

GLAZER-KENNEDY  
**Insider's Circle™**

**BUTTS IN  
SEATS**

**DAN KENNEDY  
& BILL GLAZER**

**EXHIBITS**

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*Butts in Bleachers*

**The Secret  
Psychology  
of  
Seminar  
Attendance**

**When they  
don't want  
to come  
to the ballpark,  
nuthin'll  
keep 'em  
from not  
coming.**

**Yogi Berra**



# **MISTAKES**

There is – with most groups –  
**ENORMOUS RESISTANCE**  
to attending seminars, and  
under-estimating it is one big  
mistake....failing to address  
every applicable resistance is  
the other big mistake.

# CHIEF TYPES OF RESISTANCE

## Embarrassment and shame

- No implementation • Unsuccessful
- In exile
- Will want resources but can't afford
- Can't afford site-hotel

## Feeling intimidated, in over one's head

- Potential discomfort – I don't belong here/feel dumb, lazy, etc.
- Potential embarrassment

## Anticipated negative emotions

- Will feel depressed: too complex, too much to do; others doing what I can't
- Will be confused – distracted from path, too many ideas
- Will be all jazzed up, then crash days later

### **Anticipated negative experience**

- Sale-a-thon & pressure to buy things
- “*Really, whole thing’s about selling coaching*”
- (Opposite of intimidated) – attendees inferior to me
- I’m too smart for room
- Poor environment: bad seating, staging, sound, logistics
- “Fear of Workshop”

### **(Legitimate) disinterest**

- In subject matter – unconvinced of *personal* relevance
- In subject matter+format – could just as easily get from a book
- In speaker(s) – unconvinced of: qualifications, legitimacy, •In speaker(s) – “the usual whores”
- In promised experience – ordinary, dull, boring (why a 3 ring circus?)

### **Poor relationship with host/marketer**

- Infrequent/low quality contact, then at door, out of blue, selling this
- No real desire to “come and sit at feet of the master”
- Poor customer service

### **Money**

- Inability to buy – fee, travel, lodging, etc.
- Unwillingness to buy
- **Difficulty securing permission to buy**
- Insufficient perceived value and/or price objections
- Self-admitted personal dysfunction, so no value by non-use

### **Geez, another seminar**

- Too many
- Same as others / old wine, new label
- Groundhog Day experience
- Spouse/partner/associate/peer negative reactions
- Responsible omission: I’ll just skip *this* year....

## **Time**

- Business/life in such disarray, can't be away for # days
- Time-price too high: too valuable at work OR too much pain from absence
- Too busy to implement more, so why get more?
- Haven't used what I got at the last seminar yet....
- Time away from family problematic, objectionable (guilt)

## **Travel**

- Danger
- Hassle
- Health-related issues
- Cost
- Time
- To "foreign" location



You missed being here -- *don't miss out on all the Breakthrough Money-making Strategies And Examples that had everybody here so fired up!*  
See it! Hear it! Get it! Use it! And pay nothing for 30 days.

**A One-Of-A-Kind Free Offer From Rory Fatt  
No Sane Restaurant Owner Will Want To  
Miss Out On ---  
Your Reply **MUST** Be In By May 25, 2006**

Dear RMS Member,

*re. MONEY RESISTANCY*

I'm about to offer you a FULL MONTH OF INCOME EXPLOSION HELP FOR YOUR RESTAURANT without asking you to part with a penny. You'd better read this. Now. My crazy offer expires May 25, 2006. No exceptions or extensions.

I had this idea on the plane, on the way home to Vancouver from my Magical Income Explosion Boot Camp (that you missed, but 419 restaurant owners attended)....because I have never had so many people come up to me and congratulate me and thank me for putting together such an amazing event. Here's why:

**MIND-BOGGLING BREAKTHROUGHS LIKE ZEBRAS BISTRO'S  
2-WEEK \$37,000.00 CASH SURGE**

Craig Neubecker, owner of Zebra's Bistro, showed how he started in a particular local media with a simple, small ad (using a strategy right out of my System), did well, and decided to "go all in" -- he ran the same ad again but bought two additional full pages (!!!) and put something on them any restaurant owner could....and brought in \$37,334.20 in gross....\$14,054.94 profit after ALL costs, the ad, discounts, costs of food and beverages, overhead. Net sales were up 43% and 41% over the same weeks the previous year. Would you like to see exactly what he did to create this 2-week surge of cash profits? I'll show it to you....

*Could  
you  
use  
a  
cash  
surge?*

**THE ASTOUNDING "TRICK" THAT IS BRINGING IN  
75 NEW CUSTOMERS A WEEK....**

**www.getwsodownload.com**



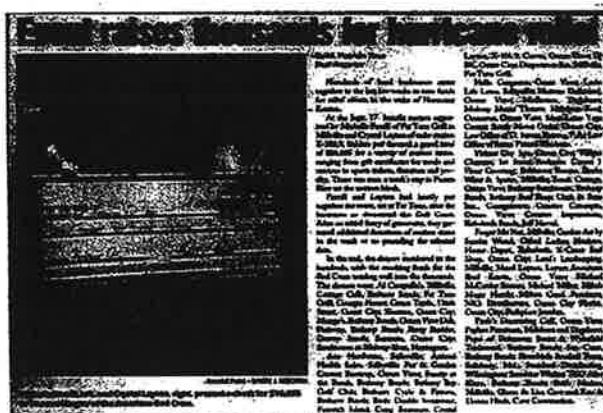
could  
you use  
75 new  
customers  
a week?

**\$13,500.00 INCREASE IN SALES  
FOR THE WEEK  
WITH A 'GOOD SAMARITAN' BREAKTHROUGH**

I'm going to  
give you Craigs  
ad & strategy  
AND Joe's 2 week  
promotion  
AND

Michelle's  
"charity  
event"  
promotion

Michelle Parrill of The Fat Tuna Restaurant put together an event in her restaurant, almost overnight, to raise money for the victims of Hurricane Katrina – she raised \$16,655.00 in one night for the Red Cross. And her restaurant's sales that night were over \$5,000.00....her sales for the week up \$13,500.00. And she got two articles about it in her local newspaper – one with her restaurant's name right in the headline! Why should you want to see how this was done? Because, sadly, there are other disasters and tragedies to come. Hurricane season 2006 is just around the corner. Something will happen in your local area – a good family will lose their home to a fire. Something. And you *could* help. You *could* do good for yourself by doing good for others. You *could* make your restaurant the “star”, the destination in your community for the fund-raising event everyone'll be talking about. You really should let me send you the complete details of Michelle's promotion, so you can be ready to respond instantly....



This  
will  
challenge  
you!

AMAZING, INCREDIBLE BREAKTHROUGHS!!!!  
HOW A SMALL TOWN PENNSYLVANIA RESTAURANT IS  
MAKING OVER \$100,000.00 A YEAR  
DOING WHAT EVERYBODY SAYS  
CAN'T BE DONE

You should have seen everybody's jaws drop in unison as Doug and ReNae Morse of Ivy's Café showed exactly how they've created over \$100,000.00 in *continuity* income for their little restaurant in a small town in Pennsylvania. Yes, they've followed my advice and very creatively marketed their 'Gold Membership' at \$50.00 a month automatically charged to their customers' credit cards...and they have over \$100,000.00 from this so far, with no end yet in sight. I know, I know, most restaurant owners say this can't be done...they have excuses why it can't work in their kind of restaurant or their town or with their customers --- and if you're an excuse-maker like them, frankly, I feel sorry for you.

www.getwpload.com

**From: Rory Fatt**

URGENT: BIG EARLY BIRD DISCOUNTS EXPIRE ~~October 11, 2004~~  
+ **FREE GIFT JUST FOR READING LETTER YOU WILL WANT**  
- That offer expires ~~October 11th~~ too...

Announcing – after 7 years – my most

**EXTREME**

Income Explosion Boot Camp  
For Restaurant Owners

Someone will qualify for a free, expert

**EXTREME** RESTAURANT

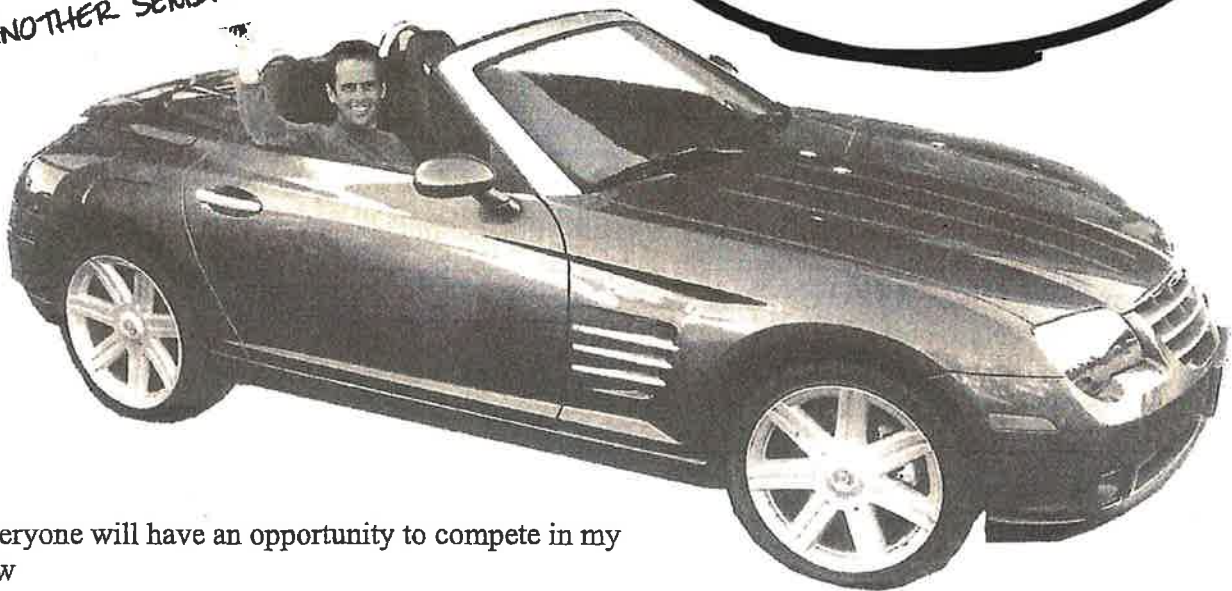
**MAKEOVER™!**  
(A \$15,000.00 value)

NOT ANOTHER SEMINAR — EXPERIENCE

→ Deadline Extended  
for Advance Discounts  
but only until

November 10th!

Will You Be Driving Home In This  
Brand New 2005 Convertible?



Everyone will have an opportunity to compete in my  
new

## Better Your Best Contest

Held over the 12 months following the Boot Camp With a **EXTREME** Grand Prize of a  
NEW 2005 Chrysler Crossfire Or Nissan 350Z (Valued at \$38,000)

[www.getwsodownload.com](http://www.getwsodownload.com)



EXPEN

New - **EXTREME** "LIGHTNING-ROUND"

### SUCCESS CASE HISTORY INTERVIEW PANELS

You'll be introduced to and hear from all 15 of my ~~Platinum Coaching~~ Group Members and over 3,373 other restaurant owners—each presenting their greatest and most profitable marketing experience, their most dramatic and amazing turnarounds, their hottest and newest discoveries at a blinding-speed, rapid-fire pace!

**EXTREME NETWORKING**—each year, attendees tell me how much value they get from the organized networking, so this year it'll be taken to the extreme! You'll have time to join in ~~discussion groups with other owners of the same kind of restaurant as yours...~~ there will even be a ~~Pre-Boot Camp Directory of everyone who's coming with descriptions of their businesses,~~ so you can plan private meetings, plan to go to lunch together in advance.

DEAR Inner Circle Member,

Check me out test-driving your new car! Kathleen and I went out on a \$38,000 shopping spree for you! Holy Smokes, what amazing cars. But I have to say, we're can't agree...we don't know which one you'll like best, so I'm going to give you the choice. When you win the "Better Your Best" Contest you'll have to decide which you prefer...the 2005 Chrysler Crossfire or the 2005 Nissan 350z. I've included pictures of both so that you can start thinking about it, the snapshot enclosed is the Nissan, and the picture on the front page of this letter is the Crossfire. I'll be honest, having been in both; it won't be an easy decision for you! But I'm betting you'll figure it out.



You'll look great sitting in this driver's seat! What will your neighbors say when you pull in to your driveway!

There's no question about it---this is the most exciting event I've ever written you about! Let's get right to the point---I'm giving away a car---an ~~absolutely gorgeous and prized 2005 convertible valued at \$38,000. It's not a lease, it's not the "use of", it's not a company car, it's not a car I've used for a year...~~ it's a brand new car for you (complete with new car smell). A very cool, completely FREE, 2005 convertible. Yep...I'm giving away a car as the top prize in the most incredible "Better Your Best Contest" ever!

In fact, ~~it's the only such contest I've ever heard of in our industry. It's a contest that any one of my members can win, whether you've been in the business for 40 days, or for 40 years, whether you have a dozen seats in your restaurant or hundreds.~~ No matter what your present business looks like, this is your chance to have it all. That's right, you can have the business you've always wanted, fame, prizes, and truly one of the most beautiful cars you'll ever see driving down the road (and you can be the one doing the driving!). What's this all about? Well, I sent you a letter a couple of weeks ago (there was a car in the envelope) and I told you all about the contest and how I will reveal all the details at my upcoming **EXTREME Income Explosion Boot Camp**. I also revealed how you can register now for this exciting event and save \$900! It's

www.getwsodownload.com

**Five Ways This Academy Is  
PROFOUNDLY DIFFERENT**

**Than Any Seminar, Workshop, Boot-Camp  
Or Other Training Event You've Ever Invested In**

**1: It's being presented by a real  
7-Figure Income, working Copywriter.**

**2: Mine is a very unusual,  
untraditional, abnormal, contrarian  
approach to the business of  
copywriting.**

**3: This isn't a warm 'n fluffy, lots-o-  
fun, feel good 'place'.**

**4: This isn't built for broad appeal to  
anybody who thinks they're a  
copywriter – or is happy playing at it.**

**You should also know that I have barely spoken of these things before in any public way –** and then only revealing bits 'n pieces, here or there. For example, I did give an abbreviated presentation on 'the psychology of selling opportunity' at my original summit when first bringing 'area exclusive' to the info-marketing industry, and it is included in the audio CD's now part of the Area Exclusive/Big Ticket Programs package published by Glazer-Kennedy. There are some other examples in my original Ultimate Information Entrepreneur Manual, long out of print. But there is no one place where I have presented all I know about the opportunity business itself, or the Opportunity Concept Marketing drawn from it. I haven't done this for a number of reasons. The first risks insulting, but I've doubted there are enough smart people, smart enough to grasp its importance and appropriately invest in it. Second, it is very advanced, prized know-how of mine that helps me make a great deal of money in private client relationships, so keeping it in my pocket has benefited me, and that has been important up until now. **Third, the need for MOST info-marketers to travel this path has never been as great and profound as it is right now.**

### **Read This Paragraph If You're A Skeptic. (Skip It If You're Not.)**

You might be skeptical and question whether there really is "anything Kennedy" you haven't heard umpteen times before. Anything actually "held back until now." That would be a fool's skepticism. There's a reason private clients pay me the fees they do. I was just, this month, retained by a large financial industry organization with thousands of agents, that wants more, and wants coaching revenue, to advise and assist – and mine is multi-year, 6-figures guaranteed and full 40% of the upside deal. They know going in there's a very good chance they'll pay me over a million dollars. They're not dummies. They know I know things I don't publish for mass consumption and do things behind closed doors for only a few. And, in the past, long-time clients and "students" of mine have expressed this same skepticism, and because of it, considered not attending one of my special, specialized topic trainings – ask Bill and Steve Harrison about the Influential Writing Training as an example. They specifically asked me if it wasn't going to be a re-hash of old stuff and stuff they already knew; I assured them it was not; they now rank it as one of the most profitable sessions with me of the many spanning many years. **I can assure you – and anyone – that what I'll be presenting about Opportunity Concept Marketing will be new, different, "deeper", more sophisticated and more powerful than anything I've previously shared about information marketing.** (If you disagree, halfway through day-one, just let me know. I'll refund your fee and reimburse your travel costs. In full.)

From early  
reader's  
comments

### **RESISTANCE**

- Anticipate negative exposure
- Too smart for room

NOT another damn seminar.

WON'T  
IMPLEMENT

The last thing I would want is: another seminar. I wouldn't want to sit through one myself, so I certainly do not want to inflict one on you either. We've all got better things to do. Here's why this is NOT an ordinary seminar, not in the least. Most seminars end when you leave the room with ideas that dissolve into ether and motivation that fizzles away, so, truth be told, in a few days you return to your routine just as it was before. We intend a very different result and are engineering this multi-day training so that you make definite, definitive decisions as we proceed, are given actual examples of every key strategy to model, and depart with a transformation plan, including short-term, medium-term and long-term implementation ie. in days and weeks, in few months, in many months.

I should tell you that Dan has been painstakingly developing and delivering highly specialized, advanced multi-day trainings for small, elite groups for many years. Back in 1979, he conducted such a training for just 12 owners and CEO's of franchise and distributorship type companies who each – then – paid \$10,000.00 to be there. Some years ago, a multi-day training attended by top executives, V.P.'s, even Presidents of a number of financial industry firms, including New York Life and Mass Mutual. More recently, a training narrowed just to the writing of powerful sales letters, attended by 25 entrepreneurs, direct marketers, a "rain-maker" for real estate partnerships and REIT's, a cosmetic dentist with a multi-million dollar a year practice...each paying \$15,000.00 to participate. A "graduate" of a multi-day training Dan conducted on franchise, area-exclusive training program and business opportunity marketing, a chiropractor, subsequently turned his 4-clinic business into a national chain of 364 clinics in under 40 months. 10 attended, at \$20,000.00 each, and 7 of the 10 have attributed at least \$1-million in new income to having done so. None of these trainings were "ordinary seminars".

While Dan has done quite a bit of work in our field and related fields (see: page #), he has never prepared one of his famous, ultra-in-depth, sophisticated Trainings for financial advisors. (He has for professional consultants and business coaches, an Advice-Business with some analogy.) This will be the first and presumably only time that Dan will do so. And in this case, also unique, he and I will be collaborating on the preparation as well as the Training itself.

I'll tell you more about the unusual format of this upcoming Training a bit later. But **know that you are in for something quite different, more provocative and more rewarding than any 'seminar' you've gone through before.**

It's for that reason that we provide this remarkable guarantee...



# EXPERIENCE

We are designing the most unusual – and productive – training format you’ve ever experienced and been a part of. In consideration of the fact that everyone with us will be successful, smart, and be capable of processing concepts quickly, Dan and I will present “chunks” of material, then engage you in interactive discussion, then present another piece of material, then engage in interactive discussion, again, and again. To engage, you’ll be comfortably seated at the Discussion Table (not standing in an aisle at a microphone or waving your hand trying to get a turn). This ‘model’ is drawn from Dan’s famous Renegade Millionaire Retreats (here and in the U.K.) and his 7-FIGURES ACADEMY, exclusively for 7-figure income earners or those close, in varied fields. It has proven popular and effective. The overall mix approximately 70% presentation, 30% Q&A and discussions. You WILL have opportunities to probe about issues important to you.

## Additional Activities & Features

**MOVIE NIGHT:** Dan has a handful of different (VERY different) video clips to show, that he has used in training some of the most successful, highest paid consultants, coaches and industry thought-leaders in the world, in client conversion and control. These clips will be shown and explained....in a Movie Theater environment, complete with popcorn and theater snacks and drinks. You’ll have fun, but you’ll also see powerful DEMONSTRATIONS of principles, strategies and tactics of importance to you.

**NOTHING WILL BE SOLD** during the Training. Every minute will be devoted to delivering the advanced information.

## ANTICIPATE NEGATIVE EXPERIENCE

**TAKE-HOME RESOURCES PACKAGE:** You will take with you notes, samples and examples to use as ‘models’, and other resources. (EVERY EARLY-REGISTRANT, in before the deadline on the Registration Form will also be invited to a VIP FOLLOW-UP TELECONFERENCE for questions & answers, “after the dust has settled”).

**AFTER-TRAINING NIGHT @ THE RACES:** Dan owns about 20 harness racing horses and drives some himself, professionally, in about 200 races a year. If you like, you can take a brief behind-scenes barn tour, meet and get photographs with racehorses (something cool for web site, blog, newsletter), pick up a souvenir “lucky horseshoe” from a racehorse’s foot....have dinner in the Clubhouse....socialize with us and your fellow attendees in a relaxed, fun environment.

**ADVANCE PREPARATION:** You will be sent several books, and other material, with directions about portions to read and listen to prior to the Training. In addition, a detailed, entirely Confidential, optional Questionnaire will be provided, to help us insure that we are “on target” with your needs and interests. You will probably find that just completing this thought-provoking, challenging questionnaire has value.

## CONSULTANT

Dan is a multi-millionaire, serial entrepreneur who has started, built, bought and sold businesses of his own, but he principally operates a private practice as business/marketing strategist/consultant, coach and direct-response copywriter, every year earning a 7-figure income from fees and royalties paid by diverse clients – with 85% returning to Dan again and again. **He is, to the best that can be determined, currently the highest fee+royalties direct-response copywriter in America**, often commanding upwards from \$100,000.00 per project. His ads have appeared repeatedly in nearly 100 different magazines, newspapers, Investors Business Daily and WSJ, millions of his direct-mail pieces hit mailboxes every year, his work in TV and radio commercials and infomercials is seen and heard daily, and there are tens of thousands of web sites utilizing his copy. His corporate clients have included/include Weight-Watchers International, Sun Securities, and Guthy-Renker Corporation – known for its TV infomercials and brands like Victoria Secret Skin Care and Proactiv acne-products, although he chooses to work more often with entrepreneurs developing small to mid-sized companies.

## PARTICULARLY RELEVANT MARKETING-CONSULTING EXPERIENCE

Dan has worked with numerous clients who market to trailing-edge boomers and seniors, including those relying on sales processes including seminars, face to face/consultant to client presentations, and diagnosis, and including those in regulatory sensitive industries. His corporate clients have included/include Miracle-Ear (hearing aids; 1,100 stores; average transaction \$3,000.00 to \$8,000.00), HealthSource (360+ chiropractic clinics), Catholic Life (insurance), Perfect Skin (in-home "wrinkle removal" skin care treatments, customer ages 55 to 75), and Florida Retirement Communities. His individual coaching-clients have included/include: one of the top elder law/alzheimers family law attorneys in America (William Hammond).

**DIRECT  
RELEVANCE**



The richest, most successful Info-Marketers in the world and those most serious about entering the field and launching their own information businesses, those developing such businesses, **all gather only one time each year** to exchange new information, new discoveries, 'what works', opportunities to network and make contacts at the Glazer-Kennedy Insider's Circle™ Info-SUMMIT™ and BONUS Herd Building Day.

## ASK YOURSELF - If not NOW, when?

**RSVP by MIDNIGHT July 4, 2010 for the BEST-EVER Discount**

**From: Dan Kennedy**

**Re: Your INFO-SUMMIT™ PREVIEW**

*Personal Relevance*

Dear Member,

There's never been a more important time to launch or solidify, strengthen, probably re-invent your Information Marketing Business **OR Enter** this highly profitable industry.

The industry itself, all related businesses – from publishing to seminars, the media landscape and the economy, all in a state of cataclysmic change at rocket-ship speed. You NEED the most timely and up-to-date, verified as true and factual, reliable guidance from legitimate experts who "do" (not just "teach")...to avoid business-killing errors, avoid being left behind and missing the best new opportunities, solve "recession" challenges, make good decisions, and strengthen (or launch) the most profitable 'new economy info-biz' possible.

The IMPORTANCE of all this is pretty simple: you're going to need a big income increase just to offset the bills Congress is stacking up to send you very, very soon! Further, frankly, there's still some Darwinian herd-thinning to come in most businesses and professions, so you need to be "fully equipped" to prosper while huge numbers around you can't.

**There's never been a more critical time for Info-Marketers....**

In the past year or so, I have seen a number of successful, experienced Info-Marketers accustomed to rivers of money flowing to them, suddenly find themselves staring at dry creek beds. They just weren't ready, willing or quick enough to adapt to changing realities. I've also seen and worked with other established Info-Marketers who shifted

almost seamlessly from 'trouble' to 'opportunity'... and I've helped several new info-marketers launch big-income businesses in already cluttered niches, against these tough headwinds.

All this insider experience with what is and isn't working right now is, I promise, engineered into the subjects, content, experts and speakers that Bill and I have assembled for this year's Info-SUMMIT™. But I also have to tell you: there's another earthquake of change just around the corner. Many, many strategies that many "Gurus" are promoting, regarding online and offline marketing, are severely flawed...and separating 'Fact from Fiction' about the present and future info-marketing trends, media and moneymaking methods is CRITICAL to your prosperity.

**There's never been a greater frontier of opportunity...**

While I'm not *personally* a fan of all the changes gripping the Info-Marketing world, I can assure you that – in 35 years – I've never seen a convergence of need, desire, low barrier opportunity, instant results media, proliferate media, and vacuums in the market waiting to be filled....**never seen a time better than right now to launch, re-invent, grow, expand and multiply an Info-Marketing business.** I made a list the other day, for an article for the No B.S. INFO-Marketing Letter, of 47 different barriers and obstacles to success that existed in this field when I began to as recently as 5 years ago, that are all erased!

