforts/Processes** and Turn Your Business and Marketing Efforts Into a Marketing Machine on Auto Pilot.

What's Been Updated For The 21st Century:

- Including the **understanding, acknowledging and articulating the pain the Client is in,** as a part of the USP formula.
- The fallacy of being a solution, as opposed to being **“THE” solution.**
- **Process Tracking**, Including Integration with Software such as ACT or Goldmine.

What's Not Working/Obsolete and Why:

- **Direct mail to cold, non-targeted prospects**
- **Free Internet Information Marketing** Without Having a Real Product
- Paying for Non-Buying Clicks vs. **Paying for Revenue Dollars**
- Manipulative Selling vs. **Consultative Selling**

These new breakthrough marketing strategies are currently revolutionizing the businesses I’m currently affiliated with. And I’ll be exposing these new principles to you and the other attendees so that you can begin to take advantage of them to gain an immediate competitive advantage!

“Yes, my sales are up—But profits are up 200% to 300% in some areas.”

Jim Keppel
Rochester, NY
Geo. A Robinson Co.
Tool Business

The Benefits of the Program...

On a long term, “life time view” basis, your participation will have a profound effect on your career, your productivity, your stature within your industry, your destiny and your personal wealth. Regularly, I come into contact with previous attendees **from over seven years ago**, and they have told me how grateful they are to have been exposed to my mindset and methods. Here are some of the benefits they have received over time:

1. **Annualized growth rates of 50%, 100% or even 500% are not out of the question.**
2. **You know precisely how to grow your business and income**, taking out the element of uncertainty/surprise or disappointment out of your marketing plans.
3. You protect your business against loss, set backs or competitive challenge.
4. **You experience new freedom from worry and stress.**
5. You have complete control over your time and thus your destiny.
6. **You take advantage of the greatest opportunity to apply, simplify and multiply the results your revised business plan can generate immediately!**
7. You save massively on sales, advertising, promotion and operational expenses... Most times getting your marketing resources for free or for very little money.
8. **You create your own “self insurance policy” that guarantees your success, now and ever after.**
9. You will learn methods of no risk advertising. (Plus, no risk marketing, no risk selling --- No other credible person in the country can teach you this.)
10. **People will come to appreciate your strategic mindset, your insightful ideas, your opinions and will want you participating on their deals to engineer the optimum profits for every one.**
11. You’ll learn to effectively and ethically exploit all the “OPs”: OPM - Other People’s Money, OPB - Other People’s Brains, OPR - Other People’s Resources, OPE – Other People’s Experience, OPL – Other People’s Labor...
12. **You’ll naturally create sales, advertising, marketing that pulls 2, 3, 5 or even up to 21 times better.**

Short Case Study Examples...

- **35% Increase in Sales!** “Using your techniques, I increased my business 35% in eight months. More impressively, I have gotten about 3 times the number of reactivated customers I used to.” – *Paul Gallagher, Rhode Island*

- **Additional Income of \$400,000!** “Jay taught a new idea for utilizing our customers names. I was skeptical initially; however, this program provided us with additional income of \$400,000 during the 20 months that it ran.” – *R. Kent, former President of Target, Inc.*
- **One idea brings in \$1,600,000!** “The seminar concept you gave us has already earned a gross of \$1.6 million with at least another \$800,000 in the next 8 eight months.” – *Chris Newton, The Results Corporation*
- **Increased profits 80%!** “I thought it was good but I had no idea that I would receive the wealth of information I did. We have increased our total sales and profits about 80%.” – *Andy Treadwell, Florida*
- **900% Sales Increase!** “We were able to sell 11 leather lounges in one day for a total of \$45,000. That’s unheard of in our business! A normal Saturday would be approximately \$3,000 to \$5,000. That’s a 900% increase.” – *Chris Gouson, Furniture Dealer, Florida*

“The referral system I learned is so disarmingly powerful. In fact, it produces far higher quality prospects and clients than I used to handle. Now we get so many calls, people actually have trouble getting in on the lines. All of this happened in the middle of what was supposed to be a terrible recession.”

John Preston
San Diego, CA

About The Program...

Four (4) Foundational Phases To Your Marketing Success

After you decide to master **Marketing, Sales and Business Growth** under my tutelage and mentorship, you’ll have the same opportunity and certainty that other business owners have of an extra \$250,000 in annual extra potential profit. These figures can from the business owners themselves, not from me, so...

This brash sounding claim is not an exaggeration in the least.

Let me show you the “power and force” of my **Four Phase - Abraham Mastermind Marketing Program**, because I’ll be putting you through this program starting the moment you register. I developed this business-success, growth-and-achievement oriented process by experimenting with hundreds of different combinations. Each part is critically inter-connected to produce the same enormous increases and profit gains that people who have completed the Program previously have reported.

Phase I – Prerequisite Grounding in My Business Belief System, Philosophies, and Fundamentals

The first step of my success-achievement process starts with grounding you in a fundamental belief system that operates the basic strategies of business competition and

customer generation that I've spawned. Towards this end, when you register I'll immediately send you the first part of nearly \$10,750 in foundational components and "perspective altering" materials.

This information is not only intended to get you ready and focused for Phase II (see below), but to give you tools and techniques you can **immediately apply** to your own business situation. When you do, I assure you, you'll likely gain far more than enough profits to cover the entire cost of the program – even before you proceed to the "live" portion (Phase II).

"I compete with 10-15 other larger companies. Using your idea of a postcard, I spent \$500 and sent out a basic postcard to 750 doctors and got 15 responses worth \$40,000 to \$50,000 a piece to me a year! That's over \$450,000 from a tiny promotion."