Bluntly, if you can't achieve your business, financial and personal goals through Info-Marketing here and now, I just can't imagine when or where you would...you might as well pack it in! But you



Brand New Year's  
Gift-Giving Opportunity  
From The Spy-Master

**TOP SECRET INFORMATION ENCLOSED  
FOR DR. CONSTANT LU  
TO BE OPENED IMMEDIATELY**

This document package will self-destruct  
if left unopened past Monday 2/16/2009.  
Response required by Monday 2/16/2009.

Your mission, Dr. Lu, should you decide to accept it, is...

**EXPERIENCE**

U.N.C.L.E. agents Napoleon Solo and Ilya F...  
the dense jungle, far from the coast-line. Mao...  
the jungle, with some difficulty climbed a steep mountain...  
teau they could crawl out onto – the entire excursion ruining the  
crease in Napoleon's slacks. Ilya took the ultra-powerful night vi-  
sion binoculars from the knapsack he had carried the entire trip,  
while Napoleon busied himself finding the flask and pouring them  
each a drink. Ilya let out a low whistle in amazement at what he  
saw, then wordlessly handed the binoculars to Napoleon. There, on  
the other side of the mountain, hidden from the entire world....  
they had found....



Agent Napoleon Solo informed us  
of the possibility of COUNTER SPY  
infiltration at our rendezvous.

**DUE to THIS EXTREME CONCERN,**  
we have **PURPOSELY NEGLECTED** to  
include the **EXACT DATES** for the  
meeting anywhere in the enclosed  
printed materials.

Dr. Tom Orent's Gems Insiders' Circle  
Members' SuperConference will be  
July 17 to 19, 2009, in Boston, MA.

*This sticky note will self-destruct in...*

your own symbol of commitment to daring to do things differently, as demanded by these different times. This is the Fun Part of our upcoming Conclave. **But the rest is serious, serious indeed** – as serious as the decisions made by a spy like Solo, deep behind enemy lines, on some life and death mission to save the world!

***GIVE YOURSELF & YOUR FAMILY THE BEST NEW YEAR'S GIFT EVER: your commitment to attend this unique Underground Secrets Conclave and capture and bring home everything you need to make your practice thrive and your finances secure even in the most challenging of times... and LET ME GIVE YOU A NEW YEAR'S GIFT of a 30% Discount OFF Registration... BUT IT'S TERMINATED Monday 2/16/2009***

Back to the Spymaster.....

**They Have Injected Me With Truth Serum, So I Must Confess....**

You may or may already be seeing warning signals of a “slump” in your practice, or even already experiencing difficulty in getting patients through your doors, getting patients to say yes to the treatment you recommend. But to be totally candid as if under truth serum and intense interrogation, I am here to tell you: *you will*. Anyone still denying the obvious is a liar or a fool (or both) – and anyone not taking action to counter the new evils of the upset economy and likely s-l-o-w recovery is in for more pain and suffering than imaginable. You see, the real villain in this drama is NOT Bush or Paulson or Obama or sub-prime mortgages or business cycles, not Wall Street, not Detroit....the most dangerous and evil villain in this drama is your refusal, resistance or procrastination toward urgently needed, dramatic, ingenious change and reinvention!!! ....your continuing to operate as if in 2009 and looking to 2010.

**NOT ANOTHER SEMINAR**

**Skip The Usual Dental Seminars And Save Your Money**

So. Please. Do NOT schlep off to any ordinary dental seminars that are, in truth, the same as the previous years' dental seminars with little more than their names or a few faces changed. Do NOT waste your time or money re-visiting the past, with a 'Present' label stuck over top. This IS what you're thinking, isn't it?....gee, think how much money can be saved by not going to seminars this year! Well, you're right, and I agree. The last darned thing you need is another same-old, same-old seminar. Even one loaded with “good speakers”



**Gems Insiders' Circle SuperConference Members Pack the House at 2008 GIC Event**

**www.getwsodownload.com**



# PERMISSION TO BUY

and flowing with "good ideas" just isn't good enough, to justify its cost NOW. No.

**Hold Me Ruthlessly Accountable. Put Me On Trial. And If You Feel Justified,  
Put Me Up Against The Wall And Execute Me Like A Captured Enemy Spy**

I guarantee this Conclave to be no ordinary seminar.

Anyone serving up the same warmed over idea-soup as any time before IS **YOUR ENEMY** and deserves to be shot. So, in inviting you into my one-time-only **UNDERGROUND SECRETS CONCLAVE**, may I offer you my most DARING, BRAZEN AND BOLD GUARANTEE of my entire 26 career? If, by end of Day One of this Conclave, you find me guilty...of failing to uncover, reveal and hand over to you real, bona fide Underground Secrets worth thousands, tens of thousands, even hundreds of thousands of dollars to you and, more, pathways to peace of mind and security in stormy times....if you find me guilty you may demand whatever you deem fair: a full fee refund OR a full fee refund plus your documented airfare and lodging OR even double you fee refunded plus documented airfare and lodging. Find me guilty and you pick the punishment you deem just. If you aren't certain you've successfully spied on incredibly successful doctors and stolen incredibly valuable secrets from them, demand ransom from me in the amount you see fit.

**Listen**, it takes nerves of steel to make that offer. Try and find anyone else offering any other seminar to you who dares do the same. And, in order to get the NOT-Usual's to come to this Conclave and reveal their most prized, NOT-Usual Secrets, I've had to put up a king's ransom as well, so you can be certain that I am certain you will be impressed as never before, and return home from the Conclave emboldened and empowered as never before.

## Laugh While Others Cower

Bluntly, 2009 and 2010, maybe even 2011 promise to be hard-scrabble tough for many dentists. You can literally *smell* their fear already. You will hear their pain. You will see them retreat, downsize, down-scale. Many within sight of some goal, be it debts paid off or early retirement or vacation home, will see that goal line move away from them. And, because, they'll be working with a rusted tool box of old, ordinary strategies, they'll be powerless to do anything about it. While misery loves company, there's no law that says you must join them!

This is the time to find out why and how a few dentists do what most cannot even conceive and believe let alone achieve, and put their secrets to work for you. And that is what my **UNDERGROUND SECRETS CONCLAVE** will deliver — that only it can.

## SO, YOUR MISSION IS....

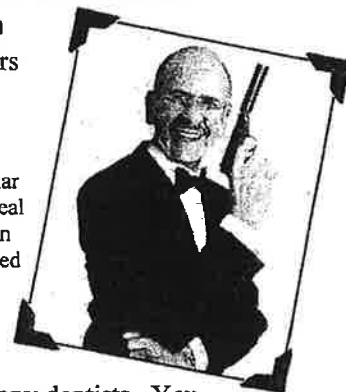
...review the enclosed Underground Secrets Dossier IMMEDIATELY.

**Respond no later than Monday 2/16/2009** - you may win an all-expense paid London or New York Adventure with Robert Vaughn!

...carefully consider whether proceeding forward with your present plans, strategies and weaponry or relying on "re-tread" and re-cycled traditional business strategies is the right thing to do in the present conditions OR whether accepting my boldly guaranteed invitation to this Conclave is right for you.

...respond no later than **Monday 2/16/2009**. After that date, IF any places remain available\*, the 30% Tuition Discount disappears — and your last opportunity to nab your entire collection of 8 valuable Bonus Gifts & Privileges laid out here, vanish forever

\*Already, over 278 members have advance-registered for this Conclave, before





even knowing all the details provided here; basically trusting my promise to deliver exactly what they need most right now. This Invitation is now being rushed to over 7,300 additional dentists with whom I have relationship – but there are fewer than 122 places remaining. The law of supply and demand speaks for itself. Any procrastination on your part at all **COULD BE FATAL!**

Sincerely,

*Tom*

Dr. Tom Orent

Secret Agent 007-1/2

Ⓔ Director, Underground Secrets Conclave

PS: Does July 09 seem a long way off? If you're tempted to wait to register: I can only **SERIOUSLY WARN** that waiting will – at minimum – cost you money: the discounts shown on the enclosed Registration Form **ABSOLUTELY EXPIRE ON Monday 2/16/2009**. You'll also miss out on the bonuses described in the sealed envelope, marked "Your Papers." Miss out on meet 'n greet and photos with Robert Vaughn. And more. **COMMIT TO THE UNDERGROUND TODAY**. Don't let **ANYTHING** stand in your way. In my 26 years, first in practice, now in coaching dentists, I have certainly seen and survived tough times, but I have **NEVER** seen a collection of challenges like those converging in front of us today – so I consider **THE UNDERGROUND the most important and necessary meeting** I have ever organized and put on, evidenced by boldest guarantee ever. I sincerely believe you cannot afford to sit this one out.

PPS: I believe we have **THE UNDERGROUND** perfectly timed. At the mid-point of 2009, July 2009, much of the uncertainty in the economy will have cleared and we will know where we stand with unemployment, inflation, interest, credit and President Obama's economic policies. Our challenges will be clear. You can be assured, I will be riding every speaker joining us hard in the months ahead, to work with them to absolutely guarantee we bring you **THE** most practical, **THE** most useful, **THE** most relevant strategies ever brought to you, at any time. I will pull out all the stops to personally deliver the breakthroughs you'll need. Then you can grab the 2<sup>nd</sup> half of the year and make it your own. You can kick whatever recession related troubles we have in the teeth and reinvent and transform your practice as conditions on the ground demand. In the meantime, you'll be receiving all **EIGHT HUGELY VALUABLE BONUSES**, so you are fully prepared to fully exploit your trip to The Underground! There's **NEVER BEEN** a meeting or conference like this in our profession, and there probably never will again. Replacing the Usual Speakers and getting so many top practitioners to reveal their personal secrets...and getting them together all at one time...is no easy task. There will hopefully never again be a time and set of conditions demanding such a gathering. I urge you, don't be left out.

*GIVE YOURSELF & YOUR FAMILY THE BEST NEW YEAR'S GIFT EVER; your commitment to attend this unique Underground Secrets Conclave and capture and bring home everything you need to make your practice thrive and your finances secure even in the most challenging of times....and LET ME GIVE YOU A New Year's GIFT of a 30% Registration Discount.....BUT IT'S TERMINATED Monday 2/16/2009.*

SPY-MASTER Dr. Tom Orent's

## UNDERGROUND SECRETS CONCLAVE

(2009 'Replacement' Seminar)



*Respond no later than Monday 2/16/2009 - you may win an all-expense paid London or New York Adventure with Robert Vaughn!*

Dear Friend,

### NOT ANOTHER SEMINAR

**THIS IS NO TIME FOR ANY ORDINARY DENTAL SEMINAR** — at a resort, all the *Usual* Dental Speakers saying all the *usual* stuff. In case they haven't noticed, I'm sure you have: the entire landscape has changed out there. So, I have scrapped my usual, annual "super SuperConference" in favor of a truly unique, one-time-only, right-for-these-times replacement.... **YOU IGNORED YOUR FIRST INVITATION, A DANGEROUS MOVE!** — ESPECIALLY IN THE BUSINESS CONDITIONS WE'LL CONFRONT THROUGH 2009 AND INTO 2010....I suppose you've been busy, distracted, but IF YOU WAIT NO LONGER, I HAVE A SPECIAL NEW YEAR'S GIFT FOR YOU!

### NOT THE USUAL WHORES

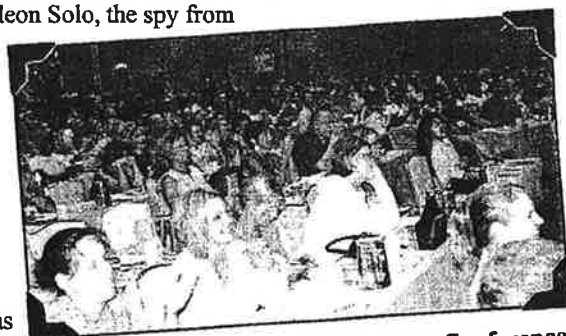
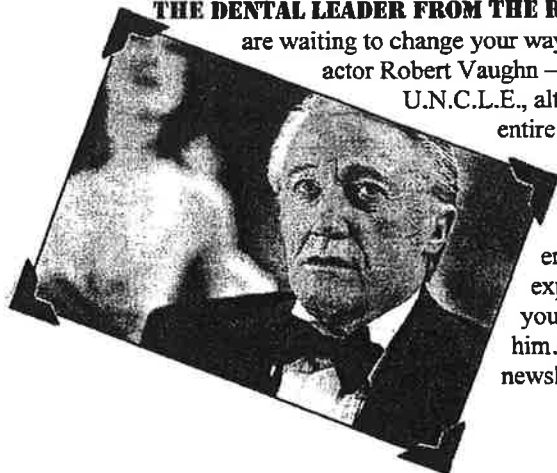
**I HAVE PERSONALLY "GONE UNDERGROUND"** these recent months to find and ferret out the NOT-usual people inside our profession, who are — in these times — achieving extraordinary, mind-blowing, Ripley's Believe It Or Not worthy marks in patient attraction.....upscale patient attraction.....practice growth.....practice stability.....case sizes and acceptance....and, of course, income. **To uncover doctors with really fresh, new, different, even radical ideas about practice that they have pioneered and proven — and, for the most part, kept to themselves and kept quiet about.** To investigate reports and rumors of patient flow and profit breakthroughs created from the ground up, in real practices (not "conjured from theory" by a Usual-Speaker in need of something 'new' to say or "packaged" by some equipment vendor as excuse to sell you yet another expensive gizmo). I have SPIED ON our profession, from one end of the country to another and beyond, to UNCOVER UNDERGROUND SECRETS THAT CAN REALLY MAKE SIGNIFICANT AND SPEEDY DIFFERENCES TO YOU, RIGHT NOW. **YOUR MISSION, SHOULD YOU DECIDE TO ACCEPT IT, IS TO CAPTURE THESE BREAKTHROUGH SECRETS AND USE THEM AS YOUR OWN.....**

**....TO REINVENT, NOT RE-ARRANGE DECK CHAIRS ON 'THE TITANIC'.** Even the makers of the James Bond movies threw out their famous SHAKEN, NOT STIRRED catch-phrase and have given Bond a radical makeover as a far less suave and polished, tougher and more hard-boiled, and blonde (!) secret agent, his rough-edged toughness more apropos for these tougher times. I believe we must do the same. We must not wait around for things to somehow improve on their own or be satisfied just holding our own: we must seize the upheavals in the economy, the consumers' anxiety and uncertainty, and the paralysis of the majority of dentists and other health providers as a Great Inspiration And Opportunity to literally re-invent the practice, promotion, and profitability of dentistry. **ONLY IF YOU ARE READY FOR THINGS TRULY, REALLY, INARGUABLY, DAZZLINGLY, PROVOCATIVELY DIFFERENT,** should you dare join me in this New Underground Movement.

### THE DENTAL LEADER FROM THE REVOLUTIONARY UNDERGROUND AND 'THE MAN FROM U.N.C.L.E.'

are waiting to change your way of thinking about your practice. As a symbolic move, I've arranged for the actor Robert Vaughn — known to TV fans as Napoleon Solo, the spy from U.N.C.L.E., although that spec on his

entire acting resume and extraordinary life — to join us at my **UNDERGROUND SECRETS CONCLAVE**. You'll enjoy hearing of his real life exploits. I want you to have your photograph taken with him....for use in your patient newsletter, in your office....and as



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Limited to the first 100 doctors to sign up.

**ONLY \$197 PER PERSON! JUST 46 SPOTS LEFT**

# **“97.4% Case Acceptance. How to Experience the Sheer Unbridled Joy of Having Every Patient Say YES.”**

*money resistancy*

*NO Salesmanship Required.*

One **SINGLE** factor was the **MOST CRITICAL**, Igniting my **CASE ACCEPTANCE** & turning my practice from financial near crash & burn to a **MASSIVE WEALTH CREATION MACHINE**, almost overnight...

The Psychology of Persuasion and Influence.

*A Deep-seated understanding of EXACTLY why people do what they do WHEN they do it.*

Consider your overhead, the cost of your employees, the equipment, the supplies all requiring huge amounts of cash each month—whether you have any money or not. Even a slight hiccup in the delicate balance of income versus outflow could cause some serious financial pain. The absolute key to mastering that balance is using Influence, Psychology and Persuasion to create such a huge surplus that you never have to worry about money again. This program could well be renamed, **“Case Acceptance Jet Propulsion!”**

More time with Family. Incredible Vacations, Nice Toys, and a Secure Retirement. All that and more really can be yours.

**IF you can discover and apply** the Principles of Influence, Psychology and Persuasion in your practice. Let me ask you this:

- Why would someone reading an ad decide to call YOUR practice versus all the other dentists in your neighborhood?
- How can you help YOUR patients perceive & **BELIEVE the need for care in the absence of symptoms?**
- How can you help YOUR patients routinely accept best-option long-term excellent care?
- How can you help your TEAM members to get on board all rowing in the same direction for the same cause?
- What do **THE** most successful **WEALTHY** people on the planet ALL have in common that **YOU** can/will **DISCOVER** with us in July?

Rock bottom, I started my intensive decade-long study of the most successful people on Earth. My discoveries were directly responsible for my narrowly avoiding bankruptcy, and just a few years later paid off a \$700,000.00 mortgage, and over \$300,000.00 in practice loans. I put away an absolute fortune practicing only one day a week!

Imagine what you could do with these gems practicing 3 or 4 days/ week.

Secrets You'll Uncover at my 3-Day Fri-Sun Super-Conference will Help You to Positively Influence Lives of all You Touch. Family, Patients, Team.

**Keynote Speaker—Dr. Robert Cialdini,  
Lee Milteer, Mr. Joe Sugarman, Mitch Carson,  
Cliff Sheats, Ph. D., Dr. Mohammed Hussein,  
David Dee, along with Me, Dr. Tom “the Gems**

Dr. Tom Orent—Gems Insiders' Circle  
& 1000 Gems Seminars, USA  
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Doug DeMercurio, Rest Rock Management Services, Fort Collins, CO
Joseph Piovesan, The Southern Cross Restaurant, Ottawa, ON
Dennis Page, Iowa Bakery Café, Des Moines, IA
Ron Doty, T.J. Finnegan's Pub, Kasota, MN
Ruth Johnstone, Little Haven Emporium, Wainwright, AB
Blaine Walker, 42nd Street Café, Seaview, WA
Bob Furlani, Sonny's Restaurant, Ballston Lake, NY
Shannon Kleinman, Stooges Sports Bar and Grille, Salem, OH
John Coleman Anderson, Wolftrap Deli & Restaurant, Vienna, VA
Rick Williams, Western Sizzle Steakhouse, Eldorado, IL
Sean Candela, Sara's, Erie, PA
Craig Martin, Cafe 50's, Sherman Oaks, CA
Bent Hansen, Los Gringos Locos, La Canada, CA
Chau Nguyen, Kobe Japanese Steakhouse, Altamonte Springs, FL
Jim Sullivan, Manhattan Bar and Grill, Sarasota, FL
Bob Scofield, The 356th Fighter Group, North Canton, OH
Dave Flannery, Apple Holler, Sturtevant, WI
Carole Thrasher, Lums Restaurant, Bellevue, NE
Ann Nault, Taste Restaurant, Baltimore, MD
Jack Gilbert, Candeleros Southwestern Grill, Manchester Center, VT
Romaine Guillory, Cajun Boilers, Inc., Hot Springs, AR
John Modestine, Village Tavern, North Wales, PA
David Faccone, Crystal Lake Rib House, Crystal Lake, IL
Sue McDonald, McDonalds Restaurant, Fairbury, IL
Steve Brown, Guero's Mexican Grill, Coppell, TX
Ron Stenzl, Whiskey Willy's Restaurant, Elgin, ON
Roger Woody, Woody's Drive-In, Yuma, CO
Fred Fisher, Z Wine Grille, Miami Beach, FL
Murray Horton, Fontana's Italian Restaurant, Los Altos, CA
Gianni Chiloiro, Pasta?, Sausalito, CA
Paul Vicencio, Dona Lupe Café, El Paso, TX
Ron Patrick, Parkside Depot Family Restaurant, Mountain Lake, MN
John Haug, Cypress Grill, Austin, TX
Henry Bronson, Bistro Henry, Manchester Center, VT
Scott Houmes, Silver City Restaurant & Brewing, Silverdale, WA
Garrett Anderson, Snappy's Italian Restaurant, Maggie Valley, NC
Carla Villa, High Noon Restaurant & Saloon, Albuquerque, NM
Laverne Graber, Black Buggy Restaurant, Washington, IN
Andy Carter, Caliche's Frozen Custard, Ruidoso, NM
Rufus Pritchard, The Dunes Restaurant, Nags Head, NC
David & Lori Hazzard, Hazzard's Raintree Restaurant, South Sterling, PA
William Brooks, Sportsman's Paradise, Crown, PA
Ron Oliver, Quacks Village Inn, Madison, NY
William Parker, Parker's Montville Inn, Seville, OH
Patrick and Brigitte Joyce, 17th St Café, Pittsburgh, PA
Charles Alario, Nathan's Restaurant/CPA Associates, Colts Neck, NJ
Alex Heath, Honeypot Eatery & Pub, Wainwright, AB
Alberto Hernandez, Tio Alberto's Restaurants, Pismo Beach, CA
Michael Mack, Macks Menu, Gladwin, MI

## “You Are Not Alone...”

“Meeting people and building relationships with others of similar interests is the greatest value of Boot Camp. The book “Younger Next Year” talks about the fact that we human beings have forgotten that a short while ago and for a long time we lived in packs/tribes. We need to get together with tribe members and tell each other stories of success and failure and remember that we are not alone. Everyone wants to own a restaurant but most don't know what we do or what it's like. Everyone at Boot Camp does.”



**Blaine Walker, 42nd Street Café, Seaview, WA**

## “Now, Everyone’s making money!”

“Pity the restaurateur with all the answers. I was one of them. But despite a lifelong belief that my way was the only way, I had to acknowledge that though my restaurant business was steady, I was not making enough to pay the bills – a hard pill to swallow for someone who’s worked in successful restaurants for 25 years. A year-and-a-half ago we were deeply troubled by the financial state of our restaurant, if you had told me that by increasing sales 48% we’d have a happier staff, I could have accepted that. But if you explained that I’d be able to go from 80 to 40 hour work weeks and have a life away from the café ? I’d have said get back on your medication. But that’s exactly what happened. Everyone’s making money (even me!). And our guests know they are getting great meals at special prices. Though we didn’t plan on it, our business once completely dominated our lives. Thanks to RMS, we now manage our business and have time for our personal lives as well.”



**Patrick Joyce, 17th Street Café, Pittsburgh, PA**

## “I was leery about coming - but this has been GREAT!”

“Boot Camp gets you enthused about going back to the restaurant and doing some stuff and increasing your sales. Rory puts on a great boot camp. At first, I was kind of leery about coming here and spending that kind of money because we’ve been in business for 21 years. We’re very successful, but we need to take it to another level and Rory has presented some great stuff at Boot Camp so we can do that.”

**Romaine Gillary and Brittany Hill  
Cajun Boilers Restaurant, Hot Springs, AR**

Rory Nelson, Wapiti Restaurant & Pub, Estes Park, CO
Jason Hess, Jasoh New American Cuisine, Ogden, UT
Denise Whiting, Cafe Hon, Baltimore, MD
Marvin Parrish, Eggheads Restaurant, Fort Bragg, CA
John Taylor, AJ's Seafood Grille, Ridgeland, MS
Dave Panther, Hamburg Inn, Iowa City, IA
Jim Rhoades, Rock City Grill, Spokane, WA
Ivan Swartzentruber, Dutch Oven, Abbeville, SC
Tom Shaver, The Village Café, Fayetteville, GA
Brian Vanard, Redd Dawg's All Star Clubhouse, Belle Vernon, PA
Tom Metcalf, Alcove Restaurant, Mount Vernon, OH
John Cohoat, Patchwork Quilt Country Inn, Middlebury, IN
Joseph Miller, Amish Door Restaurant, Wilmot, OH
Marta LaLonde, Frank's Place, Sault Ste. Marie, MI
John Fortini, Chick-N-Pizza Works, Buffalo, NY
James Talerico, Mama Luigi's Restaurant, Palos Park, IL
Mark Smith, Lakeville Inn, Leonard, MI
Kevin Galvan, Ricardos TexMex, Allen, TX
Charles Pellegrini, F Tambellini Restaurant, Pittsburgh, PA
James Crossett, McArthur's American Grille, Pleasantville, NY
Robert Leucht, Pizza Roma, Owensboro, KY
Mary Jo Beniger, Nonna Maria, Sheboygan, WI
Al Jouan, Commellini's Italian Restaurant, Spokane, WA
Gerrit Visser, Village Cantina, Calgary, AB
Matthew Clark, Fox's Market House Restaurant, Lock Haven, PA
Joe Kohler, Joseph's Family Restaurant, Stillwater, MN
Madonna Henson, Iowa Feed & Grain Company, Cresent, IA
Eugene McLellan, Trails End Bar and Grill, Nekoosa, WI
Chip Robert, Mike Anderson's Seafood, Gonzales, LA
Douglas & ReNae Morse, Ivys Cafe, Ligonier, PA
Clark Covey, The Homestead Restaurant, Walla Walla, WA
Ken Steffen, California Grille & Rotisseri, Novato, CA
Al Smith, Angell & Phelps Café, Daytona Beach, FL
Marcio Vasconcelos, Primo's, Framingham, MA
John Schmitt, Ned Kelly's, Inc, Urbana, IL
Nunzio DiMarco, Venice Restaurant, Westerly, RI
Greg Evans, Alfie's Restaurant, Ormond Beach, FL
Jeffrey Baldwin, J Baldwin's Restaurant & To Go, Clinton Township, MI
Michael & Ellen Clark, Ed and Joe's Restaurant and Pizzeria, Tinley Park, IL
Jeff Slater, Brush Creek Inn, Inc., Valencia, PA
Ken Riley, Riley's, Cincinnati, OH
Lisa Krampf, When Pigs Fly, Cumberland, MD
Jack Ng, China City, Freeland, WA
William Alvarez, Los Mariachis Mexican Restaurant, Springfield, OH
Douglas Smith, The Family Table, Osceola, IA
Greg Petersen, Fountain Restaurant, Milton Freewater, OR
Douglas Botkin, Cedar Landing Marina, Huffman, TX
Fred Jones, Aunt Bea's, Mount Airy, NC
Bharat Mansukhani, Flamers Burger's & Chicken, Frederick, MD
Dave Daily, Irish Bred Pub & Grill, Rex, GA
Roger Griffiths, Summer Street Grill, Boston, MA

## "I'd Be A Lot Further Ahead if I Hadn't Said No..."

TIME

"I had scheduling conflicts last year when Boot Camp came on and I wish I'd changed my schedule because I think I'd be a lot further ahead - but I'm certainly glad to be here now. I've got a lot of information on things to start and improve. It's been first class all the way - a real value for the money."