Michael Lillig, Seattle, WA

One of my implicit goals is for you to come to my Phase II – The Live Abraham Experience for "FREE." If you implement ***even one small concept or idea*** you've found in my materials, it should be very feasible, perhaps easy for you to pay for the entire program many times over even before you arrive. This process has the implied effect of totally validating my concepts. Many people have done it before. Consider these testimonials as proof:

- Vic Conant and Kevin McNeely, partners in Nightingale-Conant Corporation, made **\$900,000** on the first idea they implemented from the preparatory materials – three months before they attended the "live" three day Phase II portion of the program. (Nightingale-Conant has dominated their market in audio publishing since the beginning of the industry.)
- Michael Quinn used the same materials to make **\$643,000** profit before we ever met.
- Sharon Hyatt, Division Manager at **Oracle Corporation**, captured **\$400,000** in about six weeks (using just one little idea in one little region of Los Angeles) she got from the Phase I materials – again, before she even attended my program.

I could go on but I think you get the general idea. This "grounding" phase is **critical** to your success. In fact, you would be doing yourself a grave disservice by not assimilating the materials prior to showing up for Phase II... **The Live Abraham Experience.**

Phase II – The "Live" Abraham Experience "Event"

This is the crux of the program --- What I refer to as **The Live Abraham Experience**. It's a high-energy, live, unconventional, interactive, 36-hour program (I have been known to bring in pizzas at 10:00 p.m. at night) where I personally lead you on an extraordinary three-day journey to...

- **Teach, Orient and Immerse You in My Proprietary "Marketing Genius" Mindset and Unique Way of Thinking:** My mindset will be introduced

early and will subtly pervade each and every conversation, distinction, detail and nuance of marketing/sales business optimization. By the time you are finished, using my mindset to view business, opportunity and resources will be second nature for you.

- **Teach You The Strategies, Methods and Principles That Have Made My Clients Billions:** This part of the event may sound as though it could be a dry, one dimensional, lecture based, pontification of my work. Nothing could be further from the truth. It is actually the most exciting, stimulating, provocative and exhilarating part of the program. You'll visibly see each person's world being rocked by the profound business implications of my strategies on their own businesses.
- **Teach You The Skills of a Marketing Genius Such As Idea Generation, Hiring and Training Salespeople, Copywriting, Sales Letter Writing, Preemptive Posturing and Face to Face Salesmanship:** Most business people and entrepreneurs people have never been taught how to execute the most common elements of business salesmanship. I bring in the experts to teach the broad skill sets, as well as the finer points that can make (or break) a business endeavor.
- **Integrate and Apply My Strategies and Methods To Your Specific Business or Situation for Optimum Success:** I'll dedicate over 65% of the time developing specific ideas and applications for you personally, as well as for other individual attendees, using your specific opportunities, businesses and assets. (We call these "mini-hot seats.") These interactions will begin to give you a sense of how easy it is to generate a non-stop flow of breakthrough ideas that can yield millions of dollars for your business for very little money.

Although *initially* it will seem as if "only Jay can do it," you'll soon find yourself surrounded by Jay Abraham protégés—the attendees... yourself included --- "all of whom can now do it."

The process will be natural and almost effortless because **you'll get that same mindset.** You will feel a sense of power, possibility and flexibility. The blinders and obstacles holding you back will disappear... forever.

During this part of the program you will receive the following additional educational material:

- 1) A 286-page "action oriented" monster workbook that's full of the core concepts you will be exposed to. There are narratives, case studies, examples, checklists, and step-by-step "how-to's."
- 2) Over 400-pages of our own best winning ads with commentary. I give you these to be able to model the format, specific phrasing/wording, application and strategy. (This "swipe file" is one of my secrets weapons.)
- 3) An 8-hour video presentation entitled "**My Life in Marketing**" which details the best decisions I have made in the field of business growth (and the worst decisions, too – after all, we learn from our mistakes). This provides specific details so you can model what I do!

- 4) A two-hour video set of my speech on business OPTIMIZATION with **Anthony Robbins** at his famous \$10,000 Financial Mastery seminar held in Palm Springs.

Individually, these valuable materials sell for thousands of dollars! You can count on the fact that I will hold nothing back in your and my quest to turn you into a marketing genius.

Here's just some of what you'll learn during Phase II:

- You'll be initiated, oriented and **immersed into my market philosophies and mindset, which yield entrepreneurs like yourself billions of dollars.** By the end of the first day, you begin to start seeing through the eyes of a marketing genius. (The effect is exhilarating!)
- You'll learn **how to apply my mindset and methods** *to your own unique business*, situations and opportunities. The unique integration and application of my principles in your business will become immediately apparent, giving you the business breakthroughs you came for. And you'll leave with an "implementable" action plan.
- You'll learn **how to gain unique distinction for your company**, product line or profit center. (Posturing and promoting **what makes your business unique** is one of the largest competitive advantages you can create.) Imagine your business being transformed literally overnight with this one simple distinction. For example: Take a "price based" courier service and turn it into a Fortune 500 company such as Federal Express. Or take a "common pizza business" and turn it into a Domino's Pizza!
- You'll learn how to immediately gather **windfall profits** waiting to be harvested for your business. When you look back upon the event, you will realize these profits were staring you in the face, "begging" to be taken all the time.
- You'll learn the little known secrets about **how to REALLY sell, advertise, promote, negotiate, persuade or influence** any market.
- You'll see vividly how you can apply each principle, each strategy and each technique to your unique situation. **Then you'll learn how to COMBINE these fundamental principals/strategies to create blockbuster hybrids which will give you a distinct presence in your industry and a unique market position/advantage.**
- You learn **how to create an optimal success program for your business** – one that produces the maximum possible profits and success levels with the minimal effort, expense, time and risk.

By the end of the event, you'll have a new mindset, a new vision, new skill sets, and new strategies, methods and tactics for growing your business, ultimately to dominate your market, if you wish.

Plus, you'll develop a plan of action and roadmap which will take everything you've learned, received and assimilated to realistically achieve your loftiest dreams and goals.

Important: Although my intent is not to conduct a "motivational" training, preferring to focus on business, marketing and sales optimization, I do know that one of the secondary benefits and outcomes of the program is to "reanimate your spirit with the passion" you

originally had when you started your business. **You can't help but come away from the event feeling rejuvenated, inspired and motivated by the possibilities, resources and opportunities that lay before you.**

Big Bonus Benefit: A Networking, Mastermind, Joint Venture Extravaganza!

One of the by products of my events, is the massive amount of networking and idea sharing which occurs naturally. **(Some people come just to network and set joint ventures.)** This is an environment where four things can happen with other participants:

- 1. You be able to network with like-minded people on your specific business opportunities, challenges and deals.**
2. You can create “mastermind” groups to further your business success.
- 3. You find joint venture partners, and create strategic alliances that will stand a better chance of success because you understand the dynamics of what makes them successful.**
4. You'll find new suppliers and customers. As long as your solicitation is NOT flagrant, pervasive or overt, I support one-on-one deal making and business generation between yourself and the other participants.

Phase III – The Audio Library

About 4 weeks following your extraordinary “live” **Abraham Experience** (Phase II), you will receive a massive 36-hour audio library of the actual event you attended (Phase III)! This allows you to relive the entire experience as often as you would like – or need to. And it provides a comprehensive reference tool for all current **and future team members** to get them fully oriented in Mastermind Marketing, too.

Past attendees tell us that they use this valuable resource over and over again because:

- Repetition in the mother of skill and listening to the program tapes reinforces the concepts that were discussed during the live event.
- They realize their perspectives are changed and enhanced with each and every “listening.” They always take away something new and different that they can apply to their business.
- During the live event, the ideas, breakthroughs, applications and concepts **which could be immediately applied to their business** *were coming at them so fast and from so many directions*, that they were unable to keep track over the course of three days. **Even with them taking copious notes!**
- **They were temporarily overwhelmed with specific, targeted, “on point,” breakthrough applications, strategies and possibilities for them and their company.** Having the tapes for posterity guaranteed them the ability to review, reflect and refocus on topics that they mentally missed during the event, because they got so excited/exhilarated by a previously discussed concept (which often happens at live events).

Another Important Bonus: You also receive a valuable networking report/list with the names, phone numbers and types of businesses of all those who participated in

your “live” session. This mastermind list will be invaluable to you immediately, and in years to come.

Phase IV – “Group Coaching” Personally By Me and My “On Call” Experts

This Phase, all by itself, is realistically worth \$60,000 in hard costs, but it has the potential of being worth many times that amount to you and your business.

Phase IV is, for some, the most important, useful and applicable component of the entire program. During this Phase you are an integral part of an “on going” teleconferencing network/mastermind where you’ll speak with my expert guests and/or myself once a month for a full year! This program could easily be valued at **\$60,000** alone, but based upon past experience, I think it’s absolutely essential to assure your optimum success.

I like to refer to this phase as “**Group Coaching.**” Although I may be a bit bold in my description, the effect is the same. I know from years of personal experience with private clients that, left to themselves after the “live” session has concluded, the vast majority of participants will need help integrating their new mindset, my strategies and their business opportunities to yield the “optimum” success which is possible for them.

For a full twelve months, I and other experts will give people detailed directions, continuous encouragement, and my “take” on their own specific opportunities/deals so that they can begin to visualize on an ongoing basis how to apply my mindset, strategies and concepts. This Phase reinforces my concepts, gives you ideas to test and try, and examples that you can immediately apply in your business. We will ask questions and help you solve the difficult issues you’re getting more deeply involved with. The calls will also help you to correct any problems or misapplications you may be making.

Quite honestly, if you participate in all the regular follow-up teleconference calls, it’s virtually impossible for you not to produce even more dramatic improvements in your execution, integration, application and implementation.

More Short Case Study Examples...

- **800% more orders!** “The first month I applied your ideas to my high priced software, we sold 20 companies as opposed to 4 or 5. That’s 800% more orders! It made me, personally, over \$90,000 more this year. Plus I took my whole staff to Hawaii because we had such a profitable year.”
– *Dr. Larry Andrew, Magnolia, Arizona*
- **\$643,000 – 900% Increase!** “After applying just one of his techniques, we sold \$643,000 worth of products in 2 and a half months! That’s a 900% increase in sales from just one technique.” – *Michael Quinn, Simi Valley, California (later sold the company for millions and retired in his mid-30s).*
- **\$200,000 profit in 6 months!** “You are the best advisor I’ve ever experienced. I have made over \$200,000 in the last 6 months.” – *R.C. Pennsylvania*
- **\$30 Million for Inc. Magazine’s Entrepreneur of the Year!** “I’m a rare coin dealer. I’ve paid Jay in the past five years approximately \$500,000 dollars, and he’s generated for me somewhere between \$25,000,000 and \$30,000,000 worth of

business. His techniques definitely do work.” – *David Hall, David Hall’s Numismatic Investment Group*

- **Over \$476,000 in Profit!** “Jay’s suggestions cost me just \$18,000 to pull off, and that’s including everything. Less than one day later, the phones started ringing off the hook, and when the dust settled just 3 weeks later... I had earned over \$476,000 in profit!” – *Gary Halbert, Editor, The Gary Halbert Letter*
- **\$400,000 Extra Profit!** “I told Jay, ‘This is ridiculous. People aren’t going to respond.’ We netted \$55,000 on that promotion. Last year we had 32% increase in our gross sales that meant about \$400,000 in extra profit.” – *George Zangas, Vitamin Wholesaler, San Pedro, CA*

“One year I paid Jay \$670,000 and over the past few years over \$2 Million. Before Jay came along, our sales were just a few thousand dollars annually. Since teaming up with Jay, our sales for those years were \$500 million annually.”