**Dave Panther, Hamburg Inn, Iowa City, IA**

## I'm glad I took the step to come..."

"I can't thank Rory enough. I'm glad I took the step to come to Boot Camp. I have so much information, I just opened a second restaurant with my partner and I'll make sure that he'll be at boot camp next year. Rory is, boy, he's got everything that everybody needs to know."

**Jeff Slater, Brush Creek Inn, Valencia, PA**

## "I was Skeptical and Boot Camp Changed My Life!"

Three years ago I was skeptical, and nervous unsure about spending the money to attend Boot Camp. I had been working on a few ideas from the kit and had some good success. But I had a feeling all the time I was missing something. Then the info started coming for Boot Camp and Doug and I talked about it and we both thought how much fun it would be to attend. And then we laughed because we knew we couldn't afford to go. So we dismissed the idea. Then more information came regarding Boot Camp and one of my waitress was reading the brochure and she said to me "are you guys going to go to this?" I told her no, we couldn't afford to go. She laughed at me and said "are you sure you can afford NOT to go??" I asked her what she meant and she informed me about how much the customers loved the new ideas we were doing and how much more she was making in tips since we had more new people in our rest. She said "Just think of how many more ideas you may get to help us". I knew she was right we had to go. So we scraped up enough money to go, and you know the rest, it changed my life. I QUADRUPLED my profits in three months, won a car...and that was only the beginning. Make an effort to change and better your restaurant and your life. OR You can do what you've always done and you will get what you always got!!!

**ReNae Morse**

**Better Your Best Champion 2006**  
**Ivy's Café, Ligonier, PA**



# Here's a Partial List of The Smart Independent Restaurant Owners That'll Be Getting Together in Phoenix For Boot Camp 2007 - **THE GREATEST SHOW ON EARTH** for Restaurant Owners, March 19-21, 2007

...If your name isn't on this list, you'd better sign up right now before it's sold out!

Karen Cunningham-Draper, Subtrac, Eureka, CA
Carla Miller, Stoll's Country Inn, Evansville, IN
Roberto Sandoval, Roberto's River Road Restaurant,
Michael Jannides, Spot Restaurant and Catering, Sidney, OH
Michael Ermides, ItalEats Intl, Inc./Aromi D'Italia, Guilderland, NY
Jim O'Reilly, Juniper's At The Wildflower Inn, Lyndonville, VT
Craig Neubecker, Zebra's Bistro & Wine Bar, Medfield, MA
Lenore Picariello, Mother's Restaurant, Chalfont, PA
Daniel Dunskey, O'Briens Crabhouse, Auburn Hills, MI
Dagmar Wendt, Under the Volcano, London, ON
Carla Monk, End Zone Pizza, Stephenville, TX
Richard & Sherri Varano, Billy's Chowder House, Wells, ME
Richard Toms, 119 Chops, Gray, GA
Domenico Spano, Mimmos Pizza and Restaurant, St Albans, VT
Douglas Marshall, Ruiz' Mexican Restaurant, Wright City, MO
Geoffrey English, Taco Casa & Gyro Café, Panama City, FL
Kenneth Dick II, Buckley's Fine Filet Grill, Germantown, TN
John Johnson, Johnson Restaurant Group, Casper, WY
Peter Hyndman, Merchantman Pub, Ltd., Charlottetown, PEI
Pamela Holden, Café Penelope, Chicago, IL
James West, Kobe Management Inc, Wichita, KS
Phillip Raves, The Place Family Restaurant, Olympia, WA
Joe Price, P.J. Quigley's, Ottawa, ON
Dean Jackson, Coffeemill Restaurant, Zumbrota, MN
Sam Nimry, Burger, Fries & Cherry Pies, Lubbock, TX
Ramon Navarro, Los Tres Magueyes Mexican Restaurant,
Joseph Cottam, Melina's Inc., Farr West, UT
Bruce Goode, Adventures Restaurant & Pub, Rice Lake, WI
Charles Studor, Briggs Grill, Austin, TX
Kamala Robinson, Main Junction Restaurant, Sears, MI
Chris Fougere, Fude, Winnipeg, MB
Britton Slocum, Jersey Giant Submarines, Lansing, MI
Carol Long, Parkway Restaurant, Rapid City, SD
Steve Limmer, The Original Crusoe's Restaurant, St. Louis, MO
Jon Bryan, Mexicali Rosa's, Peterborough, ON
John Schiltz, Lake Elmo Inn, Lake Elmo, MN
Robert Petersen, Bobby's Barrell Inn, Volo, IL
Chris Youngers, Café Trio, Kansas City, MO
Suzanne Wille, Who's on First?, Waconia, MN
Dale Del Bello, Arigato Japanese Steak House, St. Petersburg, FL
Eddie Thorsted, Ye Lion's Den Restaurant, South Ogden, UT
Brian Habecker, Raub's Twin Kiss, Stouchsburg, PA

**THESE RESTAURANT OWNERS WAITED BEFORE COMING TO BOOT CAMP & WERE SKEPTICAL. NOW, THEY KICK THEMSELVES IN THE BUTTS FOR NOT COMING THE VERY FIRST TIME THEY WERE INVITED...**

## "I Won't Make THIS Mistake Again"

"I purchased the RMS program in 2001 before there was a Boot Camp to go to and had a hard time getting started. I was confused. Then Rory started to market his first Boot Camp for the spring of 2002. It made sense that it would be a great idea to attend, since I was having trouble implementing the strategies. I made the WRONG decision and did not go to the first ever Boot Camp. I thought about it often from June of 2002 till January of 2003 when I signed up for the second annual Boot Camp held in Vancouver. What great ideas did I miss by not being there? The 2003 Boot Camp was fantastic and charged me up. I was excited about attending the 2004 Boot Camp in Phoenix and walked away with a lot of great ideas. Then it came time to sign up for the 2005 Boot Camp and I made the WRONG decision and passed on it. Why I ask myself? All of the reasons are excuses, money was never a factor. I guess I thought I knew enough. WRONG. I signed up for the 2006 Boot Camp. As long as I am in the "restaurant marketing business" I will NOT make that WRONG decision and miss Boot Camp again.

What I am trying to say is, that if you do not go to Boot Camp 2007 things will stay the same. I have been to 3 out of 5 Boot Camps and it should have been 5 out of 5. I had the opportunity."

**Dan Dunskey, O'Brien's Crabhouse, Auburn Hills Michigan**



Bill Laube, Pleasanton Hotel, Pleasanton, CA
Dave Phillips, Fireside Cafe, Wingham, ON
Mark McNamara, Marco New American Bistro, Grand Rapids, MI
Ardeshir Namdarian, Fred's Italian Corner Restaurant, Houston, TX
Mary Punt, Allium Bistro, Clayton, NC
Ryan German, Gelato Distributors, Newark, DE
Cosimo & Mary Spada, Mino's Cucina Italiana, Inc, Wausau, WI
Jeff Marcus, Digger's Diner, Brush, CO
Bonnie Hirst, Koala Street Grill, Omak, WA
Gerald Edson, Raven Coffee House, Port Huron, MI
Jim & Benjamin Lazaris, Pier III, Harrison Township, MI
Paul Groh, Crossroads, Wood Dale, IL
Joyce Tait, Tait's Bill of Fare, Greenbush, MI
Grant Pivec, Piv's Pub & Restaurant, Cockeysville, MD
Steve Epstein, Marble Enterprises, Lake Havasu City, CA
Al Hanson, Chelsea's Supper Club, Greenwood, WI
Bryan Mitofsky, Coffee Corner, Montpelier, VT
Debra Ellsworth, Garden Spot Cafe & Catering, Austin, TX
John Kroczyński, Las Palpas, Vanscou, SK
Neil Roper, Poplar Pubs Inc. Belmont Grill, Memphis, TN
Travis Lawley, Minute Man Pizza Parlor, Sand Springs, OK
Diana & Pierre Coutu, Diana's Gourmet Pizzeria, Winnipeg, MB
Michelle Lewis, The Rib Hut, Wilson, NC
Michael Hunter, Stargazers on the Thames Inc, Pain Court, ON
Aylmer Given, Aylmer's Grille, Jaffrey, NH
Becky Gomes, Nakama Japanese Steakhouse & Sushi Bar, Pittsburgh, PA
Michael Lou, Micchael's Grill, Santee, CA
Larry Cockshutt, Red Rooster's Canadian BBQ & Taps, Forest, ON

**"From \$600,000 to \$1,500,000!"**

"We did a million dollars in sales last year. We're going to do between a million and a quarter to a million and a half this year. And we're coming from a little rinky-dink truck stop in Brush, Colorado where the population's 5,000 people. Boot Camp is awesome, I've talked to people who have increased their profits a couple hundred thousand. At Boot Camp I got 20 or 30 amazing ideas in the first 2 hours!"



**Jeff Marcus, Digger's Diner, Brush, CO**

### **"Awesome!"**

"For three years we just didn't make any money. You know, everybody else thought we were doing good and the food is great and we're getting all kinds of PR and the food critics coming in the restaurant and everybody thinks we're doing great. But at the end of the third year in a row and there's nothing left. Then Rory touched a nerve and I decided that we needed to do something because we want to continue. We love the restaurant. We love our employees. We love our customers. We want to be there long term. And we can't be there just to create jobs for the employees. We have to make a future for me and my family. The ideas from the Boot Camp manual I'm gonna use right away. Rory and his speakers were awesome. Boot Camp's been a great experience."



**Aylmer Given, Aylmer's Grill, Jaffrey, NH**

### **"Inspired, Encouraged and Ready to Grow My Business!"**



"My first Boot Camp gave me lots of information, encouragement and a sense of camaraderie. I fell into the restaurant business, after being in Architectural Graphics for 15 years. I felt like God presented me with a huge opportunity. I didn't know the difference between ham or turkey at the time. In July it will be ten years!"

I have always felt like I was winging it and learning along the way. I was so busy learning by experience ("oh no, I forgot to order the bread yesterday", while the line of people built...) and operating things, that I never had time for training.

I came away from Boot Camp feeling inspired and supported to improve and grow my business with the assistance of some inspirational, results oriented people. Thank you for my Boot Camp experience. It really opened the door for me."

**Debra Ellsworth, Garden Spot Cafe & Catering, Austin, TX**

**To Register Immediately and Join These RMS Members at  
Boot Camp 2007 Call Toll Free, 24 Hours a Day,  
7 Days a Week to 1-800-398-5111 Or Fax back  
the enclosed registration form to 1-800-726-2085**

**www.getswodownload.com**



## 7 MAGIC PAGES

.....seven Magic Pages, each related to a different Point Of Leverage, each a ready to use Tool, that you will be able to instantly wave over your business like magic wands and see results, in some cases, within days of returning home! **AND NO ONE NOT IN ATTENDANCE WILL EVER SEE THESE SEVEN MAGIC PAGES!**



### **SPECIAL "WE PULLED A RABBIT OUT OF OUR HAT" PANEL:**

hear from restaurant owners who found themselves in deep, deep trouble, with big problems – what they did to turn things around, how they fought their Monsters and won! Plus: "turnaround tips" from David Scott Peters.

## TOP SECRET

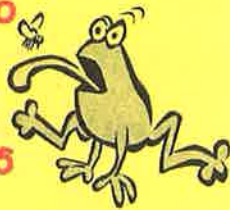
**"MRS. X"** – a restaurant owner with such an Amazing Story to tell I may keep it a Secret all the way to the Boot Camp. From her story: a Super-Strategy you can use, too!  
*It'll All Be Fast – Exciting – Motivating – Challenging – One Hot Idea Magically Appearing After Another – Better Than A Vegas Show – More Valuable Than Any Seminar You've Ever Been Too – A Gathering Of Restaurant Superstars You Must Meet! – A Magical Experience You'll Never Forget.....Guaranteed!*



## A Magical 10<sup>th</sup> Anniversary Party

It seems like only yesterday that I held my first little Boot Camp, with 47 restaurant owners, and shared my strategies. It blows my mind that **over 1,012 restaurateurs** have attended these boot Camps.....over **\$70-MILLION DOLLARS of income and profit increases** have been created, measured and reported by Boot Camp attendees....hundreds of **testimonial letters** are on file.....**countless lives changed**. I think it's time to celebrate. So, there'll be a "Surprise Party, NOT" at the Boot Camp and you're invited! I can't tell you the details, but I promise we'll have fun, fun, fun, until the hotel managers come and make us go to bed!

**WARNING:**  
 You Lose  
 Your Discount  
 And Turn Into  
 A Toad  
 At Midnight  
 October 14, 2005



## "MAGIC WAND" PRESENTATIONS

– lots of very specific, practical "magic wands to wave", to quickly **bust out of slumps.....skyrocket sales....boost average ticket size....increase frequency of repeat business.....get more groups, parties, events....boost take-out.....even turn competitors into frogs!!!** My guest-speakers/experts, my **Platinum-Plus Members**, my most successful restaurant owners show you **EXACTLY** what to do for big results so fast it's as if they **magically appeared!**

### ME! – Rory Fatt, presenting 'Business Life Strategies' PLUS my Panel Of Superstar Restaurant Magicians

.....owners like you, from all types of restaurants, from all over the world, who've made really Magical Transformations in their businesses and business lives....sharing their experiences, ideas, and answering **YOUR** questions.



**HARRY POTTER SAYS-**  
 "This Rory Fatt guy's a real wizard. He's turned thousands of ordinary restaurants into amazing, bottomless money machines, liberated restaurant owners from drudgery, heck, revolutionized an entire industry. And he throws one heckuva party. Don't miss this bash."

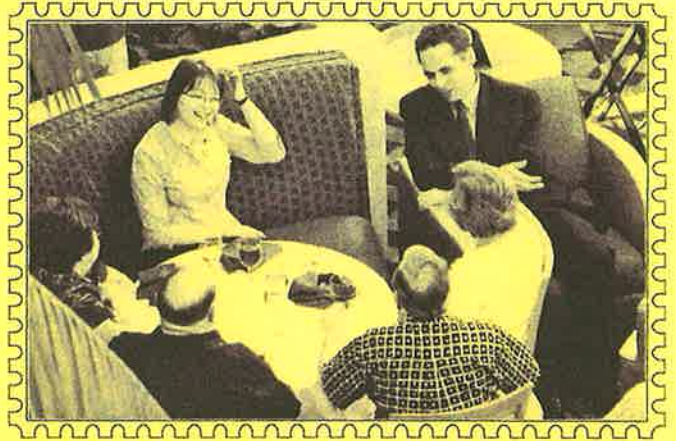
**SEE OTHER SIDE FOR INFORMATION ABOUT "PRE-BOOT CAMP MAGICAL BUS TOUR" AND DAY-BEFORE A-TO-Z SEMINAR** ➔



# Optional Restaurant Tour

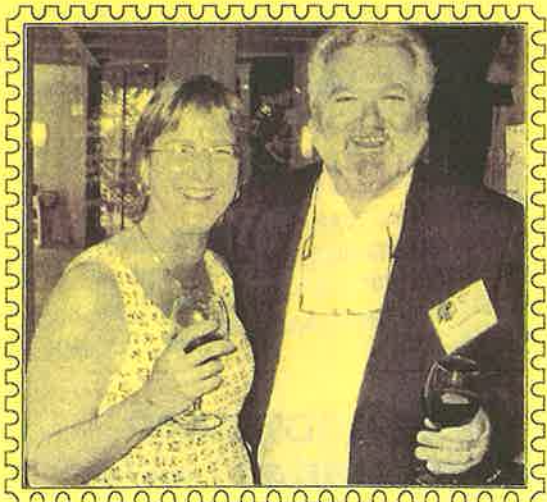


The night before  
Boot Camp  
there will be an  
optional Field  
Trip to some  
fascinating



Restaurants around Phoenix. This  
HUGELY Successful Tour last year  
WAS Sold OUT! You'll get on a bus,  
have appetizers in one, dinner in  
another, dessert in another...and listen  
and learn as we  
point out "the  
great, the good,  
the bad, the ugly!"

Then, our  
discoveries will be  
discussed at  
Boot Camp!







# Double Your Restaurants Profits A-Z, 1,2,3 Day



I'm offering an extra day before Boot Camp just for "beginners" with my System...The Double Your Restaurants Profits A to Z, 1,2,3 Day. Ideal for new members, your staff or assistants, or the member that just wants to be sure they are doing everything to maximize their income. We'll start with the absolute basics of the Restaurant Marketing System and make sure you've got a solid foundation on which to build for the three days of Boot Camp!



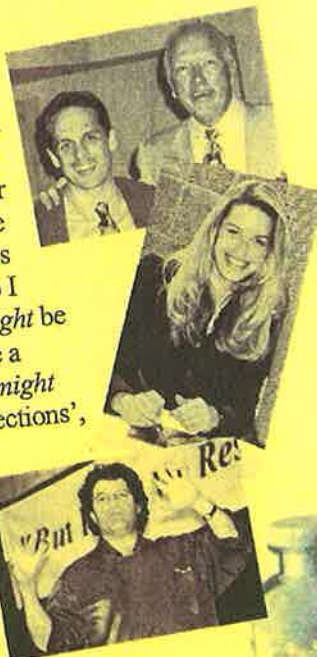


# What's Happenin' At The Magical Busin



## CELEBRITY!

Last year we had restaurant owner Kristi Frank, from Donald Trump's 'The Apprentice' and Mark Victor Hansen, Co-author of Chicken Soup for the Soul. Wait 'til you see who's joining us this year!!!! We're still inking the contract, so I can't tell you. I'll keep you guessing. It *might* be a famous Hollywood celebrity, it *might* be a celebrity chef from the Food Network, it *might* be a famous author with 'restaurant connections', it *might* even be two! I promise, you'll be thrilled to meet, get your picture taken with and hear from my Special Celebrity Guest!



## MEET MY PLATINUM-PLUS MEMBERS and pick their brains, too!

"With strategies you taught me, I created a two page letter that generated \$23,093.34 in net income! This system is so empowering, and I am so extremely excited about it!!!

Rob Wiscombe Continental Bistro Pocatello, ID

"We implemented a lot that we learned at Boot Camp and we doubled our sales in six months. Now we come to make more money, to learn, to bankrupt our competition!"

Diana and Pierre Coutu, Diana's Gourmet Pizzeria  
Winnipeg, MAN, Canada

"Our sales since joining RMS and Platinum Plus nearly DOUBLED the first year - now we are on target to beat that! We are making more money than ever!"

Ben Martinez  
El Jardin Restaurant  
Commerce City, CO



## WHO GETS THE NEW CHRYSLER CROSSFIRE OR NISSAN 350Z????

Yes, the top prize in my Better-Your-Best Competition will be awarded! You'll see me hand the keys to the shiny new convertible sports car valued at \$38,000 to the Restaurant Owner Of The Year, and then you'll hear me interview them about everything they did to make such dramatic changes in their business to deserve the car! Which one will they choose! (Also: details of my NEW Contest, and how YOU can compete and win - regardless of where you are now in your business!)

## Operations Headaches Magically Cured by David Scott Peters --- back by popular demand!!!

David grew up in his family owned restaurant and catering business in New Jersey; was COO of Famous Sam's Inc., where he improved sales by 20% his first year. Today he's responsible for a 30-unit restaurant/sports bar chain with over \$30-million in sales. At last year's Boot Camp, he was mobbed after his presentation....owners have begged me to bring him back to share more of his SMART SYSTEM (Simple, Measurable, Applicable, Repeatable And Trainable).



## 2 VERY, VERY BIG THINGS ARE GOING TO HAPPEN FOR YOU AT THIS, MY BEST, MOST MAGICAL BOOT CAMP EVER...

### First, a Magical Mind-Shift.

You will think very differently about yourself....your restaurant business....your business life....your opportunities.....your future.....and your rapid development of real wealth.....at the end of this Boot Camp. (So, if you're feeling mentally fatigued, if you're frustrated you're not moving forward as fast as you'd like, if you can't seem to 'get out from behind the counter' to focus on bigger things, if you find yourself stuck in a job rather than being an entrepreneur....you NEED to be here! If you have a very successful restaurant and are wondering: what's next? - you NEED to be here.) Second, Magic Wands to take home. You'll discover certain Points Of Leverage hidden in your business that you do not now see or fully appreciate or successfully exploit.

**WARNING:**  
You Lose Your Discount  
And Turn Into A Toad At  
Midnight October 14, 2005



**AS A TAKE-HOME BONUS, YOU WILL ALSO GET...**

**MAGICAL NETWORKING**....the networking with other restaurant owners has become our most popular Boot Camp feature!!! You'll get sit in small "Mastermind Meeting Groups" with other owners in your type/category of restaurant who've come from all over the U.S., Canada and other countries, compare notes, discover how they're handling challenges, how they're using my marketing.

**EARLY REGISTRATION BONUS:** For the first time ever, I'm going to collect "About You And Your Restaurant" information from you as soon as you register, then we'll put restaurant owners with like businesses, interests, challenges, etc. together and send you the information, so you can meet and get to know others who are coming the Boot Camp well in advance of the event! That way, you'll have other restaurant owners you know and have things in common with to see and share ideas with and experience the Boot Camp with.

www.getwoposmodpeople.com



**What  
They Buy  
Isn't Why  
They Buy  
The need for a  
Total Experience**

# **TOTAL EXPERIENCE**

**Entertainment & fun**

To see **Shamu**

Cocktail party **story**: status, importance, intrigue

**Photo opportunities**

**Fraternity**

**New opportunities: contacts, networking**

Idea & Information Sharing

**Activities - variety**

**Options**

**Freedom** – outside the classroom

**Escape** (from home, routine)

Place

Exhibitors

Resources and tools

Gifts and prizes

**Recognition**

**Status**

**Place To Be Important**

Place To Conduct Business (platform)



## **the ‘Convention’ / Institutionalized Event**

### **PROS**

- **Supposed to attend**
- **Peer pressure to attend**
- **Reoccurring fraternity**
- **Many are “pre-interested” and leaning toward attending as first reaction to promotion**
- **Long sales cycle // can do mo. installments**

### **CONS**

- **Same old, same old**
- **Vulnerable to seductive “new”**
- **Up-the-ante pressure**
- **Temptation: “I’ll just skip THIS year”**
- **Can be tough to get early reg’s**

## Who Attends

### Newbie / Virgin

**Best time to register: with or immediately after first purchase**

**Obstacle: “I’m not ready”**

**Special activities for (egs: A-Z BLUEPRINTS DAY) (FIRST-TIMERS RECEPTION)**

### Long-time customer but first-time attendee

**Target with specific message + special offer “because”**

**Address reasons THIS customer hasn’t – in message**

**GIMMICKS: Special act’v for 5-YR, 7-YR, 10-YR....longevity awards....advanced sessions track only for.....invite to host roundtables**

### Lost/inactive

**Must be “given amnesty”**

**Target with specific message + special offer “because”**

**Give free what they don’t want to pay for as bonus**

### Practitioner of slight edge

**Go to them FIRST – “before all details...**

**RECOGNITION**

### Serious student

**Sell CONTENT**

### Seminar junkie /OR/ There Every Year

**Make it “prideful” to be coming again**

**NEW: History-in-the-making event**

## **Social animal**

**SOCIAL activities: receptions, facilitated networking**

## **“Trying To Figure It Out”**

**NEW opportunities**

**Blueprints, roadmaps, etc.**

**Q&A opportunities**

**Do-it-for-them promises/vendors**

## **“Looking For Life Raft”**

**Magic-pills; bright, shiny objects**

**Testimonials fr. “turnarounds”**



## **Range of Instant Reactions**

**Oh boy – where do I sign up?**

**Interested: really, I want to go, just need good reasons, to justify to self**

**Cautiously interested: many questions and concerns**

**Probably not – but I'll listen to the pitch**

**Oh no, not another seminar!**

**No. Can't. Shouldn't. Won't. No. (want to but promised self or other, no.)**

# ***Managing The Seminar Game***

**By Bill Glazer**

# ***What I'll Be Covering:***

- “7” Chief Factors That Affect Seminar Attendance
- Seminar Marketing B-O-O-S-T-E-R-S  
(With “39” Examples to S & D)
- The “***Dreaded***” *but necessary*...Seminar LOGISTICS
- Seminar “Choreography” To MAXIMIZE Profitability
- At The END...An Opportunity to Pre-Register for the 2011 Info-SUMMIT At The Lowest Fee AND Get All “39” Of The Examples That I’m About To Show You For **FREE**....**That You’re Going To Really, Really, Really, Really Want!!!!**



# **“7” Chief Factors That Affect Seminar Attendance**

- 1. RELATIONSHIP** with the list
- 2. Being INFLUENTIAL**
- 3. Relevant TOPIC or THEME** (Message To Market Match)
- 4. KNOWLEDGE** about the List (Allows for list segmentation)
  - Seminar attendees vs. Non-attendees
  - Customers vs. Prospects
  - Location of people on the list (driving distance)
  - Contact info we have (Email, snail mail, text, fax, phone, etc.)
  - Previous purchase history
  - Previous seminar attendees
  - Whatever you know about them
- 5. SIZE** of the list
- 6. MARKETING FUNNEL**
  - Diversity of Media
  - Lead Time
- 7. Mindset** of the List (i.e. The Economy, etc.)

# Seminar Marketing

## B-O-O-S-T-E-R-S

- Repurpose with Power
- Celebrity
- List Segmentation
- Diverse Media
- Demonstration
- P & C (Personality & Clever) Examples To S & D (Swipe & Deploy)
- Cool S#i^ (a.k.a. STUFF) Examples To S & D (Swipe & Deploy)

# **Repurpose with Power**



# #1: Main Sales Letter

**BREAKING NEWS**

■ **BRITNEY SPEARS** Has All Of Hollywood Reeling From Her Latest Shocking Day!  
No drunken rages, no traffic accidents, no SWAT teams rescuing her children, no assaults on paparazzi. For an entire day!

■ **DAN KENNEDY REVEALS** "Ripley's Believe It Or Not" Credulity Stretching From-Zero-To-Millions Case Histories With NEW & UPDATED STRATEGIES For Area-Exclusive Programs +

**HIS SHOCKING CONFESSION!!!!**  
(Read Letter Carefully!)

■ **DOT.COM CRASH VICTIM** Bounces Back With Amazing Internet Moneymaking System: Shows Others How To Hit \$97,000.00 A Month In 29 Days Or Less

■ **TOM CRUISE, JOHN TRAVOLTA AND OPRAH**

# HOLLYWOOD

# CONFIDENTIAL



Famous Actress,  
ThighMaster® Spokesperson  
and Direct Marketing  
Entrepreneur

## SUZANNE SOMERS


**Mel**

Open Immediately to find  
out how you can attend a \$5,000.00  
Copywriting Boot Camp with  
**Dan Kennedy & Bill Glazer for FREE!**

**EXPOSE! EXPOSE!**  
**EXPOSE!** 'Entertainment Tonight' Undercover Reporters Take Viewers **BEHIND THE SCENES** To reveal Glazer-Kennedy marketing and business secrets methods **BILL GLAZER BREAKS DOWN AND TELLS ALL**

■ **Michael Jackson's Neverland Ranch Bought Out Of Bankruptcy**  
By **BILLIONAIRE INFO-MARKETER** Who Confessed To Printing His Own Money!

■ **BRANGELINA KAPUT!!!!**  
Angie says: "Not even Brad can compare to an info-marketer capable of making an unlimited amount of money while sitting on a beach"  
- Announces her upcoming husband-shopping plan to attend the Info-SUMMIT™ 08.



**Mr. X**

He has a Secret Identity.  
He created a \$20-Million Dollar internet/info-marketing empire at record breaking speed. He has agreed to tell his story only to.....

## Glazer-Kennedy SHOCKS Entire Seminar Industry With \$5,000.00 Boot Camp Given Away - FREE

**Hollywood Re-Locates To St. Louis**  
California Gov. Arnold Schwarzenegger Vows Fight  
All The Way To U.S. Supreme Court

**This Year, It's An All-New, Star-Studded,  
"Your Path To FORTUNE And Fame" Info-SUMMIT<sup>SM</sup>...  
Plus a 2<sup>nd</sup> boot camp, FREE!**

# **We're Rolling Out The RED CARPET And Inviting YOU**

**to join the most elite group of more than 500 info-marketers...**

**...including hundreds of from-zero-to-millions-at-blazing-speed  
men and women who leverage each new discovery  
into bigger incomes, more wealth and more liberated lives...**

- YOUR Big Breakthrough is waiting for you – here.
- YOUR Greatest Opportunity Ever may be found – here.
- The contacts. The resources. The real-world, actually-doing-it Experts.
- The Newest, cutting edge, online info-marketing strategies.
- And for beginners eager to get up to speed instantly or veterans wisely eager for comprehensive "check-up", there's the A-Z Blueprints Day

Register for this year's  
**Glazer-Kennedy  
Info-SUMMIT<sup>SM</sup> and  
Save the *EARLY BIRD*  
DISCOUNT of \$500.00 by  
acting before JUNE 30<sup>th</sup>**

**Respond no later than JUNE 30<sup>TH</sup> for limited time discount.**

**And "BUY 1, GET 1 FREE" - an unprecedented offer of TWO boot camps for the price of one.**

Dear Member,

**SUZANNE SOMERS**, star of stage, screen, home shopping TV, online marketing and e-commerce, direct selling.....bestselling author with over 20-million books sold.....multi-product category entrepreneur.....

**LEADING EXPERTS**, each doing what they'll teach, with real life, real world, current – in fact, *up to the minute* insider information...including "MR. X," the \$20-Million 'Virtual Business' Man whose identity cannot yet be revealed.

**BRAND NEW 'HIGH VALUE' PRESENTATIONS** from Dan and myself.

**DAN AND I** presenting an all-new, advanced and comprehensive **Advanced Copywriting For Info-Marketing Boot Camp** over 3 nights – which you can attend **FREE**, if you hurry. (Be sure to see Dan's **SHOCKING CONFESSION** in his letter, in the enclosed **FREE GIFT** envelope.)

**SPECIAL STAFF TRAINING SESSIONS...**

**THE ACADEMY AWARDS**.....actually, more important (and legitimate) – the Glazer-Kennedy **INFO-MARKETER OF THE YEAR** Competition played out right before your very eyes!

**SURPRISES**....be sure to have your camera with you at all times – because you just never know what Star or Starlet may wander down our Hollywood Boulevard throughout the course of the SUMMIT. Make everybody do a double-take when your next newsletter has you standing next to Marilyn....or The Duke, John Wayne....or, well, you don't want me to ruin the surprise, do you?

**NEWS FLASH:** This year's Info-SUMMIT<sup>SM</sup> is set to surpass all previous years...in powerful, profitable information...

...online strategies...star power...networking,  
brainstorming, deal-making...and fun!

*(And attendance. And seating is limited.*

*So, early discounts will disappear earlier than ever before.)*

Yes, we're pulling out all the stops this year.

While others may quake and cower in fear of recession, the savvy info-marketers that populate Planet Dan laugh in its face and spit in its eye – and so do we! So, we're investing more than ever in assembling the grandest Info-SUMMIT<sup>SM</sup> ever....

...beginning with Super-Star **SUZANNE SOMERS**.

Suzanne's stardom began with her star-turn in the now-classic movie 'American Graffiti' in 1973, soon followed by her 5 years on 'Three's Company,' one of the most highly rated and popular TV sitcoms of its time, that followed by 7 years starring with Patrick Duffy in 'Step By Step.'

**But Suzanne is far from "just another pretty face" on TV...**

She has authored 17 books including 8 *New York Times* bestsellers, created 'Somersizing' diet and exercise books and products, and there are more than 10-million copies of her books in print. Suzanne is also one of the most successful product spokespersons, beginning with her mega-success popularizing ThighMaster. Today, she is a frequently appearing star of....



The Home Shopping Network, where the Suzanne Somers Jewelry Collection is a top-selling product line. In recognition of her exceptional, continuous success, the Electronic Retailing Association presented her its Lifetime Achievement Award in 2005.

As an entrepreneur, Suzanne has developed skin and hair care products, Somersize food products, FaceMaster, acquired and owns ThighMaster, and other fitness products, and in 2006, launched her own direct sales/party plan sales company somewhat following the Tupperware® and Mary Kay® business models, but with a strong online marketing component.

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And I'm happy to **GUARANTEE** your complete satisfaction. Simply, anytime through noon of the 2<sup>nd</sup> day of the Info-SUMMIT<sup>SM</sup>, should you feel you are NOT discovering life-changing opportunities, strategies, secrets, resources and contacts, you need only ask to leave with a full and complete refund **PLUS** up to \$750.00 of documented travel expenses reimbursed.

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Out of the night, with the moon big and bright, came the horseperson known as "Red Hot Copy." She and two other info-marketers are laughing at their favorite joke. Men. Didja know....an increasing number of women are leading the info-marketing field, in innovation, in business start-ups, in money made!

And I'm happy to GUARANTEE your complete satisfaction. Simply, anytime through noon of the 2<sup>nd</sup> day of the Info-SUMMIT™, should you feel you are NOT discovering life-changing opportunities, strategies, secrets, resources and contacts, you need only ask to leave with a full and complete refund PLUS up to \$750.00 of documented travel expenses reimbursed.



One of our 2007 speakers, Platinum Member Stephen Snyder – who described his strategies for seminar and webinar promotion that bring hundreds of thousands of people in every year.... here he is, mobbed after his presentation. Unlike many conferences, the Info-SUMMIT™ is an environment where you can get face-to-face with the experts, get your questions answered.

of numerous awards and honors including the Humanitarian Award from the National Council on Alcoholism, and she is the founder of the Suzanne Somers Institute for the Effects of Addiction on Families.

Suzanne and her husband Alan Hamel, a brilliant entrepreneur and marketing innovator, have been together for 40 years, have two sons, a daughter and six grandchildren. They work together as business partners, overseeing manufacturing and marketing operations encompassing over 1,000 products, as well as Suzanne's career as an entertainer.

Suzanne comes to the Info-SUMMIT™ stage as a dynamic speaker; successful author; highly effective sales professional thriving in one of the toughest selling environments, television (where everyone watching holds a 'clicker'); and as a visionary entrepreneur in multiple product categories utilizing virtually every marketing media: online, offline, salesforce and broadcast. This is a unique opportunity to see and hear from one of the most popular personalities in entertainment who – unlike most – has successfully leveraged her star power into sustained business success.

## Should YOU Move On To 'The Ultimate Fast Track To Millions' In Info-Marketing?

Another star of stage (ours) and all media, our own Mr. Kennedy! – also *not* just another pretty face! – is presenting an insiders' up-date on the "area exclusive programs" business....the different kinds of coaching, coaching-plus, do-it-for-them-services and even actual franchises being very successfully sold with 'Kennedy marketing models' .....by ascension and front-end, 'cold', into different niches....for prices from \$20,000.00 to \$100,000.00 plus continuity, continuity only, and other pricing formulas. DON'T MISS \$50,000,000.00 worth of insider secrets!

WHY IS THIS SO IMPORTANT? For many, for a growing number of info-marketers, it has proven to be the **fastest shortcut ever invented** to "leapfrog" to millions.....it can be the solution to negative developments in some info-businesses like the commoditization and piracy of ordinary products....it can permit profitable focus on small niches or sub-niches. Dan has quickly put hundreds of info-marketers on this **fast track**, one way or another, and is daily on top of the latest developments. He'll "show 'n tell": one business that went from zero to over \$10-million in 14 months.... another from zero to over \$2-million in 6 months. Another added not one but several of these programs to the "top of his pyramid" and **INSTANTLY added over \$1-million** to his income. As nearly as we can tell, just from those reporting results to us – Dan's clients and Platinum Members, his own business, my clients and Info-Mastermind Members – **well over FIFTY MILLION "NEW" DOLLARS** have been created with Dan's "area exclusive strategies" in just the past year and a half! At the SUMMIT, Dan will give you the skinny of everything that's working, the newest strategies and improvements, the people making fast fortunes and their examples. You may think this is beyond you but you may change your mind after

**Hurry! Register for the Info-SUMMIT™ and attend the \$5000.00 Advanced & Comprehensive Copywriting Bootcamp exclusively for Info-Marketers for FREE**



**This is my third time at the SUMMIT. Coming here every year helps me continually grow and expand my business. The networking is also crucial for me. I'm not a U.S. person – I come here all the way from the Netherlands. It's amusing that many people for whom the travel and cost is much less don't take advantage of this. Last year I was able to double my business and double my profits – thanks to using new strategies and opportunities from the SUMMIT. And from Dan and Bill. ”**

*- Tom Koster, Silvode, The Netherlands. In just a few short years, Tom has gone from a small, fledgling info business to a very successful, multi-faceted business with his own and licensed products, seminars, coaching and, most recently, an area exclusive program. He's our "wood shoes millionaire"!*

hearing Dan. And if you have any thoughts of actually franchising your business, you'll be very interested in Dan's comments about that. This is information so many of you have been asking for from Dan. Here it is. And it could LITERALLY be worth millions.

## **NEW Insider's Secrets Revealed: See What's Working Best And Producing The Biggest Profits For Us AND For Dozens Of High Income Info-Marketers – Right NOW**

I'm also bringing an ALL NEW PRESENTATION to this year's SUMMIT: an insiders' up-date on WHAT'S WORKING BEST & WHAT'S NEW in all aspects of info-marketing. I'll take you BEHIND THE SCENES at Glazer-Kennedy.... present mind-boggling examples full of breakthrough online and offline strategies from my Info-Mastermind Members.... And even reveal strategies being very successfully used to counteract some weaknesses in many info-businesses, such as recession effects, retention problems, web site conversion declines, e-mail non-delivery, and competition.

I'm assembling the most idea rich, example laden showcase of 'what's working best, right now' that I have ever presented. There'll be something for the brand new beginner, something for the most experienced old pro. And a word about this BEHIND THE SCENES stuff....not to brag *but*, we just finished our most successful Super-Conference ever with a 24% increase in attendance vs. 2007, we paid out over \$1.6-MILLION in affiliate commissions last year, we put as many as 12,000 on a tele-seminar, we successfully launched online-only deliverables, we radically improved our new member experience, and we spend a fortune TESTING dozens of new initiatives, different media, and different opportunities. We also laid a few eggs last year and will lay a few more this year. NO OTHER COMPANY WOULD EVER SHOW ITS CUSTOMERS AS MUCH ABOUT THEIR OWN MARKETING AND OPERATIONS as I'm willing to do, in this special presentation. Oh, and do you put on events? – well, I'll show you the insider view of our very latest, and newest "little trick" that brought in \$59,153.00 in 48 hours from one post-event e-mail. And give you a FULL REPORT on the newest strategy we used every day during the event for added profits. Just as a little bonus for you.

And now here's a sampling of the CAST OF INFO-MARKETING STARS we've assembled for you.....

### **Speak To Sell... Speed Up Your Business' Growth With Group Presentations....**



KAREN SCHAEFER – from actress to info-preneur whirlwind, Karen brings that "Hollywood magic" to everything she does – and every speaker who wants extraordinary results on stage needs to listen to her every word.....

Karen has appeared in movies and on TV with Sarah Jessica Parker (from 'Sex And The City'), James Woods (from 'Shark'), and Bruce Willis ('Die Hard')...on cable's HGTV channel....and has delivered thousands of presentations as a Corporate Spokesperson for Fortune 500 companies. Currently, Karen has a fast-growing info-marketing business involving real estate investors, real estate brokers and agents, and consumers: 'Simple Appeal', the premier nationwide "staging company" assisting homeowners in presenting

basics. This year, I've been implementing everything I picked up at last year's SUMMIT and I doubled my business, with better business models. Every year, I gain so many different ways: new opportunities, tips to optimize what I'm already doing, even stronger mind set. And where else can you hang out with 600 millionaires? I've been to a lot of events where there are nothing but 'wannabees' – and there's nothing like being here with hundreds really doing it successfully. In the last 2 days, I've been approached by at least six people serious about doing joint ventures with me. If you're on the fence about coming, you really have to look at what you want for your business and your life. The people here, they make a lot of money – A LOT of money – and have more time to drop their kids off at the school bus, to be at soccer games, to travel, and that's what's happening for me now."

- Fabienne Fredrickson, "Client Attraction Coach", online info-marketing business

their homes to obtain top dollar from buyers. Karen fuels this info-product, training and coaching company through speaking, routinely earning from \$50,000.00 to \$200,000.00 per presentation. She is also the Glazer-Kennedy Insider's Circle Independent Business Advisor in Colorado, with three thriving local Chapters as well as 2 full mastermind groups. Karen is helping many speakers dramatically improve their platform selling skills and results and coaching new speakers to fast success. AT THE SUMMIT, Karen will discuss construction of a sizzling sales presentation and irresistible offer.....how to give yourself Hollywood Star Power on stage.....creating "comfort" with you by the audience, so buying from you is natural. **BONUS!!!** - Also, Karen will explain why and how your ability to speak-to-sell can open doors to lucrative joint ventures and unique opportunities with seminar promoters, to grow your business at a rapid pace WITHOUT INVESTING OUT-OF-POCKET in advertising and marketing.

## The Summa Cum Laude Google Analytics Guy



**TIMOTHY SEWARD** – The Pay-Per-Click "Accelerator". Just about everybody in the Info-Business is using the Online Search Engines to direct TARGETED TRAFIC to their websites but this media has become more complicated and costly to use. Timothy shows people how they can avoid throwing away thousands of dollars by using Google Analytics for fast, easy reporting of exactly who's coming to your site(s), what they are clicking on, and what words phrases, and offers are bringing in the biggest bucks. You'll hear Tim's bag of tricks of little-known conversions strategies to increase your click-through rates and lead conversions percentages overnight.

Register for this year's  
**Glazer-Kennedy  
Info-SUMMIT<sup>SM</sup> and  
Save the EARLY BIRD  
DISCOUNT of \$500.00 by  
acting before JUNE 30<sup>th</sup>**

I've even asked him to share the case study where one company generated \$132,000 in sales revenues from a \$4,000 AdWords monthly budget, and since he's the guy running the Glazer-Kennedy Webstore's pay-per-click campaign, I've given him permission to pull back the curtain and reveal to you exactly what we've done to cut our cost-per-lead by 75%.

Believe me when I tell you that you won't want to miss one word of Tim's talk about: **"How To Kick Your Pay-Per-Click Advertising into OVERDRIVE."**

*By the way....* Timothy Seward's company, ROI Revolution, is one of the few companies in the world that has been hand picked by Google to be one their 'elite' consulting partners with both Google Analytics and Google Website Optimizer as well as a Google AdWords Qualified Advertising Company. This is a rare opportunity to hear from someone who has the inside track and is up to date with the latest and greatest discoveries. (Don't worry, we won't let the fact that he graduated from Florida Gulf Coast University Summa Cum Laude with a degree in Computer Science hinder his presentation. We'll make sure he speaks in plain English.)

## ..the modern-day "LAZY MAN'S WAY to riches."



**MR. X** – The \$20-Million Dollar Man. Of course you remember The Six Million Dollar Man, Steve Austin. Which begat The Bionic Woman with Lindsay Wagner. The recent ill-fated return of the bionic woman. Well, you can add the value of all their scrap metal together – plus their stars on the Hollywood Walk of Fame....and not come close to what our MR. X makes materialize, literally money from thin air. I'm afraid at this

moment, we are prohibited from revealing his actual identity. He is a secretive fellow, to such an extent that his online business is tied to a FICTIONAL personality he has created and presents, the equivalent of an author's nom de plume. His info-business is in an 'unusual' category. He has agreed to come and share an unprecedented insider's look at his business only with our agreement to certain care in protecting his privacy. Here is what I can tell you now:

He started his current business in 2001, and grew it by about 200% per year for each of the first 5 years. It is presently a \$20-million business with 80 employees – but 100% virtual. MR. X lives a carefree life, free to focus on creative and entrepreneurial ideas and personal interests while his business is operated for him. It is a 100% online, internet business. Interestingly, it is not in a business category or niche, as so many of the successful info-marketers we know are; it serves a unique niche interest of consumers. AT THE SUMMIT, MR. X will describe how he has built his multi-million dollar money-and-freedom machine from scratch....how he has utilized personality driven marketing and 'guru status' without sacrificing his privacy....and how he has utilized every aspect of the internet, from web sites and e-mail to affiliates to YouTube. (Incidentally, Mr. X has no resources, coaching, etc. to offer and will NOT be presenting any such opportunities at the Info-SUMMIT<sup>SM</sup>. And he has NEVER previously appeared at any Glazer-Kennedy event.)

**In 29 Days or less, \$20,000.00 to \$97,000.00 a month...Dot.com Crash Victim develops fool-proof moneymaking system ANYBODY can copycat (even your teen-ager!)**



**RYAN DEISS** – the STAR of Membership Marketing! Ryan has SEVEN different niche-interest "membership site businesses" in health and fitness....finance....business-to-business – with over 10,000 people paying from \$19 to \$97 a month. And, in 2007, he sold off two such businesses he built from scratch for over One Million Dollars. We don't have many REAL "Movie Stars" anymore. Clark Gable, Cary Grant,



Look, way toward the back, ¼'s of the way in from the left, that guy's the only one not laughing. How can you NOT laugh at a cigar smokin' monkey on stage with a power-points presentation? But there's one in every crowd. For most folks, it's easy to relax and have fun at the Info-SUMMIT<sup>SM</sup>, 'cuz they very quickly get their hands on – and minds wrapped around – newly revealed strategies certain to make them a lot of money.

**See enclosed envelope for a \$5000.00 Bootcamp given away free!**



At the rear of this crowd, two men wearing dark sunglasses and ear pieces. In the center – well, is that... is that W.? You just never know who you'll meet at the Info-SUMMIT<sup>SM</sup>!

Most repeat attendees say it's the networking that brings them back year after year...there is NO OTHER PLACE when so many Info-Marketers gather, all wise in the ways of Glazer-Kennedy. Here, million dollar joint ventures are forged, deals made, opportunities found, alliances and friendships made that last lifetimes.



The Gold+ Members' Networking Dinner at the Info-SUMMIT<sup>SM</sup>, where the elite meet to eat.



Here it is, the secret handshake of the Secret Society Of Bald-Guy Info-Marketers. But one of them has it wrong.



Uh-oh, he's got Bill Glazer backed up against a giant plant with no clear escape route... and he's got questions. Plural.

the recently departed Charlton Heston. Today's crop seems pretenders by comparison. But Ryan has to be the undisputed star of this fast-growth aspect of info-marketing, because like the movie stars of old, he has one hit after another after another....

Ryan got his start while still in college, working as an intern at a dot.com company that went bust in The Dot.Com Crash of 2000. Over the next few years, he experimented with different internet business models and opportunities until, in 2004, perfecting his 'membership site business' with continuity income. He continues to use this replicatable strategy to find new markets, launch, build and in some cases sell one info-business after another. His strategy is simple: "Find a market where I can QUICKLY find at least 1,000 people willing to pay at least \$20 to \$100 a month to be part of a community and access and share content. Such a business can then grow with its own cash while still spinning off a good income." AT THE SUMMIT, we have persuaded Ryan to take us behind the scenes in his businesses....and reveal: the 4 steps to rolling out your own membership site in 29 days or less (even if you're technologically handicapped)....the three methods of stocking your site with appealing content (with little or no work by you)....the two best strategies for attracting members (without spending money to do it)....and the single most important 'secret' to making these sites work (unknown to most who try and fail). IF YOU ALREADY HAVE A MEMBERSHIP SITE AS PART OF YOUR BUSINESS, Ryan's secrets are certain to improve its marketability, stickiness and profit. IF YOU ARE LOOKING FOR A WAY TO SKYROCKET GROWTH of an existent info-marketing business and create a new income stream, Ryan's got your answer. OR IF YOU ARE BRAND NEW TO INFO-MARKETING, Ryan's proven in-29-days model may be just the ticket! DO NOT MISS this opportunity to hear this exciting young man "show-n-tell" his repeatedly used and proven 29-Days-to-\$20,000.00-A-Month Business plan.

**"ALL the big breakthroughs in Information Marketing always happen HERE – at the Info-SUMMIT<sup>SM</sup>, and that's why I'm here EVERY year."**

- Alex Ngheim, Georgia – info-marketer with multiple coaching programs for real estate investors

### Wait, there's more..... 'Extra Added Attractions'....



**MATT BACAK – 'Master of the NEW Media.'** In old Hollywood, the 'masters of the universe' were the heads of the giant movie studios. They were supplanted by new media moguls, extending their reach to an ever growing range of businesses; movies, TV, cable TV, video products, now online. In Info-Marketing, a similar evolution. Once, the top dogs were all print ad and direct-mail pros. Online media brought revolutionary change, yet most info-marketers grossly under-utilize all its opportunities as well as ignore many other new and developing media, including internet radio and podcasts. Matt Bacak, popular host of Entrepreneur Magazine's e-Biz



network with others, with like-minded folks...it's **THE** place where all of us get together and the exchange of information is so valuable. If you're already in info-marketing, I think you'd be certifiably crazy not to come here. If you're just starting, there's no better place to get the whole picture... this is a very welcoming, warm crowd – we like to share our experiences....”

- **CHRIS HURN.** *Chris' main company made the Inc. 500 list of fastest growth companies, and although it is not primarily an info-marketing business, it is fueled in part by a unique area exclusive coaching program. He also has a separate info-marketing/coaching business, is directing two franchise company start-ups, and has local business mastermind groups connected to his status as the Glazer-Kennedy Independent Business Advisor operating the Orlando Chapter. Chris' chapter about managing fast growth in multiple enterprises can be found in Dan Kennedy's newest book, 'No B.S. Guide To Ruthless Management of People and Profits.' Chris is a great example of the high caliber entrepreneurs who wouldn't miss an Info-SUMMIT™ for love or money! And what kind of entrepreneur are you? ...do you aspire to be?*

radio show, uses a mind-blowing ONE HUNDRED AND SEVENTY ONE (171) different media opportunities to build contact lists for his own businesses and his clients.....how do you stack up? How many ways do you have bringing you new customers? **AT THE SUMMIT**, Matt will amaze, astound, challenge and provoke you with his diversity of opportunity....with breakthrough strategies for the beginner and for the ten year veteran!