Jim Cook, Minneapolis, MN
Investment Rarities

The Inexpensive Investment Required to Participate in This Program...

The complete four-phase **Mastermind Marketing Program** investment is only **\$5000**. It includes:

- All the valuable, instantly windfall-generating \$10,750 Phase I grounding materials. **These materials alone** have made companies millions of dollars in revenues and profits.
- The Phase II Mastermind Marketing Live Event materials including:
 - **“Best Winning Ads from Jay Abraham’s Private Files”** This 400-page book is a stunning collection of the most successful and illustrative ads from my private files. You can use these successful ads and letters to learn from and emulate -- because, together, they’ve produced hundreds and hundreds of millions of dollars in sales.
 - **“My Life in Marketing” Video Tape Set.** This is an 8-hour video set covering my actual life in marketing. You’ll get to see exactly how I became a “marketing genius,” along with some of my embarrassing early “failures” that helped make breakthrough discoveries. After watching these videos, you’ll understand how I developed MY marketing mindset... my secrets and my core driving principles... and you’ll be able to incorporate them into your business or practice with ease.
 - **“The Abraham Experience “MONSTER” Workbook.** This is my carefully compiled 286-page, 80,000 word guide book that will help you solve your

marketing and specific implementation problems and enables you to map a straight forward course **toward absolute marketing mastery.**

- **“Individualized Consultation Transcripts”** These transcribed versions of actual tape-recorded \$5,000 private consultation sessions show me in action -- creating real-time applications for clients in all types of businesses and all types of industries.

Each and every transcript is lengthy, yet no nonsense, covering at least one hour of consultation time. The book itself is 607-pages long, containing 72 consultations in all. At today’s rate – if you paid me for all these consultations, it would cost you \$360,000.

- The Phase III audio library of the complete Abraham Experience. (**100% of the content preserved for your review and reflection** and to share with your entire team now and in the future. Imagine having your whole experience on tape... Each and every minute of your transformation to a “marketing genius.”)
- **The Phase IV Twelve (12) Extraordinary months of explosive business growth** through active and interactive participation in the year-long monthly teleconference coaching calls. (This element virtually guarantees your “follow through” to achieve the spectacular results you desire.)
- Fantastic Additional Bonus --- Follow up networking list of participants... When you learn the power of masterminding, joint venturing, and networking, you’d literally beg for this list because you’ll have access to hundreds of truly like-minded individuals. This list could potentially be your own private 400-person “mastermind” group.

Let’s put a pencil to this...

Let’s walk through the financial justification of this opportunity on a worst-case basis: Let’s assume you have an already successful business that grosses a \$1,000,000 dollars a year. Now let’s imagine that after the 3 day **Abraham Experience**, you were able to walk away with ideas, information and immediately applicable methods which would add a modest (but also not extraordinary) 10% or \$100,000 per year. (Over the next 10 years having an additional \$100,000 a year adds up to \$1,000,000.00 even without the compounding effect.)

A Minimum of \$250,000 Compounded --- Added To Their Bottom Line!

Would THAT be worth it to you to invest \$5000 in yourself and your business?
Well, then consider that my *average* past participant said the **they would be able to add an absolute, worst case minimum of \$250,000 to their businesses bottom line**, by applying what I have taught them... And that’s on an annualized basis... Year, after year, after year, after year...

And in addition, if you individually just added up the value of all the materials and services you receive, **the value of the entire program conservatively speaking would exceed \$150,000.**

But if you were to realistically value the program over the course of a lifetime...

It Would Literally Be Priceless.

(Note: Just last month, I held a week-long program where I asked the participants the same thing, “*How much is the information which I have just taught you worth to you and your business?*” Each and every attendee stated their worst case profit estimate was that the principles, strategies and implementation action plan was worth a conservative \$1,200,000 compounded! **And that was only on day four of a five-day program with no follow-up!**)

Competitively speaking...

If you think about your decision competitively speaking-- Without this kind of information, education and knowledge... Without my unique mindset, breakthrough strategies and proprietary techniques... You’d be operating your business at a severe competitive disadvantage.

As you are probably aware, your competition is relentless... Coming at you from all sides... **Stealing market share...** “Knocking off” products, services... Wooing away your best, most lucrative customers... So your only formidable protection and defense is...

You Must “Out-Compete” Your Competitors. In Other Words, You Must “Out-Market” AND “Out-Innovate” Them.

(Speaking of competitors, I only hope and pray your competitors don’t read this letter.)

“Our business has grown from \$750,000 to \$1,450,000 so far. I’ve added three new staff members; and because of that, I am able to take time off for the first time in twelve years. Thank you.”

Gil Schauer, The Trading Post,
Ceiling Fans and Lighting,
Huntington Beach, CA

Three (3) “Better Than Risk Free” Propositions...

I know that \$5000 is no small amount of money, so I’ll make the decision as easy, painless and as “risk free” as I possibly can for you.

“Better Than Risk Free” Proposition #1: Pay Only After You Profit

Since **I know the power** of the Mastermind Marketing Program... Since I have **2,500+ testimonials** attesting to the **power** of these principles... And since I know that the people that I attract are going to be quality people, **who are really going to be motivated to put my methods into action and use**, (and that you are not looking for “intellectual entertainment”)...

...I have no problem whatsoever, allowing you to pay on very attractive, flexible, generous “deferred terms” WHERE LITERALLY 95% OF YOUR PAYMENT IS PAID AFTER YOU ATTEND.

When you register, you have two options:

- 1) Pay \$5000 upon registration. (The \$5000 is fully refundable if you are not totally satisfied.)
- 2) The “Easy Payment Plan.” I am requesting only an initial \$500 as a fully refundable down payment upon registration, with the remaining balance to be paid in ten, \$500 monthly installments – **starting after you have gotten back home from the program**, for a total of \$5500.