**CLATE MASK - 'Mr. Automatic.'** As President and CEO of InfusionSoft, Clate does much more than deliver technology; he works hand in hand, day in and day out helping info-marketers ramp up and effectively manage the kinds of complex, multi-step, multi-media, offline+online marketing and lead follow-up campaigns that turn chaotic messes into smoothly running, automated businesses.....relieve stress and frustration for owners and staff....and unearth huge additional profits. **AT THE SUMMIT**, he will **SHOW** actual examples of what top-pro and beginner info-marketers do to automate their marketing, create fail-safe automatic follow-up systems, and leverage every lead to maximum conversion and profit. You'll see why so many top info-marketers have found Infusion Software to be the

biggest income-multiplier ever, but whether you use Infusion or not, now or later, you'll also gain a deeper, more thorough understanding of the barriers to growth in info-marketing and how to solve them. **ALSO ON THE Info-SUMMIT™ STAGE**, Clate will award the Infusion E-MARKETER Of The Year with the keys to his new NISSAN 350Z (a \$30,000.00 value) !...and show us all how this entrepreneur earned it.

*(Note: Infusion is the automated system used at Glazer-Kennedy, and personally endorsed by Dan Kennedy.)*

There's also **THE HOLLYWOOD BACK LOT**, where you can meet the vendors we rely on and my clients rely on. This is big. After all, implementation is key. This is **THE** place to find the very best people and companies to help you get things done....to fill every implementation need – from lists to software to printers and mailing houses to product fulfillment and more. This is a convenient, efficient way to meet face-to-face with these important vendors who really understand info-marketers and have already been schooled for you by top info-marketers. Here it's all about **IMPLEMENTATION**.

**“Dan – at last year's Info-SUMMIT™, I reported to you the results I'd achieved at a recent speaking event. You were impressed enough to give me a pen and made me promise to give you a testimonial.....after following you for years and picking up critical distinctions from the many programs I've invested in, I have been using what I've learned speaking at a major annual investors' conference. Last year, you may recall I sold \$1.7-Million in my time on stage. This year I implemented additional pieces picked up at last year's Info-SUMMIT™ and I generated a little over \$2.4-Million.**

- *Greg Habstritt*

**SPECIAL STAFF TRAINING SESSIONS – NOT for you, the info-marketer, but for your staff.** The special Staff Session presented at the 2007 Info-SUMMIT<sup>SM</sup> by the INFORMATION MARKETING ASSOCIATION was such a huge hit with staff – and later with info-marketers who saw firsthand the exciting improvements taking place at home, that we were urged to e-x-p-a-n-d the program in '08, and that's exactly what we've done! The Staff Sessions include a detailed overview of the info-marketing business and 'why we do what we do'.....**checklists, checklists, checklists...delegation strategies for managing vendors and virtual assistants...tracking important statistics and gathering meaningful information...creating effective member/customer communication, e-mail "proofing," and member retention...how to manage multiple projects and competing deadlines...protecting merchant accounts, handling collection problems...event management tips.....** how to handle copyright filings with the Library of Congress, interview releases and other 'intellectual property nitty-gritty' for you....and so much more. Why not let us educate and motivate your staff FOR YOU?

**ALSO AVAILABLE: ON-SITE STAFF TRAINING FOR INFUSION USERS....**meet and share ideas with Infusion users, talk with executives, see latest case history examples, get the newest up-dates on e-mail deliverability obstacles and solutions. **SPECIAL NOTE:** Infusion is in the midst of a 20-City "eMarketing Revolution Tour," with Infusion users in each city submitting their case histories of dramatic business improvements thanks to full and innovative use of all Infusion capabilities. The best of THESE discoveries will be shared by Clate at the Info-SUMMIT<sup>SM</sup> and in the Infusion Training for staff.

*(Note: the Primary info-marketer/GKIC Member MUST be registered and attending the Info-SUMMIT<sup>SM</sup> in order to send staff to these staff training sessions.)*



**Bonus Speaker – ARI GALPER, "The King Of Conversions."** Those old movie moguls were shocked when "talkies" replaced "silent films." Ari is a visionary leader and innovator in bringing "live talk" to web sites with his CHAT-WISE® technology and unique sales methodology that is sending conversions of web site visitors to immediate buyers (including at high price points) **SOARING**. You'll see in "live time" how adding "live chat boxes" to sites actually work....you'll see in "live time" incredibly sophisticated yet easy to use 'visitor tracking' that lets you watch your visitors move from page to page, see the keywords that brought them, what they're reading, where they lose interest, so you can tighten up your online sales process and easily increase conversions by **DOUBLE** or more. And you'll

discover how to create "instant trust language." **ANY ONE OF THESE THREE AMAZING DEMONSTRATIONS** could be worth tens of thousands or hundreds of thousands of dollars to you....clearly, if you now do any work or spend any money driving traffic to your sites, **YOU MUST BE HERE** for this! And you don't have to take just MY word for it. Dan had Ari fly in from Australia just to give a private presentation to his Platinum Members. Google AdWords expert Perry Marshall says: "Ari's ChatWise is the most elegant way to multiply sales conversions I've ever seen." Alexandria Brown attributes much of a 38% increase in seminar registrations to ChatWise. And Marc Sumpter, of The Wealth College, says he saw results from Ari's system in just 72 hours.

## **The 5-Minute, Million Dollar Meeting – Will it occur for you, here?**

**NETWORKING MORE INTENSE THAN AT A HOLLYWOOD AGENTS' PARTY AT CANNES....**  
with **a brand new Networking Benefit, free to early registrants.**

People praise the content of the SUMMIT to the high heavens – but the thing most people are most excited about is the networking that goes on....the millions made out in the hallways....the meeting of people you'd never find by any other means. After all, we bring together more self-made millionaire and multi-millionaire info-marketers per square inch than anywhere else. This event brings together the hottest young guns, the wealthiest old pros, the online geeks (said affectionately), the offline pros, the movers 'n shakers – all happy to share information, all hunting for new allies and colleagues. And this year, for the first time ever, we're providing a **NEW NETWORKING BENEFIT ONLY FOR THE EARLIEST REGISTRANTS\***: your listing and (up to) 200 word description of your business and

your interests, published in an Attendee Directory, distributed in every attendee bag. This benefit is FREE to earliest registrants!\* This way, you can let everybody there know that you're there....list your top two web sites for people to learn more about you....and describe what you may be looking for from or offer to other attendees.

*\*Form for Directory sent to you with confirmation, upon Registration. Must be completed and returned by deadline marked on it, no exceptions. GKIC reserves right to modify. This opportunity is EXCLUSIVELY FREE ONLY to those registering before this offer's deadline: June 30th.*

Also to facilitate networking, you'll find a GOLD+ MEMBERS' LOUNGE at this year's Info-SUMMIT<sup>SM</sup> for the first time --- a huge hit at the recently held SuperConference. This provides Gold+ Members a convenient, comfortable place to meet, with tables, chairs, and refreshments. (The Lounge at the Info-SUMMIT<sup>SM</sup> will be larger and open for even more hours during the SUMMIT than it was at the SuperConference.)

**"....in only 2 weeks, we went from 80 registrations to 210, and when the seminar started we had 300 packed in the room! We did almost (6-figure number withheld) in product and coaching sales. So, Dan, thanks for the advice on this. The sun is shinin' and we're definitely making hay over here."**

*- Perry Marshall, Google AdWords Expert*

**....and don't forget....**

**THE ACADEMY AWARDS**.....actually, more important (and legitimate) -- the Glazer-Kennedy INFO-MARKETER OF THE YEAR Competition played out right before your very eyes! **THE HOLLYWOOD BACK-LOT**.... select, key vendors, suppliers and experts that top info-marketers rely on.... here to answer your questions and solve your challenges. Here, it's all about **IMPLEMENTATION. SURPRISES**....be sure to have your camera with you at all times -- because you just never know what Star or Starlet may wander down our Hollywood Boulevard throughout the course of the SUMMIT.

So, if you'd like to be inspired and have your eyes opened to bigger opportunities, you've got to be here to hear from Suzanne Somers...

If you're interested in the shortest, fastest, most direct path to info-marketing MILLIONS, you'll kill if necessary to get Dan's insider's up-date on all things "area exclusive" -- from coaching to franchising.

Register for this year's  
**Glazer-Kennedy  
Info-SUMMIT<sup>SM</sup> and  
Save the EARLY BIRD  
DISCOUNT of \$500.00 by  
acting before JUNE 30<sup>th</sup>**

If you're serious about developing and owning a complete, multi-faceted, multi-million dollar info-business and learning every detail you can about the most successful and sophisticated business systems, you'll be "all ears" at my special presentation



**There She Is....the 2007  
Info-Marketer Of The Year, Beth Davis.** Beth is "The Hand Analyst" and the owner of The Hand Analyst, Inc. She has been helping spirit-minded entrepreneurs build businesses that are both purpose-full AND profitable for nearly 10 years. She has been featured in Cosmopolitan, Women's World and the LA Times and heard on NPR, Radio Europe and BBC-5. She has been seen on network TV and presents her work LIVE nationwide at conferences and healing centers. She later joined Bill and Dan on the annual WINNERS' WEEKEND. Who will be crowned this year? What amazing strategies will they present?

**See enclosed envelope  
for a \$5000.00 Bootcamp  
given away free!**



Well, *somebody's* desperate for attention. The photographer has taken a photo of the 'Reserved For Photographer' sign for his scrapbook. Guess we better give him a little more recognition. When you see him, tell him how much you like his pictures. And call him 'Mr. Paparazzi.' He likes that.



There's that Kennedy guy – he keeps coming up with more wizardry, year after year. More info-marketer millionaires and multi-millionaires owe their start or their business breakthroughs to Dan than to any other source or person. He's also the highest paid direct-response copywriter, and this year, 2008, shares his best copywriting strategies specific to info-marketing.

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Dan makes the rounds at dinner. See, they're seated at round tables. Get it? Look, he said something so startling Chris Hurn spit out a shrimp and got whiplash. Meant to mention that: Glazer-Kennedy accepts no liability for things accidentally swallowed, whiplash, lack of sleep, excess orgasms or brain overload and explosion while attending this event. Should you experience extreme excitement over breakthrough opportunities or moneymaking strategies lasting longer than four days, do not consult a physician – *implement!*

best, newest, hottest, most exciting "What's Working Examples" of info-products, price strategies, online and offline marketing from my Info-Mastermind Members and other leaders.

If you speak to sell and would love to sell more!....or you'd like to enter the world of speaking for profit and for "building your herd"...and would value shortcuts that work....you'll be front row and center for Karen Schaeffer.

If you're spending money on Pay-Per-Click Advertising and want to do it smartly, more effectively and with less expense – you'll make sure to hear Tim Seward present *"How To Kick Your Pay-Per-Click Advertising into OVERDRIVE."*

If the "dream" (some say – fantasy) of a "100%-VIRTUAL" business, or at least having a bigger business without bigger staff and bigger headaches.....the "dream" of a true online business.....intrigues you, when MR. X reveals his secret identity and his \$20-million dollar business secrets, you'll be certain to be here.

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And I'm happy to **GUARANTEE** your complete satisfaction. Simply, anytime through noon of the 2<sup>nd</sup> day of the Info-SUMMIT<sup>SM</sup>, should you feel you are NOT discovering life-changing opportunities, strategies, secrets, resources and contacts, you need only ask to leave with a full and complete refund PLUS up to \$750.00 of documented travel expenses reimbursed.

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If membership sites and online communities are part of your info-business now or will be (and they do NEED to be)....or if you'd love NEW OPPORTUNITY....you'll put on your shades to prevent being struck blind by the sheer brilliance of Ryan Deiss and his repeatable, formulaic model....

If you're ready to think bigger, consider the **NEW MEDIA**, Matt Bacak.... If you want to see **"E-Marketing MADE SIMPLE,"** Clate Mask (and the E-Marketer of the Year)..... if you have key staff members you'd like to have taking more initiative, doing more, delegating and managing vendors better, keeping your trains running on time and having real appreciation and understanding for what the heck it is that you do, bring 'em for **Staff Training**.....if you have staff using Infusion, here's a convenient extra opportunity for Infusion training and support....

If you invest much money or effort at all in driving traffic to web sites (or are going to), then you **MUST** see Ari Galper's **AMAZING "LIVE-TIME" DEMONSTRATIONS** of the hottest new breakthroughs in boosting conversions 2X to 20X....

If you have a successful info-business and seek leverage through "fine-tuning," my revealing of other top info-marketers' "best strategies and newest discoveries" as well as the "behind the scenes tour" of Glazer-Kennedy business secrets will really put 'stars in your eyes'....

**Dan and I could only think of  
three reasons you might NOT join us:**



#2: The cost....

#3: Doesn't apply to me....

**Hurry! Register for the Info-SUMMIT<sup>SM</sup> and attend the \$5000.00 Advanced & Comprehensive Copywriting Bootcamp exclusively for Info-Marketers for FREE**

#1 – this is anything but “another seminar.” First of all, there are a lot more ‘moving parts’ than at ordinary seminars: most attendees profit ENORMOUSLY from networking....from finding new vendors they would never know existed otherwise....

Second, this is THE annual Glazer-Kennedy Info-SUMMIT<sup>SM</sup>. The fact that we are putting it on separates it by miles from all other seminars having anything to do with info-marketing. Our reputation for bringing together LEGITIMATE experts who are actually DOING WHAT THEY TEACH, CURRENTLY...and for revealing insider information....is unmatched. That's why well over 50% of all attendees immediately registered for this year's SUMMIT before leaving last year's SUMMIT, and many return every year – seeing direct income increases as a result. This is THE gathering of everybody who's anybody as well as the fastest rising stars.. Attendance is virtually MANDATORY for every serious and successful info-marketer as well as those serious about entry. And, of course, there is no other opportunity to hear from Dan about his current work with leaders in this field. (Dan is not, in 2008, speaking on any info-marketing topics at any other events or forums.)

**“Bill is simply amazing. When it comes to nuts and bolts, practical how-to's for marketing, being organized, getting things done – I don't think I've ever met a better businessman. He knows the ins-and-outs of info-marketing businesses better than anyone.”**

*- Evert Farnell, Florida....professional copywriter, info-marketer*

#2 – ask any of the year-after-year returning attendees, they will tell you – forcefully – that the cost is zero. It's a lot more expensive to stay home and miss out on the opportunities that make so many people so much money! Bluntly, there is no other event of any kind held anywhere in the world from which a higher percentage of attendees go home and create as much money. And again, the fee should be irrelevant, because attendance is virtually MANDATORY for every serious and successful info-marketer as well as those serious about entry. But, the fee is still DEEPLY DISCOUNTED for you, when you act immediately on this advance invitation. There is no other opportunity at any time to secure a lower registration fee than right now, before June 30th.

Yet every year, hundreds procrastinate, wait to receive mailing after mailing, and ultimately pay a much higher fee to get in. DON'T THROW MONEY AWAY. Take care of this now. You KNOW you need to be here!

#3 – not important for you? Maybe you think you're “too smart for the room” – but I dare you to match up your info-marketing income with those of so many of the attendees in the business for 5, 7, 10, 15, even 20 years back at this SUMMIT for yet another year. THE smartest million dollar and multi-million dollar earners in this field attend the SUMMIT, even if they attend no other event all year long. THIS IS A FAST-CHANGING FIELD with new breakthroughs, new opportunities and, frankly, new problems to be solved occurring daily – and nobody, nobody, nobody is on top of it like we are. It's a grievous error to over-value your experience. But what if you're brand new or even at the point of figuring out whether or not to get started in info-marketing? The Info-SUMMIT<sup>SM</sup> can be the fastest start, the greatest shortcut, the best prevention of costly mistakes and time-wasting detours down blind alleys. Countless people have made attending the Info-SUMMIT<sup>SM</sup> their Launching Pad.

Simply put, there is no legitimate reason not to take full advantage of this unique opportunity – that only comes once a year, and this year, is bigger, better, more laser-focused on new breakthroughs than ever. And – obviously – more star-studded than ever!

So get your tux 'n top hat out of mothballs, pack a bag, and hitch a ride to the Hollywood we've created (in St. Louis, of all places...a little more centrally located than L.A.)...come to be discovered – by great joint venture partners, deal-makers, new allies ... and come to discover new moneymaking secrets and strategies, business reinventions, paint-by-numbers business models, key vendors and suppliers, solutions to every obstacle, answers to every question. You will see

**"I just had an e-mail exchange about you and here's what I concluded: Dan's the man. As far as the info marketing business is concerned, we'd all be living in caves and rubbing sticks together if it wasn't for you. I know I would. You can quote me."**

*- Ken McCarthy, Internet Marketing Pioneer & Leading Authority*

why the time has never been better, the sun never shining brighter on info-marketing!

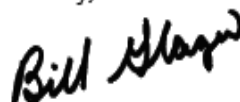
**And the real question is not so narrow as whether or not to attend this Info-SUMMIT™.**

**The real question is – what do you really want out of life?  
Fortune?... Fame?... Freedom?... Fascinating work?... Fun?**

Success in the info-marketing business....accessible to anyone (with the necessary knowledge we provide)....can provide any or all of those things, more readily than just about any other type of business, period. Of course, the vast majority of people do not even know about info-marketing and have no idea what we do, but those who do come to understand it are all, unanimously ENVIOUS. You too can be envied! Having spent 30 years owning and operating a very successful 'normal' business, I know firsthand how much more freedom there is in info-marketing. The flexibility of doing things as you please. A business in a laptop rather than stores with fixtures, leases, inventory. Every choice yours to make. At Glazer-Kennedy, we have 21 employees in our own buildings, but my other multi-million dollar niched info business, BGS Marketing, that I started out with has but one staff person, runs almost entirely on auto-pilot, using the simplest Blueprints. No other business offers as much financial opportunity, as few barriers, as many choices, so that you can design yours for the lifestyle you really want. So, this is the real decision here. Don't think about this as signing up to attend some seminar. Think of it as signing up for the life you really, maybe even secretly want.

Register for this year's  
**Glazer-Kennedy  
Info-SUMMIT™ and  
Save the *EARLY BIRD*  
DISCOUNT of \$500.00 by  
acting before JUNE 30<sup>th</sup>**

Sincerely,



Bill Glazer



PS: It's a NEW & UP-DATED A-TO-Z BLUEPRINTS DAY with me, Bill Glazer, teaching the basic (but newly improved) "17 BLUEPRINTS" for building the most successful, sustainable and profitable info-businesses. This is the ultimate get-up-to-speed shortcut for anyone new to info-marketing.....the best "check up from the neck up" for experienced info-marketers. Each of the SEVENTEEN BLUEPRINTS is painstakingly explained, diagrammed and illustrated with actual business examples. We go deeper than just advertising, marketing or sales into every detail of info-marketing as a REAL BUSINESS. No stone is left unturned, no question left unanswered. In this intense "crash course" you get what could easily take 17 days to teach....17 years to master.... condensed for immediate and clear understanding. You even walk away with actual, proprietary printed blueprints for permanent reference....provided exclusively to

ALL Blueprints Day attendees. NOVEMBER 6, the day before the INFO-SUMMIT<sup>SM</sup>, this intense, information-packed day provides you with an in-depth look at ALL 17 BLUEPRINTS.

If you're relatively new to info-marketing, attending BLUEPRINTS DAY prevents you being a 'stranger in a strange land' throughout the SUMMIT. You'll know the language and be able to confidently share in conversations and discussions with anybody and everybody. You'll know where the pieces fit, when you see them and hear about them. And you'll be able to assemble your own custom, complete Blueprint for your business by the time you leave.

If you're an experienced pro, this is the most efficient way to compare and measure your present business models and practices against those proven most consistently successful. To see if you've wandered off track anywhere. Neglected or even forgotten something important. Left an opportunity un-exploited.

**BY REGISTERING EARLY (NOW) FOR THE SUMMIT**, you can add Blueprints Day, November 6th, for just :

Gold Member:	\$495.00
Gold+ Tele-Coaching:	\$295.00
Peak Performers/Peak Performers+ :	\$95.00

#### THE 17 BLUEPRINTS are:

- Blueprint #1: Publishing & Promoting A Book: Why, When, How, How To Use
- Blueprint #2: The Newsletter Business: The Foundation
- Blueprint #3: Audio CD/Product Of The Month: Continuity Income
- Blueprint #4: The Products Business/Online & Offline Catalog
- Blueprint #5: The Licensing Business/How To Get Others To Pay To Market Your Products
- Blueprint #6: Tele-Seminars & Tele-Coaching Programs
- Blueprint #7: Coaching and Mastermind-Group Programs
- Blueprint #8: Consulting
- Blueprint #9: The Seminar, Boot Camp & Conference Business (BIG Payday Strategies)
- Blueprint #10: The Membership & Membership Site Business: Sustainable, Stable Success
- Blueprint #11: The Done-For-Them Business (Present and Future Trends...Exciting NEW Models)
- Blueprint #12: The List Building Business
- Blueprint #13: The Online Delivery Business (E-Products, E-Courses)
- Blueprint #14: The Association Business
- Blueprint #15: The Area-Exclusive Business
- Blueprint #16: "Hidden Money" Royalties & Passive Income
- Blueprint #17: The "BEST" Model

**P.P.S. ALL GOLD+ MEMBERS** are invited to the annual Gold+ Gathering, immediately before the A-Z Day on November 6, 2008. (SUMMIT attendance not required.) This special networking event is **FREE** to all Gold+ Members.



The King of Outrageous Advertising and The E-Zine Queen. Note his single-minded concentration on the machine's button. It's this ability to stay focused and ignore every imaginable distraction that makes Bill Glazer the incredibly productive entrepreneur that he is. A lesser man might have noticed. Not Bill.

And I'm happy to **GUARANTEE** your complete satisfaction. Simply, anytime through noon of the 2<sup>nd</sup> day of the Info-SUMMIT<sup>SM</sup>, should you feel you are NOT discovering life-changing opportunities, strategies, secrets, resources and contacts, you need only ask to leave with a **full and complete refund PLUS** up to \$750.00 of documented travel expenses reimbursed.



Bill is: (a) Acknowledging a question from an audience member, (b) watching a fight breaking out in row 56 over a bag of Fritos – it's been a while since the last break, (c) modeling one of the new ties from the Ron LeGrand Alaskan Spring Collection or (d) revealing the latest hugely profitable discovery from the continuous and diverse experimentation with new strategies conducted at Glazer-Kennedy and by the Members of his Info-Mastermind Group.

**Hurry! Register for the  
Info-SUMMIT<sup>SM</sup> and attend the  
\$5000.00 Advanced &  
Comprehensive Copywriting  
Bootcamp exclusively for  
Info-Marketers for FREE**

time to upgrade....as you'll see on the Registration Form, your Info-SUMMIT<sup>SM</sup> savings are substantial. You'll have access to the Gold+ Lounge during the SUMMIT, and can join us at the Gold+ Networking Reception. And start receiving our most advanced information every month (details on reverse side of the Registration Form). And when you upgrade now, you'll immediately receive the higher level membership discounted enrollment fee.

**P.P.P.S: FREE BONUS GIFT:** This year's Info-SUMMIT<sup>SM</sup> is co-sponsored by the Information Marketing Association, and everyone not yet an IMA Member will automatically receive 2 months of IMA Membership AS A FREE GIFT (a \$99.00 value).

The IMA is the source of info-business management and 'best practices' information and support, providing you with direct assistance with banking and merchant account relationships, vendor referrals, legal information on copyright, trademark and advertising issues....discounts on essential services from DHL express shipping to insurance....monthly tele-seminars with leading experts on seminar and meeting planning, hotel contracts, database management, fast product development.....special beginners' tele-classes with the 'A to Z Blueprints' as curriculum.....copyright-free content from top experts for use in your newsletters, ezines and products.....Members' Product Showcase and distribution opportunities for your info-products.....and the monthly INSIDERS JOURNAL featuring in-depth, illustrated examples of info-marketers' businesses and marketing AND my NO B.S. INFO-MARKETING LETTER – and much more. Every smart professional info-marketer values their IMA Membership and you will too! (After the 2 Month FREE Trial Membership, your Membership continues with automatically charged dues of just \$99.00 per month. You can, of course, cancel at any time.)

**P.P.P.P.S: GUARANTEE,** After over 25-years of working in my family owned retail stores with millions of dollars of investment in inventory (that became less valuable with each passing day) and over 65 employees that I had to make sure showed up to work and were kept productive, I wrote most of *this* letter sitting in my comfortable home office and reflecting how I have now discovered the ultimate lifestyle. I assure you, ANYONE can put themselves in this exact same position, only burning desire and the right information required....and THE place to get it is the Info-SUMMIT<sup>SM</sup>. And I'm happy to GUARANTEE that to be true. Simply, anytime through noon of the 2<sup>nd</sup> day of the Info-SUMMIT<sup>SM</sup>, should you feel you are NOT discovering life-changing opportunities, strategies, secrets, resources and contacts, you need only ask to leave with a full and complete refund PLUS up to \$750.00 of documented travel expenses reimbursed. You see, I'm totally confident and certain of the extraordinary value of the Info-SUMMIT<sup>SM</sup>. I am also going to say something that is very blunt: whether you attend or not will certainly not alter *my* life or *Dan's* life in any way whatsoever. We'll do just fine regardless. The only person's life to be altered here is yours. And that can be by decision or by indecision, by action or by inaction, by curiosity or skepticism, by exploration or self-doubt. I can and will GUARANTEE YOU WON'T make an unproductive investment.