The Only Logical and Intelligent Decision You Can Make

A lot of people reading this letter (yourself probably included) may be struggling with the “recessionary” economy, “cut throat” competition, the stock market decline, and other world events that have come upon you. I have purposely priced THIS program low so that YOU can afford to attend. And I am committed to help you to make a meaningful significant profit each and every month after you learn and experience this program --- and my mindset. So you can pay the cost of it out of the proceeds from the profits.

Questions You Should Ask Yourself Now to Fully Evaluate This Opportunity

- Left to your own devices, how else can you effectively, proactively, and profitably deal with this volatile business economy?
- **How else will you intelligently and effectively defend your business against the fierce competition ahead?**
- How else can you create a sense of financial freedom, security, and certainty to defend and shield yourself from the potentially devastating effects of current and future world events?
- **How else can you virtually guarantee your business a massive and immediate financial windfall?**
- How else can you insure or assure your company’s financial viability and success by creating geometric or exponential enduring growth?

- **How else can you achieve the success you desire and deserve?**
- How else can you create an enduring and stable income for yourself and your family in an uncertain and unstable business climate?

“Better Than Risk Free” Proposition #2: **Totally Risk Free Examination Of The Grounding Materials**

I'll even make it MORE irresistible. If the grounding materials are not **everything I say AND MORE...** If they don't give you stimulating ideas you can apply **right away...** If you don't see the value, applicability and application of the strategies **in your specific business or profession...** call and tell us, and we'll return your payment, & best of all...

You can keep all \$10,750 worth of Phase I grounding materials as my way of saying thank you for considering participating in the program.

All I ask is that you enter into this transaction in good faith,
just as we are doing with you.

The original 20 Mastermind Marketing Programs were intentionally designed to be completely self-financing for you. This one is no different. If you just dive in, sit down and roll up your sleeves with the material, well in advance of attending... Pick the 5 or 10 concepts which best apply to your business and **you use them, and I MEAN USE THEM,** and you don't make at least \$5,000 up front before you even step through our doors... Don't come to the program. I sincerely mean that.

The overwhelming odds are you won't make \$5,000... **You'll make \$15,000 or \$20,000 or more when you implement and take immediate action!** Even if you apply my concepts *on the most minimal basis*. (In the first hour of the live event, I intentionally have people come up to the microphone who have a desire to share their impressive results they've achieved from learning and applying my grounding materials. The lowest one I can remember was \$5,000. *The highest one was \$1,000,000!*)

And you know what? That isn't even the “big pay off”... Because the “big payoff” will be what you make over and over again by using that same technique (and the others that you learn at the live event) on a systematic ongoing basis.

Remember: **The initial grounding materials you receive are only a small fraction of the total amount of information that you'll receive from the entire program.**

I have reams of testimonials attesting the fact that past participants have used my initial grounding materials to pay for their attendance to the program in advance of the Abraham Experience weekend event. Many times over.

“Better Than Risk Free” Proposition #3: **A Complete Money Back Guarantee**

If, by 2:00 PM of the second day of the **Abraham Experience** weekend, I haven't "delivered the goods" to your satisfaction (as you alone denominate it), you can just walk away – **at absolutely no cost or disadvantage to you**. Just contact one of the on site staff, and we'll promptly refund your money, *no strings attached*.

(And obviously, the knowledge and learning that you've gained during the first two days is yours to keep.)

It's as simple and painless as that. (You see, I pioneered the concept of "risk reversal" formula, a concept where the seller/supplier shoulders the burden of risk. It's one of the strategies that you will learn to use effectively.)

*"My Maid Brigade franchise has more than doubled
(from \$500,000 annual sales in one year to \$1.03 million)
since implementing Jay's concepts."*

Stacia Long Glavas,
Maid Brigade

Bring Your Staff, Partners and Family...

If you have staff, partners and family that you think would benefit from the program and you would like to have them attend with you, I am going to make you an extremely attractive offer: You may feel free to bring as many people as you desire for an additional cost of **only** \$1000 per person, payable at time of registration.

People have told me that the power of having their key people within their business who get equally immersed and are "on the same page" with my mindset and methodology is profoundly profitable.

They are animated and inspired with the same spirit of non-linear entrepreneurial and exponential growth oriented possibility... After they intellectually understand the strategies and techniques, then they "transactionally" see exactly how their companies can easily put them into action. It assures you that every concept gets fully implemented when you go home.

**After Having This Training, Your Key Employees Can and Will Run With the Ball.
They'll truly be your "partners in profit" at last!**

Even more so, they will be passionately aligned with your new vision and plan of action for your business. In other words, **they'll become 100% enrolled**.

The Home Study Option ...

For those who can't attend in person for scheduling or financial reasons:

**A Home Study Option
With Liberal, Easy, "No Risk" Payment Terms.**

Over the years, I have learned one important lesson: There are two types of program participants: Live program attendees and home study participants. There's no less importance to either. They are just different types of participants.

The live program attendee appreciates the "live" dynamic... Likes to network... Wants his or her company to be an integral part of the interactive group dynamic... Wants to "pick my mind" literally... Wants to be in the hot seats... Wants to sit at all the different tables & interact... ***It's truly a powerful dynamic if you have never experienced it before.***

**I submit--- The Abraham Mastermind Marketing Program
will be the most defining learning experience of your business lifetime.**

But then there is the totally different type of person who would rather do the program as a "home study." You may be one of these participants. You are someone who wants, needs or values this program; but doesn't have the time, doesn't like to travel, can't get away for that period of time or can't currently justify the full expense of attendance and travel, even though I'm giving you very liberal terms.

Specifically for you, we've created a home study version of the program (and we've sold 10,000 of them previously, so it's an extremely valuable way to learn Mastermind Marketing) that preserves the entire experience unedited and unabridged.

You'll receive the same valuable Phase I grounding materials, the same Phase II Abraham Experience materials (just without the live attendance), the same massive Phase III 36 hour audio library, **plus** as a bonus, you are included in the Phase IV conference calls all year long. (As long as you sign up for the home study now, **you can participate and benefit from these coaching calls also.**)

**Remember, these teleconference coaching calls alone
are valued at \$60,000 dollars.**

The price of the home study version is only \$2000, if paid in full upon registration. If you'd prefer liberal terms, paying the bulk AFTER you profit, then the price is a modest \$250 upon registration, and then \$200 per month payments for 10 months thereafter starting the month after the Phase II and Phase III materials are shipped to you, for a total of \$2250. And you have a full 30 days to evaluate the complete program and decide for yourself whether the materials will massively benefit you and your business.

Note: If you are not totally satisfied, then you simply return the Phase II and III materials --- keeping the \$10,750 worth of Phase I materials --- for an immediate refund minus the shipping and handling charge.

My recommendation is that if you can afford to be there in person, it's an incomparable experience. But if you can't, then you really owe it to yourself and your business to experience the Abraham Experience via the home study version. -- Try it out under my **Totally "Better Than Risk FREE," 30 day trial option, test drive.**

Your Next Steps...

To register for this extraordinary, business and life changing program, **please fill out the attached “fax back” form and fax it to Carl Turner at 1-310-944-3958.** Or you can call Carl with your credit card information.

If you have any questions or need to see exactly how the program would best help you, please feel free to contact Carl Turner right away at **1-888-818-8878 (USA) or 1-310-944-9106.** I am sure he'll be glad to assist in whatever way he can.

In Conclusion...

If Carl is correct, this program is *exactly* what you need **right now!**

In this wacky world we live in today, where everything and everyone seems to be conspiring against you and your business' efforts, I can say with the utmost confidence, this program will absolutely provide you the mindset, skills, strategies, tactics and techniques **you need to be extraordinarily successful in today's business climate.**

If you are willing to commit the time and effort to learn and deploy my mindset and methods, **I can virtually guarantee your success...** It won't take years... It doesn't even have to take months... Literally **days** from now, you can start creating and experiencing the financial freedom, business growth, and success you always wanted, but maybe lacked the specific tools or knowledge/direction to achieve.

After the **Abraham Mastermind Experience**, I can promise, you will return home (or complete the last and final tape of the home study version) and emerge... **A changed person.** You'll be transformed into the most astute and formidable marketing maven in your market, industry or field. You will have a sense of certainty of your business and financial destiny that defies description.

A year from now, (if you take me up on my “irresistibly fair” offer), you'll be looking back on today as possibly one of the soundest and best business and personal decisions you've ever made. **You will be well on your way to building a market dominating business complete with a sense of purpose, deliberateness, and passion.**

Lastly, there is no feeling greater in the world of business knowing that your business is perpetually creating revenue, cash flow and profits, *on auto pilot*... Where you have the freedom to structure your own lifestyle... Where you run the business and the business doesn't run you... Where you don't just compete in your market, profession or industry, but you dominate it. **I want this more than anything for you --- and this program can and will give it to you!**

In summary, I wish you the best of success with your business and I sincerely hope to see you in December in Los Angeles, so you can have the success you so richly deserve.

Warmly,



Jay L. Abraham, President
Abraham Publishing Group, Inc.

PS: Call Carl Turner at **1-888-818-8878 (USA)** or **1-310-944-9106** to register today, or to have him answer any questions you may still have.

Irresistible Early Bird and VIP Bonuses!

PPS: The sooner I get the \$10,750 worth of grounding materials in your hands, the more time you'll have to study the materials... The more time you'll have to apply some of the concepts... The more revenue and profits you'll amass before you attend, and the bigger the success story you'll have to share at the event... It will mutually benefit both you and me immensely for you to register as quickly as possible.

To “incentivize” you to sign up now, when you register by **October 31, 2002**, I will include as a **FREE** bonus, **a year's subscription to my online Internet Abraham Inner Circle**. This resource has an additional retail value of \$1,295 but *members have reported gains in the millions* with the materials and resources that are available online, ready for your immediate application and use.

I'll make this even more irresistible for you to sign up now: If you are one of the first twenty five people to register for the live program, you'll have a personal invitation to join me in a private session at the event where **I will work personally one-on-one with you and the other 24 people who sign up first**. This personalized “full-on, hot-seat” attention could be worth millions to you. Look what it did for Mark Victor Hansen and Jack Canfield (authors of *Chicken Soup for the Soul*)-- 55 million copies sold and still counting!

A Simple Solution If You Are Unsure or Skeptical About Attending

PPPS: One final point. It may be important. In case you're at all skeptical about the program's ability to earn you “big” money, I ask you to try this very simple test. Call Carl Turner at **1-888-818-8878 (USA)** or **1-310-944-9106** and he will send you a very special package that will contain my specific ideas, concepts and actual real-life, case-study examples. That way you study my material at your convenience.

This sample package is totally **FREE** and will be sent at no charge to you.

Pick out any one example that seems most “doable” to you. Take that concept and apply it in your business immediately. (I promise you, it will be easy to do.) Either it'll work and produce an immediate and conceivably substantial profit or it won't. If it does, it'll probably pay all or most of the training for you. If it doesn't, by all means, don't sign up!

Call Carl Turner at 1-888-818-8878 (USA) or 1-310-944-9106 to get your FREE special package immediately!

Mega Bonus! \$10,750 Worth of Pre-Attendance Grounding Materials...

The 12 Part, Bonus Package That Must Pay Off For You Before You Attend --- Or It's Yours FREE!

Dear Marketing Protégé:

Boy, do I envy you!

Before you ever attend my December live Mastermind Marketing Summit for the 21st century—or receive the home study version, I fully anticipate you will have already made a monster profit from your commitment.

How? Because the moment that you call and sign up **on an absolutely no risk basis**, we will rush out to you the most comprehensive, extraordinary and massive pre-attendance grounding bonus package I have ever assembled.