**P.P.P.P.P.S: NOW – A STERN AND SERIOUS WARNING:** we have had to turn away people from every Glazer-Kennedy event for the past 4 years – more so with each event. As I am writing this, **60% of this Info-SUMMIT<sup>SM</sup> is ALREADY SOLD OUT** – thanks to returning alumni who registered immediately before leaving last year's SUMMIT and Members who registered at the recent SuperConference. This letter will flood the office with the rest of the registrations, and there is a real, "hard" limit imposed by the hotel capacity. **IF YOU WAIT, YOU FACE CERTAIN RISK OF BEING LOCKED OUT.** And there are always a handful of my clients or long-time Members who come to me late to intercede and squeeze them in. I cannot do so. In 2007, over 100 people were locked out of our sold-out events. **YOU NEED TO REGISTER NOW.** Also, the \$500.00 Early Bird Discounts expire early on June 30<sup>th</sup>, 2008.

**P.P.P.P.P.S:** See enclosed sealed envelope for a **FREE** Boot Camp!

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Open This Envelope Only  
If Prepared For

**THE  
FREE GIFT  
OF YOUR LIFE!**

From Dan Kennedy



**\$5,000.00 Boot Camp - FREE....**  
**Are we kidding? No. Is this just hype? No.**

**Advanced & Comprehensive**  
**COPYWRITING**  
**Strategies, Secrets & Samples**  
*Exclusively For INFORMATION MARKETERS*

**Presented by Dan Kennedy AND Bill Glazer ONE TIME ONLY**  
**Across three evenings at the 2008 Info-SUMMIT<sup>SM</sup>**

from Dan Kennedy...

At this year's SuperConference, I spoke about leverage....per Archimedes, one needs a place and a lever to "move mountains." Well, to move mountains of cash from the world at large into your bank account, the ideal place is an information marketing business, and the ideal lever is the pen....the written word. And I am testament, but far from unique. I ran my first little ad which I wrote selling a little booklet which I wrote back in 1975....I sent out my first sales letter which I wrote selling my first little newsletter which I wrote in 1978...and I've been putting words on paper and converting them to cash ever since, as a direct result, becoming a multi-millionaire. My skills developed for my own use so powerful I've also enjoyed a very lucrative career writing copy for others, with over half those clients info-marketers. Much more importantly, I have directed so many others down this same path to endless riches including those with no advertising or writing experience and little confidence that they could write. **NOW IT IS YOUR TURN.**

Bill Glazer began writing copy that pulls in cash while still a retailer, with two top-performing menswear stores in Baltimore. He injected steroids into his copywriting after discovering little ol' me and getting his hands on my stuff in 1995. When I saw his advertising and direct-mail campaigns I urged him to leap into info-marketing, package it up and sell it to other menswear retailers. I wrote his first sales letter for that new business, BGS Marketing. But I never wrote another word for it. Bill took to writing copy to sell information products like a fat dog takes to eating Alpo and sleeping in the sun.

*And almost entirely on the strength of his written words....*just about no speaking, no seminars, no tele-seminars, no coaching....just written words, Bill turned his BGS business into a multi-million dollar info-business spanning 37 different retail niches....with well over 5,000 business owners as 'members'....nearly an auto-pilot business..... that just keeps making deposits to Bill's bank accounts. Today, BGS is operated by one staffperson, Bill gives it a few hours a month of attention, and it largely thrives on the written words Bill created years before. With the written word, Bill created an immensely valuable asset for himself from scratch, out of thin air, imagination, and modeling others' successful examples, that has been pumping out money like a well-behaved oil well day in, day out for 9 years, with no end in sight. **NOW IT IS YOUR TURN.**

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In the process of building his BGS info-marketing business, Bill became so highly skilled at writing copy for

me, he has written more than 1,000 successful and profitable ads, sales letters, web sites, e-mail campaigns, product catalogs, etc. for products, seminars, boot camps, tele-seminars, tele-coaching, membership offers, membership upgrades, member retention, lost member/customer rescue, special sales, coaching programs...in fact, you cannot name anything in info-marketing, any purpose for copy that sells in info-marketing that Bill has not and does not craft compelling copy for everyday. These days, at GKIC, he and I tend to work together on one or two of the “foundation pieces” in a campaign (like this letter)...then he takes it from there and builds multiple direct-mail steps, web copy, e-mail sequences, audio, video...a complete multi-step, multi-media campaign. He also places the copy into graphics settings and formats that support it (a very, very important process itself). In short, he is a Master at Every Phase and Every Step of moving from ‘idea’ (what will we sell) to ‘campaign strategy’ to ‘copy’ to ‘completed marketing materials’. That Mastery fuels our own double-digit year to year growth in every category of the business --- new customer acquisition, product sales, event attendance, event revenues, upgrade sales, coaching sales --- to the happy tune of millions of dollars. **NOW IT IS YOUR TURN** – to step up to Mastery.

Obviously, there are many moving parts to an info-marketing business. Many factors that explain the phenomenal success of so many following our lead, as well as the struggle and disappointment of others. But by far, I would tell you the ultimate, most important “X-FACTOR” of all is the copywriting. Frankly, a lot of info-marketers are NOT very diligent about learning this skill, organizing the samples and SWD materials.... NOT sufficiently invested in putting together the best possible sales copy when they put forward a campaign. **They are far too CASUAL about the copy they ask to go out and bring back money.** Like asking an underfed, poorly exercised racehorse to compete successfully. You should see what extremes we go to just to give each racehorse his best possible chances of succeeding with each opportunity he gets. Virtually every horse in the barn has his own, unique, custom-mixed diet with the nutritional supplementation and doses dictated by his needs diagnosed by frequent blood tests and lab work....each horse has his own training and conditioning regimen.... each horse has his physical condition, weaknesses, lameness, etc. closely monitored by caretaker, trainer and veterinarian....at our barn, we utilize three different veterinarians, each a specialist in different things; we utilize, for different horses, acupuncture, chiropractic, legal pharmaceuticals administered orally and by injection....hydro-therapy including swimming in a pool....a specialist just in hoof repair who travels from track to track....different shoes, angle of shoes for different horses. I could go on. It is *not* a casual process – just throw on the harness and go. SAME WITH COPY FOR INFO-MARKETING. Bill and I do not just hurriedly slap some copy down and send it out. There is a serious, complex, painstaking process to assembling the best possible sales message for each purpose, to give each sales message its best opportunity to win. **We have ownership of this comprehensive process and it treats us very, very, very well....providing for luxury vacations, multiple residences, multi-million dollar investment portfolios, generosity to chosen charities and causes. NOW IT IS YOUR TURN** – to see this process in full, see it carefully and meticulously dissected, see how it is used by us to assemble million dollar campaigns, and to take ownership of it for yourself.

At the end of this letter, you’ll find a brief list of “bullet points” highlighting specific ‘items’ you’ll be privy to, in attending this three-night Copywriting-For-Info-Marketers Boot Camp. But don’t get so lost in the details you miss the big point, made in the above paragraph: *we own a Process*. Not disconnected tactics. Process. That Process is worth millions and millions of dollars every year to Bill and I as well as our clients. You can see the product of that Process purely by observation. You can get pieces of that Process in a variety of resources we provide. But this is the first and only opportunity to have it presented to you in its entirety and totality, in one place, at one time, so you literally sit with us from the very beginning of a copywriting need, step by step, to its fruition.

## **If You Now Spend Much Money At All On Vehicles Delivering Written Words Intended To Make Money For You....**

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And I’m happy to **GUARANTEE** your complete satisfaction. Simply, anytime through noon of the 2<sup>nd</sup> day of the Info-SUMMIT<sup>SM</sup>, should you feel you are NOT discovering life-changing opportunities, strategies, secrets, resources and contacts, you need only ask to leave with a **full and complete refund PLUS up to \$750.00** of documented travel expenses reimbursed.

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Process for creating copy that sells specifically for information marketing businesses and purposes is – well, it's foolish and wasteful. Go calculate every dollar you spend in a year's time on putting the written word out there on your behalf by every means you use. Do you spend \$50,000.00? \$100,000.00? \$500,000.00? Or – what do you need to spend putting the written word out on your behalf to create the income you desire? If you can better leverage those invested dollars by just 1%, 5%, 10%, then this Copywriting Boot Camp is surely worth your time and a fee of \$5,000.00 or more. There can be no question.

Further, if we briefly have some sort of recession...if postage costs rise again...if e-mail delivery problems persist or worsen...if such adverse, negative challenges to info-marketing expand – then it is *vital*ly important, in fact, *essential* to only put the most powerful, best crafted copy out there, to own the most comprehensive and advanced Process. If you've been able to profit satisfactorily in the past with “average”-strength sales copy...with casually crafted sales messages....frankly, those days of easy money are coming to an end. Only the strongest will prosper.

**And, a shocking confession: this business IS different.**

Yes, I said it. The information-marketing business places unique demands on copy that sells. That's why the vast majority of professional freelance copywriters who quite capably write ads, mailings, etc. for many other types of products fall flat on their faces in info-marketing. Names you know. Pricey, celebrated copywriters shock themselves and their clients when they try to fill seminars or boot camps and fail miserably. When they create web copy for courses or tele-seminars and convert only an infinitesimal, trivial, disappointing percentage of the traffic. Fact is, there are unique requirements, specific psychology, and “hidden” techniques required when selling such intangibles as the benefits from info-products or services. That's why hardly any pro copywriters but me concentrate on this field.....and I'm paid upwards from \$100,000.00 per project plus royalties by the most successful info-marketers in the world....with 85%+ returning to me repeatedly, and standing in a waiting line to boot. For four years in a row, Rory Fatt has had me work on his annual boot camp campaign. Two years in a row, Dr. Tom Orent. Major players like Ron LeGrand and Ted Thomas in the real estate investing field. Businesses taken from start to \$10-million in under 12 months, like Dr. Chris Tomshak's. In the past 12 months, I've turned away at least one new info-industry client every week. They are lined up for good reason. I know how to make sales copy work in this field – like nobody else. I should. I cut my teeth on it, and I've been doing it for 30 years. Full-page ads I've written have appeared in over 300 different national magazines, some running non-stop, making money for their owners for 5, 8, even 10 years. I wrote (and produced) the infomercial for an “opportunity” that holds the record as the longest continuously running lead generation show, and the second longest running opportunity show period, second only to Carlton Sheets. My direct-mail campaigns have LAUNCHED hundreds of brand new info-marketers into their niches and literally made them info-marketing millionaires. My bragging rights could continue on to embarrassing length and diversity. BUT MORE IMPORTANTLY, there are a large number of info-marketers who have made themselves “super-powerful” as their own copywriters for their info businesses by emulating my examples and studying me every way they could. **NOW IT'S YOUR TURN**....to elevate your game to this highest of levels.

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**Wake Up Tomorrow And Think Like John Lennon Did,  
About Living The Good Life As You Wish**

John Lennon said, “If we want one, I sit down and write us a swimming pool.” Possible for two simple reasons: ownership of an eager, supportive audience (the asset you create through info-marketing) and, in his case, the ability to write song lyrics. Arguably, that sort of writing requires not only skill and knowledge but talent. But you and I can accomplish the same results with only skill and knowledge.....we can “write us a swimming pool”....

Believe me, the ability to utilize the written word to make money at will, even on a whim or impulse, beats x-ray vision or leaping over tall buildings in single bounds by a long shot. Fact is, this 3-night Boot Camp isn't just going to dramatically strengthen your moneymaking powers....it's probably going to change the way you think about making money altogether! Info-marketers who once celebrated making \$100,000.00 in a year quickly made that per month, but now pull it in over a weekend. This is a very different WORLD – and the passkey is your ability to use the written word.

## **Behind The Curtain...** **.....THREE Consecutive Nights With Bill And Me...**

**Samples, samples, samples and more samples.** You'll see samples of super-powerful, profitable sales messages for every kind of info-product or program, dissected, analyzed, templated..... new, cutting edge samples.....samples from GKIC, my other businesses, Bill's Info-Mastermind Members, my Platinum Members, my clients.....samples you may never see elsewhere, samples you may see but not understand what's behind them. You'll leave with a new resource, a gigantic treasure-trove of fresh ideas, themes and examples....**take-home tools**.....but also a new, deeper, more insightful appreciation of the psychology and internal, hidden strategy behind copy that sells info-products, events and programs.

**Complete Campaigns**.....every step, using every media.... shown in chronological evolution. How we get from start to millions flowing in.

**Collaboration**....never-before-seen insider inspection of how Bill and I collaborate on campaigns.....and how I work with my best clients to get top results.

**Speed Secrets**....how we get it all thought up, created, crafted and out the door on time.

And so much more.

## **The cheapest \$5,000.00 you'd ever spend – if you had to. But you don't.**

We could offer this as a separate boot camp and very easily have a stampede of eager registrants, at \$5,000.00 or more per person. And Bill's top bean-counter has questioned our sanity for not doing so. But we decided we wanted to have yet another "First"....to do something unique and exciting.....that no one else has ever done before.....that will reward our Members for their support.....and lead to yet another year of huge attendance growth for the Info-SUMMIT<sup>SM</sup>. Thus, the unprecedented: **TWO FULL BOOT CAMPS ....BUY ONE, GET ONE FREE.**

By day, the entire Info-SUMMIT<sup>SM</sup>. Every bit as much packed into these 3 days as at any previous years' SUMMIT. And **NO FEE INCREASE** from last year. In fact, a very **GENEROUS EARLY-BIRD DISCOUNT** opportunity.

By night, over 3 consecutive nights, the equivalent of a two day boot camp on advanced and comprehensive copywriting for info-marketers. (Typically, in two days, taking out breaks and meal breaks, you might get in from 10 to 11 hours of actual content-time. In 3 nights, working from 7:00 PM to 10:00 PM, we'll get 9. Although, of course, quality's more important than quantity.)

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Presuming you **REGISTER NOW FOR THE Info-SUMMIT<sup>SM</sup>.....the COPYWRITING BOOT CAMP** is **FREE**.\*

Use the enclosed **SPECIAL 'BUY 1, GET 1 FREE' PRIORITY REGISTRATION FORM**, and fax it to (410) 825-3301 immediately. Or you can register online at [www.dankennedy.com/summit08](http://www.dankennedy.com/summit08) or by phone at (410) 825-8600.

Now it's YOUR turn.....

Best,



Dan S. Kennedy

***With offering a \$5,000 Bootcamp for FREE, we expect to sell out in record time. Once all the seats are gone, you'll be placed on a waiting list in the order in which we receive your registration form.***

PS: Follows, some of the key subjects planned for discussion....in no particular order....

- Ten Words **NEVER TO SAY** In Info-Marketing Copy
- The Greatest Info-Sales Letters & Ads EVER Written: Classic Examples from our Archives
- **THE SECRET** – no, not that one.... The Secret of 'POWER PHRASES' – imbedded commands, interest igniters
- POSITIONING: Should your product/program be.....about "greener pastures"?.....a boost to their present business?.... about income? Wealth? Lifestyle? Less stress? Speed? Secrets?
- VALUE BUILDING: How to make any info-product, event, coaching program, etc. be accepted as infinitely more valuable than it might first appear.....the copy strategies that skyrocket price and profit.
- ELEPHANTS IN THE ROOM: Copy strategies to counter actual, analytical and emotional reasons NOT to buy
- **PROCESS**: Exactly how Dan works, how Bill works, to **START** a copywriting project (the project well begun is half done!) ...all the way through, step by step, to completion – with actual examples
- "SPECIAL SALES" – how to periodically enjoy a Huge Payday from a special promotion to your lists – including Bill's complete campaigns dissected
- PROFILING: What you need to know about your audience **BEFORE** attempting to write copy
- **SPEED**: Using models, formulas and templates without your copy feeling 'off the shelf'
- In Search of the 'Big Idea'.....and **FULLY DEVELOPING A THEME**.....so your copy is an 'experience'
- Five Critical Questions – a **CHECKLIST** to control your copy
- SPECIFIC COPY TACTICS FOR.....subscription/membership.....books, CD's, DVD's, 'hard' products.....online deliverables.... events.....coaching programs.....non-business info products (health, fitness, beauty, parenting, travel, hobbies, etc.)

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Mannhood.....The Wall Street Journal... The Blackie Story..... and 21 More.

- Bill's Super-Sophisticated Master-Plan for driving people to Tele-Seminars AND THE ACTUAL COPY USED.....dissected and analyzed re. ideas and themes, urgency and takeaway, making 'free' valuable, creating a "gold rush".
- VALUES TARGETING: this is **ADVANCED** – how to switch from pitching products to appealing to aspirations
- FEAR: Why, when and how to use FRIGHT as a copy tool
- Dan's List of EPIC MISTAKES Made In Writing Copy to sell information
- **BOOT CAMP/SEMINAR SALES COPY**.....Bill and Dan are more successful at this – for GKIC and for clients – than anyone: take an in-depth look at why! (NEW examples and insider explanations)
- WEB SITES & E-MAIL: What even most "internet marketing gurus" don't know
- OFFER COPY – how to create and craft compelling offers.....making the best decisions in each situation about top down or bottom up, single or multiple choice, bundling or cafeteria, bonuses, upsells.....tweaking the offer for different list segments.....tweaking the offer throughout a sequence over weeks or months
- **STORY-TELLING TO SELL**.....what stories are **ESSENTIAL** for nearly every info-product or program pitch
- The Pegs You Hang Your Hat On – copy structure; identifying and prioritizing the 3 to 10 "pegs" on which your entire presentation will be anchored.
- **Why do so many info-marketers under-use or MIS-USE their Testimonials?** Testimonials are much more vital to info-marketers than to marketers of any other goods or services. There are more than a dozen key factors in maximum impact from testimonials...offline and online.
- PRICE: How to write about price – so it does not impede sales.
- **EFFICIENCY**: Bill will show you how he converts one sales letter's supply of copy into an entire multi-step, multi-media campaign
- **MR. FIX – IT**.....believe it or not, Dan does NOT hit home runs out of the park every time he puts words on paper: what to do when results disappoint.....the dreaded RE-WRITE: necessary questions, re-positioning strategies
- EVEN IF YOU INSIST YOU CAN'T OR DON'T WANT TO WRITE COPY: how to be an Effective Collaborator in the Process, so you get maximum value from money spent on 'hired guns'
- MILLION DOLLAR SALES LETTERS – what made these tick? Examples, examples, examples....
- From Bill: what is it like to have an entire multi-million dollar info-business fueled by COPY and COPYWRITING?...how much changes how continuously? Where does it all come from? How does it get done? How does it get Tested? Re-cycled?....

**The Info-Marketing Business is UNIQUELY DEPENDENT** on copy that sells and the ability to prolifically and efficiently craft it and use it. If you are serious about success in info-marketing, you **MUST** be VERY serious about COPY – and you wouldn't miss this in-depth inside look at how Bill and Dan "make copy that sells happen" for their businesses and their clients! While other businesses may have other factors making major contributions to success or failure – from actual, physical location to product exclusivity, patents to human sales force management to any number of others, an info-marketing business' prosperity, speed of growth and stability is almost entirely and directly a result of the sales copy. Believing otherwise is delusional; placing excess faith in your own expertise or talent, the superiority of your products, the crying need of your market, is dangerous. The realization that "COPY IS EVERYTHING" may or may not be daunting or intimidating. But it is a necessary realization. Once made, act on it accordingly.

Register for this year's  
**Glazer-Kennedy**  
**Info-SUMMIT<sup>SM</sup>** and  
**(Save the EARLY BIRD**  
**DISCOUNT of \$500.00 by**  
**acting before JUNE 30<sup>th</sup>)**

# Success Stories

"Though I've been a copywriter myself for several years, Dan brings the whole thing together in an extraordinarily easy to understand and easy to implement way.

**I constantly see financial returns from applying what I learned from Dan in my own business.** Every time I send out a direct-mail piece, I get more significant return on investment, more profit, and I have greater confidence in every bit of copywriting I ever do, thanks to what I learn from Dan.

This has already meant **thousands of EXTRA dollars in my pocket in the short time** since the conference, and no doubt will mean hundreds of thousands of dollars EXTRA in the years ahead!

Dan has a great sense of humor, and incredible experience and insight that make him awesome to learn from. As far as I'm concerned, Dan is the man!"

*Tim Paulson,  
Gilbert, Arizona*

---

"After studying copywriting for years and years, I was sure I had seen and heard it all. I was wrong! Dan introduced me to at least a half dozen **new insights and techniques that will almost certainly double my profits** in my business this year. I'd be missing out on tens of thousands of dollars if I hadn't met Dan. Thanks a million!"

*Peter Louis Kacynski,  
Springfield, MA*

---

"No one knows more about Direct Response Marketing than Dan Kennedy. When he gives his advice on a particular project or idea, his suggestions are based on real-life, hands-on experience. He doesn't guess. He has been there, seen it, or done it before. **This real-like knowledge is worth thousands of dollars.** When I want to be successful in a marketing campaign, I don't want to waste thousands of dollars testing to see what will work. I want to come out of the gate with a strategy that will make money. I don't need any more experience. Dan has helped me do this!"

*David Lupberger,  
Silver Spring, MD*

---

"I have read all of Dan's books, have purchased his Magnetic Marketing program and the whole Power Points series, have attended numerous seminars, even paid thousands of dollars to join his Platinum Insider's Circle Group. One would think that I would have learned everything Dan has to say by now. But I can honestly say that **I've been introduced to hundreds of new ideas that I know will make me thousands of dollars.** I've already implemented lots of them.

You don't have to be a great copywriter to be a great direct response marketer. Dan makes it so easy for you by giving you the world's greatest templates, and then, backing them up by injecting his own, easy-to-use ways to interpolate them for your own use. I have literally watched and re-watched DVDs, each time picking up at least one new idea that I can use that day. In fact, I've made a routine of popping one of them in each morning while I run on my treadmill! After thirty minutes, I've gotten my workout for that day done, and I've thought of at least one way to improve my pulling ratios."

*Reed Hoisington,  
Midstate Financial Services, Fayetteville, NC*

“Bill is able to lay out the game plan for how to put copy together in a way that works and wins. But better than that, his **“critical copy concepts” gave me the tools to create a marketing piece from the vantage point of a marketer with years of experience beyond what I actually have.**”

*Rob Carsello  
Speaker Resource Center, Inc.  
Chicago, Illinois*

---

“I wanted to take a moment to say a huge “THANK YOU” for your copywriting information which is proving to be expert advice and that’s an understatement!

I’ve worked in the advertising industry for 21 years and can’t think of a single customer who wouldn’t benefit from your teaching unless they’re trying to lose money!

Although I **experience success daily using the copywriting principles you and Dan have taught me**, I thought I’d share a MAJOR success I had recently, thanks in great part to your tips and advice...

A group of affiliated publishers recently decided to approach national advertisers with their combined magazine audiences. This group reaches an affluent audience of frequent business and leisure travelers. The circulation is in the millions, obviously an attractive opportunity for someone in my business whose primary function is selling advertising space for magazines. The more circulation, the higher the price, and the more commission we make.

They held a series of interviews in New York with all the “big names” in the industry plus me. Because I’ve devoted much of my career working specific niches, I’m much less well known in this arena than my competitors who were in attendance.

Well, in the end, my company won the account beating all competitors, even those with more experience, bigger staffs, larger offices and multiple locations. How did I do it? **I applied your techniques and designed an information kit.**

It was easy to throw together because I’ve started to collect things and ideas that could be useful in the future - a swipe file if you will. My piece included testimonials, two sample newsletters, interesting photos, personality, positioning as an expert, calls to action, message to market match and I could go on and on, listing the techniques you taught me, which I applied.

At the New York meeting, my prospects were already predisposed to liking me, taking me seriously and expecting just what they were looking for out of me - all because of the good copywriting in my marketing piece to them, thanks to you!

**Then I really had a breakthrough: I’ve heard you say that copywriting is selling in print. Well I took what you’ve taught about copywriting and applied it to my in-person selling. The results have been amazing.**

Not only did I land that account, my presentations since are more effective and I’m having a lot more fun during them as well!

I’m not kidding when I say that **your advice has had a major impact on my business.** In this most recent example, not only are they paying me before we’ve made any sales, but a full year’s schedule has a price tag of over \$1.3 MILLION dollars. Needless to say, my company’s commission on that is quite healthy!

*Paul Hurst, President  
Hurst & Associates, Inc.  
Vernon Hills, IL*



**\$500.00 DISCOUNT****Additional Benefits:**

- \$5,000.00 Advanced & Comprehensive Copywriting Boot Camp ... FREE!
- The All-NEW 'Accelerated' A-Z Blueprint Day Nov. 6, 2008
- FREE: 2-Month Trial Membership To The Information Marketing Association (See attached sheet for details)
- 5-Month Equalizer Payment Plan: June – Oct. 2008
- 100% Refund On Cancellations 30+ Days Before Info-SUMMIT<sup>SM</sup> 08

\_\_\_ Please Register Me For The Info-SUMMIT<sup>SM</sup>, November 7-9, 2008 in St. Louis

Non-Member	Silver	Gold	Gold+/Peak Perf./Platinum
\$5,490.00 minus \$ 500.00 <del>\$4,990</del>	\$3990.00 minus \$ 500.00 <del>\$3,490</del>	\$2990.00 minus \$ 500.00 <del>\$2,490</del>	\$2,190.00 minus \$ 500.00 <del>\$1,690</del>

✓ I would also like to register for the All-New A-Z Blueprint Day on Nov. 6, 2008  
 Gold Members: ~~\$495.00~~ Gold+ Members: ~~\$295.00~~ Peak Perf./PLUS Members: ~~\$95.00~~

I Want To Register The Following Guest(s) (Spouse, Partner, Key Employee) – Maximum 2  
 PLEASE NOTE THE OPTION BELOW THAT I HAVE CHOSEN FOR MY GUEST(S)

**Bring One Guest FREE!**

Guest 1.

\_\_\_ Key Person \_\_\_ Partner \_\_\_ Spouse

Please choose one option for **Guest #1:** (don't forget to register them for the A-Z Blueprint Seminar)

☒ **Option#1:** This Guest Will Attend The Info-SUMMIT<sup>SM</sup> (Includes Staff Training and Infusion User Sessions) Fee For Guest Registration to the Info-SUMMIT<sup>SM</sup> is dependent on the primary registrant's membership level. Non Member \$995.00; Silver Member \$795.00; Gold Member \$595.00; Gold+/Peak Performers/Platinum Members \$495.00

☐ This guest will ONLY attend BOTH the Staff Session & the Infusion Users Session for \$247

☐ This guest will ONLY attend the Staff Training Session for \$197

☐ **Option#4:** This guest will ONLY attend the Infusion User Session for \$97

✓ **A-Z:** This guest will attend the A-Z Blueprints Day on November 6<sup>th</sup> for the same registration fee as me **FREE**

Guest 2.

\_\_\_ Key Person \_\_\_ Partner \_\_\_ Spouse

Please choose one option for **Guest #1:** (don't forget to register them for the A-Z Blueprint Seminar)

☐ **Option#1:** This Guest Will Attend The Info-SUMMIT<sup>SM</sup> (Includes Staff Training and Infusion User Sessions) Fee For Guest Registration to the Info-SUMMIT<sup>SM</sup> is dependent on the primary registrant's membership level. Non Member \$995.00; Silver Member \$795.00; Gold Member \$595.00; Gold+/Peak Performers/Platinum Members \$495.00

☐ **Option#2:** This guest will ONLY attend BOTH the Staff Session & the Infusion Users Session for \$247

☐ **Option#3:** This guest will ONLY attend the Staff Training Session for \$197

☐ **Option#4:** This guest will ONLY attend the Infusion User Session for \$97

**A-Z:** This guest will attend the A-Z Blueprints Day on November 6<sup>th</sup> for the same registration fee as me **FREE**

I want to 'UPGRADE' My Membership to Gold+ in order to Take Advantage of the Higher Level Membership Discounted Enrollment Fees (Gold+ Member Benefits & Fees On Back). SIGNATURE REQUIRED: I understand that this is a 6-month non-cancelable commitment.

Signature \_\_\_\_\_

**MY PAYMENT PREFERENCE:**

\_\_\_ Pay In Full Now (Deduct \$50.00 Bookkeeping Discount)

\_\_\_ Split In 5 Equal Monthly Payments (June Through October (Re-sale strictly prohibited.)

Name \_\_\_\_\_ Business Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ e-mail \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Credit Card: \_\_\_ Visa \_\_\_ MasterCard \_\_\_ American Express \_\_\_ Discover

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Providing this information constitutes your permission for Glazer-Kennedy Insider's Circle™ to contact you regarding related information via mail, e-mail, fax, and phone.  
 By not specifying a specific credit card, you authorize GKIC to charge any active card on file.

**Fax Back to 410-825-3301 Attn: Darlene**

Or Mail to: 401 Jefferson Avenue, Towson MD 21286

# #2: Website repurposed

## INFO SUMMIT

THE place and time "once-each-year" when the most experienced and successful info-marketers from all over the world gather to exchange information and make deals... and generously share their business strategies.

**CLICK ON YOUR TICKET**  
to Enter  
the Star-Studded Event for the Elite...  
... the 2008 Info-SUMMIT<sup>sm</sup>



Notice: *Non-Members* and *Silver Members* will automatically receive a 2 Month Free Gold Membership and lower Info-SUMMIT<sup>sm</sup> Registration Fees.

This Year, It's An All-New, Star-Studded,  
"Your Path To FORTUNE And Fame" Info-SUMMIT<sup>SM</sup>  
Plus a 2nd best camp, FREE!

## We're Rolling Out The Red Carpet And Inviting YOU

to join the most elite group of more than 500 info-marketers...

...including hundreds of them-zero-to-millions-at-bazing-speed men and women who leverage each new discovery into bigger incomes, more wealth and more liberated lives...

- YOUR Big Breakthrough is waiting for you — here.
- YOUR Greatest Opportunity Ever may be found — here.
- The contacts. The resources. The real-world, actually-doing-it Experts.
- The Newest, cutting edge, online info-marketing strategies.
- And for beginners eager to get up to speed instantly or veterans wisely eager for comprehensive "check-up", there's the A-Z Blueprint Day.

**WARNING:** You could easily be locked out. This SUMMIT was 50% sold out before I ever wrote this letter!!!! — from returning alumni, word-of-mouth, people jumping the gun and insulating us registering long before we even set its date.

I know that if you've come this far you're probably interested in finding out about the next really — the INVESTMENT to attend. When, really, you ought to be able to skip the explanation of the altogether and simply rush to register at whatever the fee is, to get up off your wallet and get in this game. Really, the fee doesn't matter. What does matter is if it's \$5,000.00 or \$50,000.00 or \$50,000.00 once, say, for the next 20 years is \$5.00 a day, a couple double "proofproof" times.

It will NOT alter the outcome of your life, the quality of your life, your independence or security one darned bit. What DOES matter is a great deal is what kind of life you really want to have, what kind of business you want to be in, what talents you want to develop and abilities you want to acquire... whether you want the perks of being published, of being looked up to as an expert, coach and advisor, of having tens of thousands of dollars a day flowing into your bank account via your websites and fax machine... or whether you're content to remain an envious spectator or are ready to get in the game.

\$5,000.00 or \$50,000.00, either amount is, bluntly, peanuts and pocket change to info-marketers who've learned to make as much money as they want materialize out of thin air, right along with me. And there are hundreds and hundreds with no more ability than you have. You CAN win at this game, too. There's plenty of room, plenty of opportunity.

It would be a good test of everybody's true understanding of how you actually get rich as an entrepreneur to just leave the price off the registration form and refuse to tell you until after you registered — sort of like buying clothes in the very, very high-end boutiques where there are no price tags on sleeves, salespeople drag to whisper their, and if you must ask, you're probably in the wrong store. Here, in this case, if you must ask, it may mean you aren't ready to be in the game. That you don't really grasp the magnitude of the opportunity.

However, I wasn't eager for such a 'secret price experiment.'

So, the answer is — a modest (in my opinion, too modest) \$1997 a month for two months for Gold Members or \$999 a month for Get44-Take-4 Coaching Members (provided you register before September 30th) plus with HALF PRICE to bring your spouse or a 9+2 employee or 1099 associate in your business.

It would shock and amaze me that anybody who's serious about Information Marketing wouldn't be at this event because to not be here, the learning curve is going to be exponentially longer and you're going to spend so much more money along with time and wasted effort that I just can't believe they wouldn't be here. There's really been a six figure level of information that's passed out to us so the return on investment has been enormous.

Jeff Hoffman  
Gold Member

# #3: 18 Emails repurposed

## Email #1: Thursday, May 15<sup>th</sup>

From: Bill Glazer  
To: (Insert Name)  
Cc:  
Subject: We're inviting YOU

Dear (Insert Name),

\*\*\*\*\*

This information is so important I wanted to be positive that you would receive it. I am sending this information to both Glazer-Kennedy Members and those who are enrolled in the Success Marketing Strategies (SMS) Online Course. If you are enrolled in the SMS Online Course, then I apologize if you are receiving this twice. Read on.

\*\*\*\*\*

This Year, It's An All-New, Star-Studded, "Your Path to FORTUNE and Fame" Info-SUMMIT.....

Plus a 2<sup>nd</sup> boot camp, FREE! (More about that later in this email.)

We're rolling out the red carpet and inviting YOU to join the most elite group of more than 600 info-marketers...  
.....including hundreds of from-zero-to-millions-at-blazing-speed.

Men and women who leverage each new discovery into bigger incomes, more wealth and more liberated lives...

- \* YOUR Big Breakthrough is waiting for you – *HERE*.
- \* YOUR Greatest Opportunity Ever may be found – *HERE*.
- \* The contacts. The resources. The real-world, actually-doing-it

Experts Galore.

- \* The Newest, cutting edge, online and offline info-marketing strategies.

\* And for beginners eager to get up to speed instantly, or veterans wisely eager for a comprehensive "check-up," there's the "A - Z" Blueprints Day.

Respond no later than JUNE 30<sup>th</sup> for a limited time \$500.00  
EARLY BIRD DISCOUNT with an E-Z payment plan and ALSO



**Email #2:Monday, May 19<sup>th</sup>**

From: Dan Kennedy  
To: (Insert Name)  
Cc:  
Subject: Can ONE seminar change YOUR life?

Dear (Insert Name),

\*\*\*\*\*

This information is so important I wanted to be positive that you would receive it. I am sending this information to both Glazer-Kennedy Members and those who are enrolled in the Success Marketing Strategies (SMS) Online Course. If you are enrolled in the SMS Online Course, then I apologize if you are receiving this twice. Read on.

\*\*\*\*\*

You Should Listen To Me On This Subject.

No two people have guided more people to Millionaires' Row as Information Marketers as Bill Glazer and I have. Not even close. We know what it takes. And we know exactly how YOU can join us.

By the way, you can ask just about anybody making money in Info-Marketing and they will tell you that nobody knows more about this than Bill Glazer & me. I suppose that's horribly boastful, but there it is.

A few days ago you received a rather lengthy email from Bill Glazer inviting YOU to join us at this year's Info-SUMMIT, which is THE place and time "once-each-year" when the most experienced and successful info-marketers from all over the world gather to exchange information and make deals....and generously share their business strategies.

I know what you're thinking...

...“Geez, another seminar?...”

Years ago, Napoleon Hill's business partner, self-made billionaire and original founder of Success Magazine, W.

From: Dan Kennedy  
To: (Insert Name)  
Cc:  
Subject: The \$\$\$ is just the beginning

Dear (Insert Name),

\*\*\*\*\*

This information is so important I wanted to be positive that you would receive it. I am sending this information to both Glazer-Kennedy Members and those who are enrolled in the Success Marketing Strategies (SMS) Online Course. If you are enrolled in the SMS Online Course, then I apologize if you are receiving this twice. Read on.

\*\*\*\*\*

As I teach in my Renegade Millionaire System, it's not just about how much money you make, but how you make it.

A lot of people make a lot of money – but in careers or businesses that entrap them, obligate them, burden them, stress them, bore them. The information marketing business is a UNIQUELY LIBERATING business.

That's why I call the legions of info-marketers who've created or vastly improved their LIVES with my methods 'The Most Unusual MILLIONAIRES' SOCIETY In The World.'

I promise you – you *can* come on in, right now too!!

Well, you're invited and to find out all the details simply click onto the link below:

[www.dankennedy.com/summit08](http://www.dankennedy.com/summit08)

Consider possibilities like these:

She went from about \$300,000.00 in income in 2005 to over \$1-Million in 2006....working from her 'home office' on the beach....with only 'virtual' employees.

# Celebrity

# #4

"Watch Your  
Hand, Dan!"

"I wonder if  
this is ruining my  
"Professor of Harsh  
Reality" Image?"

"Watch Your  
Hand, Dan!"

**DAN KENNEDY**  
*Godfather of  
Info-Marketing*

**BILL GLAZER**  
*Mastermind behind  
the Glazer-Kennedy  
Info-Empire*

*Famous Actress, ThighMaster®  
Spokesperson and Direct  
Marketing Entrepreneur*  
**SUZANNE SOMERS**

## The Return of the "NEW" **THREE'S COMPANY** Discover How To Build Your Own Multi-Million Dollar Info-Business

*Glazer-Kennedy  
SHOCKS Entire  
Seminar Industry With  
**\$5,000.00 Boot Camp***

*Given Away -  
**FREE***

AUGUST 2008 \$4.50  
WWW.DANKENNEDY.COM

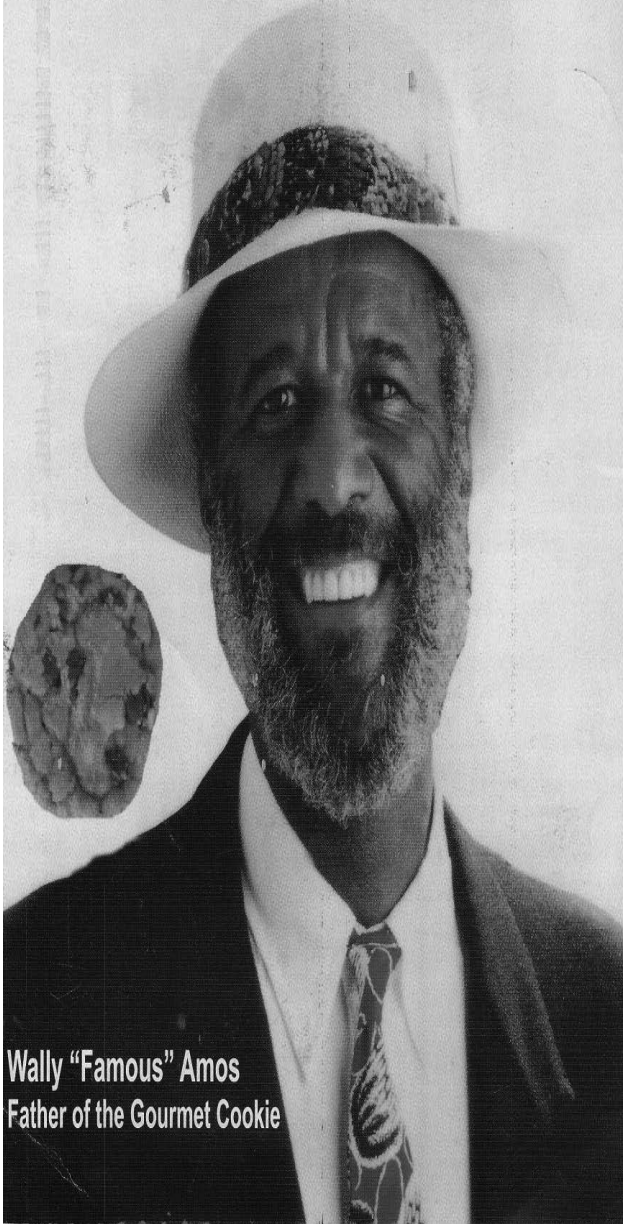
ISBN 388053101-3





# #5

## Running A Restaurant is Like a Puzzle...Make Sure You Have All The Pieces!!



Wally "Famous" Amos  
Father of the Gourmet Cookie

### FREE Profit Maximizer Teleseminar Reveals Two Restaurant Marketing Strategies That Puts Over \$76,762.85 In Sales In Your Pocket!

Dear RMS Member,

I'm Wally "Famous" Amos, the father of the gourmet cookie. One of the secrets of my success was that I figured out that you can't have a first rate life, with second rate ingredients. I made sure that I had all the pieces of my puzzle in place. I used the best ingredients that I had all the best tasting chocolate chip cookies that made the difference that made me make a homemade-tasting cookie *DIFFERENT* from anything that was on the market at the time and I knew I could not do that by using the same ingredients everyone else used. I needed to seek out pieces of the puzzle that made me different from everyone else.

The same principle holds true for creating anything exceptional: an exceptional restaurant, exceptional customer loyalty and enthusiasm, exceptional income or an exceptional --- magical! --- business life; you can't do it by doing things the same way everyone else does them; you can't do it by using the same pieces of the puzzle everyone else uses.

This is a personal invitation for me to give you a couple of pieces of the puzzle for *YOUR* exceptional business life and listen in on a FREE Teleseminar. Rory Fatt is hosting for his members featuring me, the Cookie King, *Wally "Famous" Amos* as I share the puzzle pieces of my success on **Wednesday, December 14th at 7pm EST**. As you probably know, I'll be one of Rory's Special Guests at his 10th Anniversary Magical Income Explosion Boot Camp 2006 - but even if you are not joining us at Boot Camp, this is an opportunity to hear my story as I reveal the secrets to my success.

This is a rare opportunity for you to hear me in person - talking specifically about the restaurant industry! And, Rory will also welcome two of his Platinum Plus Members on the call who will reveal creative, simple strategies that they have used in their restaurants and **INCREASE** their sales by \$76,762.85. AND, he'll be talking to another special guest,



Hall of Fame Football Coach of the Chicago Bears, Mike Ditka. You'll hear Coach Ditka tell you what it takes to win and excel and achieve your goals! With powerful insights into winning any game --- including the restaurant game!

Listen in to the FREE Teleseminar and we'll tell you how it can work for you too. To listen in to the FREE Teleseminar dial in on:

**December 14th, 2005**

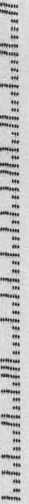
**7pm EST, 6pm CST, 5pm MST and 4pm PST, call 1-512-225-3112 entry code 417291#**

Rory will also be making an outrageous offer for Boot Camp registration that you will not want to miss. Dial in early so you are not left out if we max out the number of lines available. We look forward to having you eavesdrop in on the call.

*Wally*

**Bill Glazer**

**Glazer-Kennedy Inner Circle  
407 W Pennsylvania Ave  
Towson MD 21204-4229**



21204-4229

Happy Holidays  
From Times Square

Ivanka Trump



MAKE SURE YOU  
REGISTER FOR  
THE 2009  
SUPERCONFERENCE<sup>SM</sup>  
FOR \$969.95 IN  
FREE GIFTS  
BEFORE THE BALL  
DROPS IN TIMES  
SQUARE AT MIDNIGHT  
ON DEC. 31ST!

MONTE CARLO  
Largest in Action

Thought you'd like to see how BIG the SuperConference<sup>SM</sup> has become. They're even talking about it in Times Square! All the details are at [www.dankeneddy.com/super09](http://www.dankeneddy.com/super09).

If you hurry, you can still register and receive \$969.95 worth of FREE Gifts!

#### FREE REGISTRATION GIFT #1:



A lengthy, in-depth Special Report that Dan is preparing for release shortly after the first of the year, titled: **RECESSION ESCAPE PLANS: HOW TO BOOST SALES AND PROFITS NOW**. This special report will be sent to you via 1st class mail as soon as it's available. In this Report, he is gathering and collecting and re-printing numerous articles, reports, and other materials of his from past years and his archives relevant to success in challenging times, so you can re-visit it all easily in one place AND adding NEW advice. (This Report will be made available to Members for \$195.95, but it's yours FREE with Early Registration.)

#### FREE REGISTRATION GIFT #2:



**Celebrity Promotions Swipe File** – As you've probably noticed in the newsletter, we're conducting a contest where our Members are submitting their best and most successful examples (including actual results) of how they have used Celebrity in their marketing. As you know, Dan and I are big believers in the power of celebrity on the national and local level. Consider this your ultimate shortcut to S&D. (Value \$97.00)

#### FREE REGISTRATION GIFT #3:



Choose any "3 CD bundle" pick the bundle that can give you just the kind of boost you need right now. These are mini-collections of some of our most popular past Gold Members' audio CD's – that I have personally hand-selected and bundled by theme/marketing application just for SuperConference<sup>SM</sup> attendees. We'll give you a certificate that you can use to claim these free CDs on the spot at the SuperConference<sup>SM</sup>. (Value \$59.00 per CD for a total value of \$177.00)

#### EARLY BIRD SAVINGS GIFT #4:

**\$500.00 DISCOUNT – EXPIRES ON DECEMBER 31ST, 2008**

That's over \$969.95 in Free Gift Value!!!!

You get all three gifts FREE, plus your discount (gift #4), as long as you respond no later than December 31st, 2008.

Fill out and fax back the enclosed Registration Form or go to [www.dankeneddy.com/super09](http://www.dankeneddy.com/super09) NOW!

Wishing You Peace and  
**PROSPERITY** This  
Holiday Season and  
Throughout the New Year!

Dan K  
Dan Kennedy

Bill Glazer  
Bill Glazer

Ivanka Trump  
Ivanka Trump

# List Segmentation

# #7: People Who Attend Seminars

Very  
A personal note from Dan S. Kennedy:  
and Confidential

## Screw surviving.

Let's get rich(er). Now.

Dear Bill,

You are receiving the enclosed information HEAD of other Glazer-Kennedy Insider's Circle Members because you attended the Influential Writing Workshop. For that reason, I know you are well aware of the contributions I can make, you do implement so you get value, and you are likely to be ready for "what's next?" — that's really BIG — from me. You may or may not be qualified and ready for this, and you can decide that with a quick read. If you are, I wanted to give you the certain opportunity of participating, before all Members are made aware of it.

And I've set up a special discount for you, which is listed on the special Acceptance Form enclosed. The deadline to claim it is April 21<sup>st</sup>. However, it would be wise to decide about this and respond immediately, as there is an ABSOLUTE LIMIT of 150 Primary Registrants on the number permitted in.

I'd appreciate it, incidentally, if you wouldn't discuss this with a lot of other Members right now either. They'll see it soon enough. But I want to give just a few, select groups of Members advance invitation.)

I've been told it takes some real brass balls to offer this, now. Well, I've got a pair and don't mind showing 'em off. How 'bout you?

The last thing I want to burn breath on is talking about how to survive the recession or the wreckage being made of the economy we'll be navigating for the foreseeable future. If you

(continued on the other side)

(continued from the other side)

ambition stops at surviving this ~~se~~at-storm, or your vision stop short of mine laid out in this letter, then, of course, this isn't for you. As you'll see, I have something much more interesting than survival planned. MUCH more interesting.

You are probably aware of my political positions. Very frankly, it really annoys me that we are in the circumstances we are. But I still do not see that as any reason to slow down. If we have to drive at 100 MPH through a junkyard dodging debris instead of on a straight, smooth highway, so be it. As a matter of aggravating fact, we need to go faster i.e. make more money faster just to out-earn the fat new stack of bills we're gonna get given to pay in addition to our own. So I think my BIG "what's next?" described here is ideally timed, if you've got the guts for it.

Please read everything that's enclosed ASAP. Give serious thought to whether YOU should be in this brass ballsy group of 150. Or not. If not, that's okay. At least you can't say you weren't invited or given special consideration due because you attended the Influential Writing Workshop.

An English writer by the name of Guy Simon writing in The Sunday Times in 1978, said this about President Jimmy Carter: "He had the air of a man who had never taken any decisions in his life. They had always taken him." I have it in my quote file because I think it's the saddest possible impression anybody could ever get of an individual. Opposite that is the classic Western axiom: he is taking the bull by the horns. I invite you to join me in THAT.

RESPOND NO LATER THAN April 21<sup>st</sup> — but sooner's better. If you want to be CERTAIN of being included.

DAN

P.S. Remember, keep this to yourself for now. I'm only letting people who attended the Influential Writing Workshop like you know about this for right now.

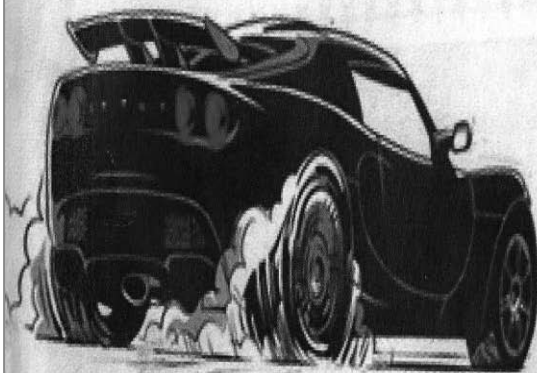


# #8: People In Driving Distance

Dan Kennedy  
Glazer-Kennedy Insider's Circle™  
401 Jefferson Avenue  
Towson, MD 21286

FIRST CLASS  
U.S. POSTAGE  
PAID  
WICHITA, KS  
PERMIT #1148

Bill Glazer  
Glazer-Kennedy Insider's Circle  
401 Jefferson Ave  
Towson MD 21286 5308



# Zoom Zoom...

# Distances

401 Jefferson Avenue  
Towson, MD 21286



016H16505579

Hasler

\$01.390

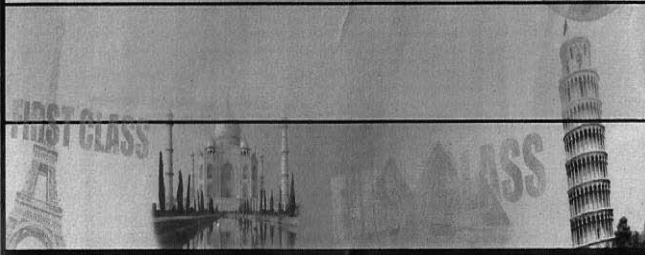
09/13/2010

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US POSTAGE



INTERNATIONAL  
BOARDING PASS



Bill Glazer  
2500 Stone Mill Rd  
Baltimore MD 21208 3414

FREE AIRFARE  
ENCLOSED

*A Special Letter from Clate Mask, President of Infusionsoft*

## Every Infusionsoft User Who Responds To This Letter Before June 30th Will Receive...

- A **FREE \$5,000.00 Boot Camp** on Advanced & Comprehensive **COPYWRITING Strategies, Secrets & Samples Exclusively for INFORMATION MARKETERS** Presented by **DAN KENNEDY AND BILL GLAZER**
- **FREE Registration** (normally \$495.00) to Bill Glazer's 'A-Z- Information Marketing **BLUEPRINTS** Day Seminar
- **FREE Registration** (normally \$495.00) for your "KEY" Staff Member to attend a comprehensive Infusionsoft Users **ADVANCED TRAINING**
- **FREE Registration** (normally \$197.00) for your "KEY" Staff Member to attend the Information Marketing Associations **Advanced Office Operations Training** Presented by Robert Skroh, President of the IMA
- **FREE Marketing Acceleration Kit** (normally \$899) containing tips, strategies and templates for Infusionsoft users, **AND 24 DVDs** of our 2008 User Conference.
- **Plus a Chance to 'WIN' The Infusion 350 Z Sports Car.**



Dear Infusion User and Friend,

Whether you're in the Information Marketing Business or not, **if you respond to this**

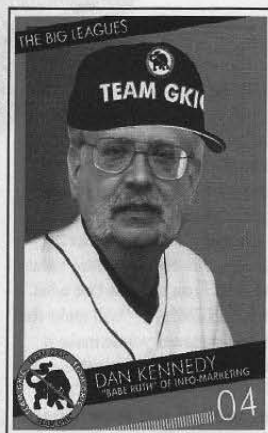


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# Diverse Media



## Preview of 2010 Info-SUMMIT<sup>SM</sup> Attraction

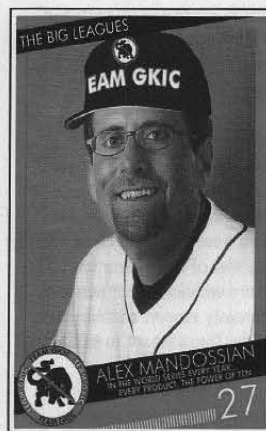


**DAN  
KENNEDY**

### Build It RIGHT – And They Will Come! Info-Product Basics 'n Breakthroughs: How To Create Million Dollar Assets, Again and Again

It's possible that no one has created, written, produced, and brought to market more info-products or more Million Dollar Info-Products than our own DAN KENNEDY... for himself and for hundreds of clients (authors, speakers, info-marketers)..... distributed by companies like Nightingale-Conant, Day-Timers, Entrepreneur and Guthy-Renker... advertised in SkyMall and dozens of catalogs, over 30 national magazines... over 35 years. In the past 12 months alone, for self and clients, 20!