Space does not allow me to fully do justice to any one of the 12 items in this massive grounding package. It's designed to turn you into a marketing super hero-- before you even learn to master my closely guarded Mastermind Marketing Secrets. Here is a quick overview of the 12 powerful components I have hand selected to include in this valuable and priceless collection—and a description of what they will teach you and how they connect to the whole package.

1) Performance Enhancement Quotient (PEQ) Assessment Questionnaire (\$2,000 Value): We sell this on our website for \$2,000. It's a fast paced, no nonsense, shockingly clarifying self assessment questionnaire that you can take and by answering the questions, candidly and completely, it is guaranteed to reveal to you more overlooked opportunities, hidden assets, and underperforming activities in your business than you have ever acknowledged or identified or recognized before.

The caliber instilled in the questions that we have asked, have never been posed to you in the past by any consult, expert, CFO, sales or marketing person, banker or perspective business partner or stakeholder that you have ever met before. This is highly revealing stuff. (Electronic copy.)

2) Pre-Attendance Study Tapes (\$1000 Value): Talk about breakthroughs! Within these tapes, I reveal strategies and secrets, which have made me and my Clients millions of dollars literally overnight! Previous participants and I painstakingly articulate in detail how to execute key strategies, which you can use to your own benefit. I give you detailed illustrations, exact scripts, testimonials, examples, and case studies, which can immediately impact your profits.

3) Aussie Boot Camp (\$1000 Value): Imagine being part of a no holds barred, no BS, marketing “deep dive,” learning the marketing and sales essentials that will turn you into a marketing NAVY Seal or Green Beret. I have sold more of these home study tapes than almost any other of my products, but you are getting them as part of the grounding materials, which you can immediately apply to your business opportunities.

4) Protégé Workbook: This is a mother-lode. We sold two live Protégé training programs. One for \$15,000, which we later raised to \$20,000. The home study version had to be so self reliant... So “turn key” usable... So dummed down... that *anybody and everybody* wishing to maximize their marketing capabilities could be able, at the turning of a page, or the scanning of a section, could gain a breakthrough strategy, concept or tactical advantage.

Then we spent thousands of dollars updating it a couple of years ago. And it has never been available before by itself. It has been the key foundation to a \$10,000 Marketing Protégé Home Study that we have only sold in a limited application.

Virtually everybody who took that home study or live program and implemented what was taught in this book reported monster successes, increases and profits. We are banking our entire live attendance or home study fee that you will report these kinds of results also.

5) Business War Room Tapes: Unnnnnnbelievable! When no one else was thinking about a bad economy, I was and I engaged and retained 6 panels of the most masterful experts in direct marketing, in selling and persuasion, in preemptive marketing, in maximizing result, in strategic thinking. I then brought them together over a 3 month period, in 90 minute and 2 hour long mastermind strategy setting and tactical teleconference summits. It was phenomenal.

The summits were recognized by sophisticated Jay Abraham aficionados as some of the best interactive probing, questioning and breakthrough idea sharing ever done. This is the most timely collection of strategic and tactical guidance that you can have in a competitive or tumultuous economy.

6) Stealth Marketing: What can I say? This is the granddaddy of expensive publications. We sold out our first printing at \$1,000 each. It is still timely today.

I basically sat down and took 100 of the top questions that I have been posed... 50 of the most important problems that I have been asked to solve... 25 of the most critical challenges that people were struggling with... And 25 of the biggest opportunities different people were trying to get their arms around... And I prepared comprehensive, but no nonsense, quick fix,

fast track strategies and solutions to all of them and then we bound it all together in one amazing book. It is still considered the definitive encyclopedia of “quick fix” business growth hormones for almost any business situation. (Electronic copy.)

7) Case Studies Measurable and Tangible Results: This is wonderful. Anybody can tell you about how many successes that they have accomplished but what’s it worth to be able to be a fly on the wall in the mind and actions of the people that actually did it?

I actually collected 395 case study success stories from actual live program attendees, home study purchasers and book buyers just like you who read the book, listened to the tape, attended the program, internalized the methodology and then... put it into massively successful action and they documented what they did, how they did it, how it performed, the mindset that they used, the problems that they had to overcome, recommendations for anybody else and what it meant in dollar terms.

This is priceless but we sold it many times before for \$1,000 a copy. (Electronic copy.)

8) Your Marketing Genius at Work: The very first time I ever sat down to document my foundational methodology mindset and belief systems it produced the runaway best seller “Your Marketing Genius at Work.” We sold 10,000 within the first year at \$500 a piece and it was teaching marginal networking theory before anyone knew it, unique selling proposition before anybody could pronounce it, taking away the risk, strategic alliance, host beneficiary and so many other things and it was the clearest and simplest, most universal articulation, denomination and presentation that I have ever done. It is perfect to distribute to all your staff and it is extraordinarily viable today just like it was when I first uttered it. Maybe more so.

9) “How to Get Everything You Can Out of All You’ve Got” Transcript: I sat down and spent 2 solid years and \$300,000 going into a studio working with Tony Robbins’ private tape producer (renowned as being the preeminent expert in the world) and we simulated what it would be like for you to spend \$150,000 retaining me for 6 solid weeks, working with me 2 sessions a week, 90 Minutes to 2 hours a session, working through the three ways to grow a business model, my mindset, foundational strategies, etc.

We then had it literally transcribed so you could apply it immediately. This is a copy of that 2-year, \$300,000 adventure. (Electronic copy.)

10) Money Making Secrets of Marketing Genius Jay Abraham and Other Marketing Wizards: This is incredible. In case you don’t know one of my biggest clients, a man that I made over \$25 Million dollars for, got a wild hair somewhere and decided that he would try to emulate, replicate, a.k.a. knock off over \$50,000 of my best methods, concepts and content.

He took all the things that I had gifted him as a client, tape sets, home studies, reference, private transcripts, private documentation and he synthesized it into what turned out to be an extraordinary masterpiece of organized thinking that presented my methods and mindset, probably as well if not better than anyone including me had ever done up until recently. We

sold 40,000 for \$377 each. Everyone should have at least one of these in their personal library and one of them on every desk of everyone in their business that has anything to do with revenue generation. (Electronic copy.)

11) 25 High Profit Impact Reports: 25 Killer reports. Over the years I have created an enormous number of white papers, treatises, special reports, and short course primers. I have taken 25 that I think are the most universal, enduring and impactful and put them together in a collection for you. We have never sold them together in this form ever before. (Electronic copy.)

12) Consultation Transcripts: I sat down one time for 3 months and did a whirl-wind series of 1 hour to 6 hour long consultations. We dealt with dozens and dozens of dozens of different kinds of companies, different types of problems, opportunities and ways to directly and specifically apply my marketing mindset and methods. Then we had them transcribed and turned out only the names of the companies to be able to protect their anonymity. This is like gaining \$250,000 worth of private consultation and being able to review it and microscopically analyze more ways to directly and specifically apply my methods than you could possibly imagine. (Electronic copy.)

This Could Be You Immediately!

Home Study Course Success! -- "I received Jay Abraham's Home Study course in South Africa and made an extra \$10,000 in my business within a month and a half. **It revolutionized my thinking!** Then I flew to Los Angeles and attended his \$5,000, three day Experience and the next day in Orange County sold a deal which made me \$35,000 within two months."

- Robin J. Elliott, President, Elliott Enterprises Inc., South Africa

In closing, upon your registration, I will immediately send all these blockbuster materials to you so that your participation in the program **pays off massively** even before you set foot in the door, or listen the first home study tape. You should fully expect that you'd benefit from this immersion of my strategies, examples, and methods, because they've worked for literally thousands of other business owners and professionals.

Best of all, if they don't work for you, there is no obligation on your part. Please call Carl Turner today at **1(888) 818-8878 (USA) or 1(310) 944-9106** to register and start experiencing the success, revenue, wealth and profits you deserve!

Respectfully,



Jay L. Abraham

PS: Remember, the quicker you register, the more time you've got to fully apply my principles prior to the 3 day event. I am really looking forward to hearing about your successes!

Abraham Mastermind Marketing Training Program

Complete your registration form immediately and fax it to **1-310-944-3958** or e-mail your contact information to cturner@covad.net. (Checks can be mailed separately.) Or for faster registration, call Carl Turner at **1-888-818-8878 (USA) or 1-310-944-9106**.

Live Participation in Los Angeles, CA on December 7-9, 2002

PLUS OVER \$75,750 IN BONUSES, INCLUDING \$10,750 OF GROUNDING MATERIALS, MY LIFE IN MARKETING VIDEO, AUDIO LIBRARY, CONSULTATION TRANSCRIPTS, MY BEST WINNING ADS, ACTION ORIENTED "MONSTER" WORKBOOK, PARTICIPANT NETWORKING LIST & TELECONFERENCE COACHING CALLS

100% Money Back Guarantee **"Better Than Risk Free"** Offer. I understand that if I am not convinced that I will make many times the fee for the program by 2:00 PM of the second day, I can ask for my money back. No Questions, Hassle, Or Hesitation! **Plus**, I get to keep the grounding materials valued at over \$10,750.

- ☐ I want to pay for my live participation up front. My single-payment cash price is \$5000 (CA Residents add \$165 sales tax.) OR
- ☐ I'm taking the participation terms where you'll bill my credit card \$500 initially, then \$500 per month for 10 months for a total of \$5500. (CA Residents add \$165 sales tax for a total of \$5665.) (Credit Cards Only)
- ☐ Plus, I am bringing ____ additional associates/family for \$1000 each, payable upon enrollment.

Home Study Participation

PLUS OVER \$75,750 IN BONUSES, INCLUDING \$10,750 OF GROUNDING MATERIALS, MY LIFE IN MARKETING VIDEO, AUDIO LIBRARY, CONSULTATION TRANSCRIPTS, MY BEST WINNING ADS, "MONSTER" WORKBOOK & TELECONFERENCE COACHING CALLS

100% Money Back Guarantee **"Better Than Risk Free"** Offer. I understand that if by the end of 30 days, I am not convinced that I will make many times the fee for the program, I may return the program and get my money back less Shipping and Handling. No Questions, Hassle, Or Hesitation! **Plus**, I get to keep the grounding materials valued at over \$10,750.

- ☐ I want to pay for my "at home" participation upfront. My single-payment cash price is \$2000 plus \$45* Shipping and Handling for a total of \$2045. (CA Residents add \$165 sales tax.) OR
- ☐ I'm taking the "at home" participation terms where you'll bill my credit card \$250 initially plus \$45* Shipping and Handling, then \$200 per month for 10 months for a total of \$2295. (CA Residents add \$165 sales tax for a total of \$2460.) (Credit Cards Only)

FREE Early Bird Bonus Special For Live Attendees!

- ☐ I am signing up by October 31, please enroll me in the \$1,295 Abraham Inner Circle for **FREE!**

Please complete the following information below:

Name _____ Company _____
Address _____
City, State, Zip _____
Phone _____ Fax _____ E-mail _____

____ My check (in US funds) for \$ _____ Payable to Abraham Publishing Group, Inc. is enclosed.

____ Please charge my () Amex () Visa () Mastercard () Discover

Credit Card # _____ Exp. Date _____

Signature _____ Date _____

Payment Should Be Mailed To: Abraham Publishing Group, Inc., Attn: Carl Turner
27520 Hawthorne Blvd., Suite 263
Rolling Hills Estates, CA 90274

*\$95 for International Shipping and Handling