But maybe more important is that the sheer quantity and dizzying diversity of his prolific info-product development is his **meticulous engineering of these products to appeal to, attract, satisfy and convert buyers into repeat, ascending and lifetime customers.** **FOR THE FIRST TIME**, at this year's Info-SUMMIT<sup>SM</sup>, Dan will reveal **The Psychology of Powerful Products**...including his 'secret recipe' and checklists for development of info-products that have maximum salability and irresistible proposition, and connect with readers, listeners and users on a profound level. Here, you'll hear Dan on building businesses, brands, sustainable income, and influence through info-products.



**ALEX  
MANDOSSIAN**

But then there's the matter of speed to market, and for that we turn to Alex Mandossian on **"RE-PURPOSING FOR POWER & PROFITS"**. Since 1993, Alex has created over **\$243-MILLION** for himself, JV partners and clients largely through speed-to-market product development and multi-use strategies. For example, repurposing one tele-seminar presentation into 32 different profit streams! **AT THE Info-SUMMIT<sup>SM</sup>, in total, he'll present Six Re-Purpose Plans** covering 'hard' and online info-products, tele-seminars and webinars, blogs, articles, front-end losers to back-end winners, bonuses.....plus his newest discoveries for marrying repurposed content and social media, which took his own Facebook fan base from 1,000 to over 50,000 in just 11 months.

The list of industry leaders turning to Alex to design joint-ventures, online campaigns and content repurposing strategies includes T. Harv Eker, Dan Sullivan (Strategic Coach), Tim Ferriss (4-Hour Workweek), Harvey Mackay (NY Times bestselling author), Frank Kern, Armand Morin – even Donald Trump! **If creating product, if being sufficiently prolific is a pain in your neck and a limitation for your business, you MUST be in this Session! If you want to leverage each piece of content into the most money – and into customer-getting power – you MUST be in this Session!**

**H-U-R-R-Y**  
Member **\$400.00**  
**DISCOUNT**  
Expires August 31st  
<http://dankennedy.com/go/h08>  
410-825-8600

FOR MORE INFO ON OTHER SITES →

# NOBS LIVE TV

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## Episode 30 - Mrs. Workingmom

October 13th, 2010 | Author: [ChrisPjr](#) | [Edit](#)

THIS YEAR'S  
ALL-STAR  
LINE-UP →



REGISTER FOR THE 2010  
INFO-MARKETING  
**SUMMIT**<sup>SM</sup>  
**Registration Closes**  
**October 15th**



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TO REGISTER FOR THE 2010  
INFO-MARKETING  
**SUMMIT**  
REGISTRATION CLOSSES  
**OCTOBER 15TH**

Can't see this e-mail the way you think it was meant to be seen?

[View it in your browser.](#)

Issue 22 - September 28, 2010

# THE NO B.S.<sup>®</sup>

## NOT SO DAILY E-ZINE



FREE Marketing, Wealth, and Success Articles from The Place for Prosperity WithOUT the Bull!

### Editor's Note from Bill Glazer

I told ya I'd be popping in from time to time.

Can you believe it is the end of September? With October approaching, that means the GKIC crew will be working like busy bees in preparation for the Glazer-Kennedy Info-SUMMIT(SM)... only about a month and a half away. It's crunch time over here to make sure everything is perfect for all of our event attendees. I hope you are joining us there at the event. I myself, am very much looking forward to the event and catching up with my entrepreneur friends.

Today's article Dan talks about the danger of thinking everything is equal in business and the fearless characteristics of the Renegade Millionaire entrepreneur, while tying his lesson into something as shocking as polar bear testicles. Hmmm...

To Your Success!

Mara Glazer

**SIGN ME UP**

[for this e-mail newsletter](#)



From the Desk of Kathleen Dobin, Assistant to Rory Fatt  
Restaurant Marketing Systems Inc.

To: Bill Glazer

Company: Glazer-Kennedy Inner Circle

Fax: 1-408-253301

From: Kathleen Dobin

// PAGES, including cover page: 2

Hello Bill,

It's now or never! I have to call in my order for the duplications of the DVDs and Audio CDs of our Magical Income Explosion Boot Camp before the long weekend. I do not have you on the long list of people waiting for these and I want to be sure you do not miss out!!

You only have until MIDNIGHT TOMORROW (that's Thursday, May 25) because I'm placing my order first thing Friday morning. If you want a copy of the entire Boot Camp 2006 on DVD and Audio CD reserved for you, including the highly prized Million Dollar Marketing Manual, over \$2988.88 in FREE BONUSSES, and a \$1,000 discount, plus all the seminar bonuses - I am including the form so you can see the great deal you can still get. Fax it back to me at 1-800-726-2085 or CALL me toll free at 1-800-398-5111 OR read the incredible details at [www.roryfatt.com/bootcampinabox!!](http://www.roryfatt.com/bootcampinabox!!)

I have to give the production company my final numbers, so this is your LAST CHANCE!

Kathleen

P.S. You are saving \$1,000 if you respond now, and we will not be able to offer this again once I place my order, so I need to hear from you before Midnight May 25<sup>th</sup>. [www.roryfatt.com/bootcampinabox](http://www.roryfatt.com/bootcampinabox)

Received Time May-24 5:25PM



I Want the Steak, Not the Beans!

\* FINAL NOTICE!!! \*



☐ OK, RORY, GO AHEAD AND SEND ME THE GIANT MAGICAL INCOME

**EXPLOSION BOOT CAMP IN A BOX ON 30-DAY FREE INSPECTION.** You will not charge my credit card even one penny until the 31<sup>st</sup> day - and if I do NOT want to keep everything to keep drawing from for months to come, I can return it within the 30 days, owe and pay nothing, and still keep the Breakthroughs Collection for my trouble, as a FREE GIFT from you. On that basis, rush me everything!"

I understand that I am protected by your almost unheard of, Better Than Risk-Free, Double Guarantee!

1. If for any reason or no reason at all, I'm not satisfied in the first 90 days after receiving the package... I can return it for a full and immediate, no questions asked, no hard feelings, no hassle refund!
2. If I decide to keep the package after 90 days, I have another 90 days (6 months total) to make at least \$25,000 extra dollars in my business (per your instructions) or I will return the package and you will cut me a check for every cent I paid... and... I can keep the \$1,497 in free bonuses and all of the handouts no matter what happens just for giving it a try.
3. BUT IF I find all the value that you have promised me, and I send you a one to two page letter describing the impact this has on me, the decisions I make, the new strategies I set out to implement, then you'll send me a \$250.00 DISCOUNT CERTIFICATE valid for the 2007 Boot Camp.

☐ I am responding before Midnight May 25th, 2006. I want Boot Camp in A Box for 50% OFF! I understand that the Boot Camp in a Box will not be shipped to be until late May/early June to allow for the creation of the DVD and CDs.

Please send me the:

☐ **Deluxe Package for \$998.50** (Actual Price \$1,997)

- Includes Audio CDs and Video on DVD's of over 20 hours of the boot Camp, all the manuals and handouts and an Alumni Certificate to attend future Boot Camps for at least an \$1,200 discount.

Or the

☐ **Basic Package for \$747** (Actual Price \$1,494)

- Includes Audio CDs and the manuals and handouts from the event.

- ☐ After my 30 Day FREE Review I will be paying in three installments starting on the 31st day and the final two installments 30 days apart after that.
- ☐ I know I can't lose, I will pay in full now, please include with my package the DVD of the A-7, 1,2,3 Profit Maximizer Seminar as a Bonus (valued \$397)
- ☐ **Sign Me Up for Next Year!** - Rory I missed your most amazing Event ever and don't want to let it happen again. Sign me up for Boot Camp 2007 at the Alumni rate of \$697 right now and notify me of details as soon as they are available. I know it will be in late March or early April 2007 and I can pay in 6 EZ monthly installments.

Name: \_\_\_\_\_ Restaurant: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

☐ Check by Fax: Please Fax Check with this form.

OR

☐ Credit Card: \_\_\_\_\_ Exp: \_\_\_\_\_ Sec Code: \_\_\_\_\_

In order to avoid interruption of service or for split payments, please specify a 2<sup>nd</sup> credit card that we may use:

CC #2: \_\_\_\_\_ Exp: \_\_\_\_\_ Sec Code: \_\_\_\_\_

Signature of Card Holder: \_\_\_\_\_

Note: Phone and Fax Mandatory. Email optional, however certain periodic up-dates will be sent ONLY by email. Providing this information constitutes your permission for Restaurant Marketing Systems Inc. or Rory Fatt to contact you regarding related information via these means.

**For Extra Fast Service!**



Fax this form to: 1-800-726-2085

RIAB-FAX2



Or Call Toll Free, 24 hours a day, 7 days a week 1-800-398-5111

Or You may send your check or money order to: Restaurant Marketing Systems Inc, 1124 Fir Ave, #161, Blaine, WA 98230

Received Time May-24 5:25PM



VOICE #1: Look up in the Sky.... it's a bird

Voice #2: It's a plane

Voice #3: No....it's Superman

Superman Voice: Hello this is Superman taking a brief break from saving the world from mass destruction in order to give you a **SUPER-SIZED WARNING** about the offer to receive a **FREE Bonus Renegade Millionaire** that Dan Kennedy will exclusively be delivering absolutely ends on midnight December 31<sup>st</sup>.

This is the day before the SuperConference which is also known as THE Meeting Place of **MARKETING And MONEY-MAKING SuperHeroes**.

For example you'll hear Super Presentations from...

America's most famous Sales Trainer, Tom Hopkins, known for turning ordinary sales professionals into Superstar Sales Champions.

Armand Morin, who knows how to make the internet sit up, bark, roll over, and plop out gobs of money faster 'n the Batmobile can pop a wheelie.

Captain Outrageous Advertising, **BILL GLAZER** – with 14 NEW DISCOVERIES AND STRATEGIES, fully supported by ACTUAL EXAMPLES....reserved for the SuperConference, NOT shown elsewhere

And of course

Magnetic Marketing Man...Secret Identity: Dan Kennedy  
As Magnetic Marketing Man, Dan has single-handedly transformed the marketing practices of businesses in hundreds of different industries and professions.

Dan is putting together an ENTIRELY NEW PRESENTATION on how to get from Idea-to-Inspiration-to-Implementation at super-speed....with a hand-picked Panel of top "git 'r done'ers", each talking about the single most powerful tactic they use.

# GRAVE CONCERN

Alderman seeks \$50M to restore city ceme

64 pages 2 sections

MONDAY, MAY 11, 2009

**CALGARY SUN**  
calgarysun.com



Sarah Brown, 3, who spent 151 days at Foothills hospital after being born four-months premature, cheers yesterday with mom Tannis, sister Brielle, 5, and dad Darcy, during the 32nd annual Sport Chek Mother's Day Run and Walk. More than 15,000 people hit the streets to help raise money for neonatal units at Calgary hospitals.

Recession or Riches - It's your choice  
Canadian "Rich Dad" Shares his Strategies on...  
**How to Get Rich in Alberta!**  
(In Any Economy, Up or Down)

Calgary SE	Calgary NW	Calgary NE	Albion
Monday, May 11	Tuesday, May 12	Wednesday, May 13	Thursday, May 14
12 Noon & 7pm	12 Noon & 7pm	12 Noon & 7pm	12 Noon & 7pm
Blackfoot Inn	Timwood Hall	Quality Hotel Airport	Best Western Regency Inn

**FREE** with pre-registration  
(or \$39.95 at the door)

Here's just some of what you will learn.

- ★ The fastest and best way to create millions of \$\$\$ (in a good or bad economy)
- ★ How to buy Real Estate with "NO" money Down
- ★ The difference between the advice given to the Rich and the Middle Class



Robert Kiyosaki  
Rich Dad, Poor Dad Author  
Darren Woods  
Canadian Rich Dad

More info  
on Pg 12

Register online at...  
[www.CalgaryFastTrack.com](http://www.CalgaryFastTrack.com)  
or call 1-877-RICH CDN  
(1-877-742-4236)

Tab-City/Ad Pub. No. 1

PEEL HERE

Why? Because the monthly Passive Income (i.e. money I don't have to work for) from my many businesses, real estate holdings and investing ventures is more than what most Canadians work hard for all year long.

I've made money during good economies and I've also made money during bad economies. (In fact, huge fortunes have been made during the worst of economic times).

Now don't get me wrong...I don't say this to brag. I am telling you this because I want you to know that I don't just talk a good talk - I actually do what I will teach you to do.

#### But I Haven't Always Been So Successful...

I am the first to admit it - I was a very poor student in high school and University (in fact it took me an extra year just to get through). And when I finally did graduate, my first job right out of the door was with the Alberta Government! I putzed around at a dead-end \$30K a year job for far too long before I couldn't stand it any more and I quit to start my own company. During the 90's I built up a considerable Real Estate portfolio, and I kept going with different businesses and investment opportunities as well. In fact, by the time I read Robert Kiyosaki's all time best selling book "Rich Dad, Poor Dad", I was already doing very well financially.

I was so impressed with Kiyosaki's message, in 2001 I became a "Rich Dad Facilitator" to help spread the Rich Dad message to Canadians. And now, after all of these years, I am very pleased to have been able to show tens of thousands of Canadians across the country how to take control of their own finances, and to live life on their own terms. I have spurred dozens and dozens of people to become multi-millionaires in 5 years or less. Now I do not take credit for their success - they took the action and actually did something - and I am just happy that I was able to inspire them in some way.

*"...[Darren's] passion for helping others has been a great inspiration to me and I now truly understand about giving first with no expectations in return. Darren and his advisors/speakers have helped us in many other ways as well, too many to list."*

Ken Beaton - Ottawa, ON.

trumps. But with the knowledge that I am going to share with you (and that your accountant/financial planner will not, or are not able to tell you) you will learn what you need to do to become truly financially free.

It is my mission to expose how the Big Banks and Financial companies always make money off average Canadians with their "Management Expense Ratios" and fees - even when their investors are losing their shirts by following their lousy advice. The game is stacked against the average investor - and is completely in their favor...unless you learn the strategies of the rich and "become the bank". I'll show you how at this FREE event.

**You Will Learn More in These 3 Hours Than Most Speakers will teach you in 3 days!**

I know that is a pretty steep claim, but it is absolutely TRUE. My teaching style is light-years ahead of the way you are used to learning in school. My sessions allow you to capture the information much faster and easier than at any seminar you have ever been to.

*"...I never thought that I could learn so much and gain so much during a free seminar. I would recommend this Fast Track event to anyone who wants to learn to be financially free"*

Eva Ye, Vancouver BC  
(with over \$10M in Real Estate Investments).

#### What Does Being Financially FREE Mean? It means you never have to:

- ✗ Work for somebody else.
- ✗ Limit your holidays to just 2 weeks a year.
- ✗ Order the cheapest items on the menu at a nice restaurant.
- ✗ Argue with your spouse about money.
- ✗ Get taken advantage of with stupid financial advice from "broke" professional advisors.
- ✗ Worry that you won't have enough money at the end of the month.

#### So How Long Will It Take You to Become Financially Free?

I firmly believe that EVERYONE can be wealthy within 5 years or sooner of attending this life changing FREE event.

This is very possible. Thousands of people who have attended this very same event are well on their way to financial freedom. They not only learned the secrets of the Rich, they realized that taking ACTION will ensure their personal financial freedom - just like it will for you.

# FREE Rich Dad EVENT

## Recession or Riches- It's Your Choice!

Canadian "Rich Dad" Shares his Strategies on...

## How to Get Rich in Alberta!

(In Any Economy, Up or Down)

Learn how to "recession-proof" yourself.

Find Out What the Government and the Big Banks don't want you to know & What Your Accountant and Your Financial Planner Are Not Able to Tell You.

"Rich Dad, Poor Dad" Author  
**Robert Kiyosaki\***

Canadian "Rich Dad"  
**Darren Weeks**

### CALGARY

Monday, May 11 - The Blackfoot Inn

Tuesday, May 12 - Triwood Hall

Wednesday, May 13 - Quality Inn Airport

### AIRDRIE

Thursday, May 14 - Best Western Regency Inn

Events at 12noon and 7pm

**FREE with Pre-registration**

(or \$39.95 at the door)

Register online at

[www.CalgaryFastTrack.com](http://www.CalgaryFastTrack.com)

or Call 1-877-RICH CDN

(1-877-742-4236)

\*Mr. Kiyosaki will not be present.

#### Here's just some of what you will learn!

★ The fastest and best way to create millions of \$\$\$ (in a good or bad economy).

★ How to buy Real Estate with "no" money down.

★ The difference between the advice given to the Rich and the Middle Class.



**FREE GIFT**  
when you bring a friend  
(a \$39.95 Value)

Get Out of the Rat Race in 5 Yrs. or Less!

[www.CalgaryFastTrack.com](http://www.CalgaryFastTrack.com)

Fast Track to Cash Flow



**"They All Laughed When I Took An Extra Four Minutes  
To Fill Out My 2006 Boot Camp Enrollment Form By  
Midnight 12/31/05 ... But Their Laughter Changed To  
Amazement When I Saved Over \$700.00 Bucks -- I Got  
Chauncey's New Super Secret Client Acquisition Strategy  
He's Using THIS Tax Season -- And I Didn't Have To Pay  
The Tuition Until March 2006!"**

*Special 2006 Boot Camp Offer*

*"Magically Disappears"*

*At The End Of 2005!*

FAX Reverse Side Of This Post Card ASAP!



Real Tax Business Success  
Suite 2  
504 Old Lynchburg Road  
Charlottesville, VA 22903



# EARLIEST REGISTRATION & BEST DISCOUNT BOOT CAMP ENROLLMENT FORM

*Plus FREE Registration\* -- Tuition Paid In March '06!*



\_\_\_ **YES, Chauncey! I'm ready to Magically Transform My Tax Business! I'll take advantage of the Extra Early Bird Registration Discounts and FREE No Tuition Fees Charged Until March '06 and I'll be in Dallas, TX on October 6 & 7, 2006!**

I UNDERSTAND THAT THIS BOOT CAMP IS **100% GUARANTEED!!** I'm registering with the understanding that if I am not **COMPLETELY THRILLED, PLEASANTLY OVERWHELMED** and armed with Secrets worth at least \$67,000.00 short term and considerably more long term, I can receive a **100% refund** of my entire tuition investment **PLUS** up to **FIVE-HUNDRED DOLLARS (\$500.00)** towards documented travel costs!

\*Small Deposit Required To Hold Your Reserved Seat - See Details Below

<input type="checkbox"/> My <b>ADVANCE SAVINGS</b> fee is only <b>\$1,297.00</b> (an early bird savings of \$700) Spouse or staff members just <b>\$397.00 each</b> (a savings of \$200) REGULAR FEES \$1,997.00-SPOUSE/STAFF FOR \$597.00	Name(s) of Spouse / Staff Member(s) Attending: 1) _____ 2) _____ 3) _____
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------

## **I Want To Invest In My Tax Business (And MY Business Life) By Coming To Your 2006 Boot Camp - I'll Pay The Tuition This Way:**

check ALL that apply

check ALL that apply

- |                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="checkbox"/> I want to take advantage of your <b>Early Bird Discount</b> now, but wait until March 17, 2006 to charge my <u>credit card</u> in full.                                                                                                                                                                                            | <input type="checkbox"/> <b>NEW!</b> Add my name (and additional attendees if applicable) to your list to attend " <b>Night Before Boot Camp Networking Party</b> " <b>October 5<sup>th</sup> Starting at 7:00pm</b> in host hotel in Dallas, TX.<br>(This will be a blast!)                                                                        |
| <input type="checkbox"/> I want to take advantage of your <b>Early Bird Discount</b> now -- enclosed is my <u>post dated check (3/17/06)</u> for my full tuition balance owed.                                                                                                                                                                              | <input type="checkbox"/> <b>PLEASE RESERVE AND HOLD MY SEAT(S) AT YOUR 2006 BOOT CAMP!</b> I understand I do NOT have to pay for my Boot Camp Tuition until March '06. Charge my credit card a <u>Deposit Fee of \$75.00</u> now so I can get credit for the Advanced Early Bird Discount. This deposit will be applied to my tuition owed in 2006. |
| <input type="checkbox"/> I want the <b>Early Bird Discount</b> , but I'd like to use your <b>Installment Plan</b> beginning 3/17/06, so my total tuition PLUS \$100 (for multiple payments) will be <u>divided equally over 6 months</u> and charged about the 15 <sup>th</sup> of each month through August '06.                                           | <input type="checkbox"/> <b>I'm an Alumnus - Please Reserve My Seat(s) At The Boot Camp In 2006.</b> My Deposit Fee is \$25.00 - and put it on my credit card. I understand this deposit will be applied to my Alumni Boot Camp Tuition Fees in 2006.                                                                                               |
| <input type="checkbox"/> I want to attend your <b>BONUS DAY (the day before Boot Camp - Oct. 5<sup>th</sup>)</b> for <b>HALF PRICE! ONLY \$298.50!</b> - Regular \$597.00 [Spouse / Staff \$197.00 - limit 2] Many attendees of previous "Bonus Days" have expressed this event was the highlight of their Boot Camp experience! <b>Seating is LIMITED!</b> | <input type="checkbox"/> <b>Chauncey - I'd rather NOT WAIT UNTIL MARCH 2006</b> to pay for my Boot Camp Tuition. Please charge my credit card in full now (before 12/31/05) and by doing so, I get an <u>EXTRA \$100.00 Discount off my total as a REWARD for pre-paying before tax season! (\$800.00 Savings Total)</u>                            |
| <input type="checkbox"/> I have attended one or more of your previous Boot Camps, so I'm entitled to your <b>Special Alumni Rate - Only \$597.00!</b> [Spouse / Staff only \$397.00] .... Please wait and charge my account in March '06 this way: [please circle] Credit Card or Post Dated Check                                                          |                                                                                                                                                                                                                                                                                                                                                     |

**Based On The Above, MY Tuition Fee Is:** \$ \_\_\_\_\_ **Total** (RTBS Staff Will Confirm With Confirmation Info)

BUSINESS NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_  
PHONE \_\_\_\_\_ FAX \_\_\_\_\_  
EMAIL \_\_\_\_\_

**Credit Card:** VISA MC Amex Discover (circle one)

Credit Card #1: \_\_\_\_\_ Exp. \_\_\_\_\_

In order to avoid interruption of service or for split payments, please specify a 2<sup>nd</sup> credit card that we may use:

Credit Card #2: \_\_\_\_\_ Exp. \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Advanced Early Bird Discounts &  
March '06 Delayed Payment Options  
**ONLY VALID IF YOU REGISTER AND  
PAY YOUR DEPOSIT BEFORE 2006!!**

## **12/31/05 DEADLINE!!**

**FAX THIS REGISTRATION FORM TO:**

**(434) 984-1590**

Or, Call Toll Free 1 (888) 786-2616 ext. 114

MAIL: RTBS 504 Old Lynchburg Road, Suite 2,  
Charlottesville, VA 22903

# in SANITARY FAIR

## THE E-ZINE QUEEN

On 'Star Power' Marketing

SPECIAL

Green With Envy

ISSUE

## MATT FUREY

Bares All and Does It All

## DAN KENNEDY

The Ever Restless Innovator

## BILL GLAZER and

His Incredible Info-Product  
Factory

# GREEN WITH ENVY?

THAT'S WHAT YOU'D BE IF YOU FULLY GRASPED THE INCREDIBLE INCOMES OF THE INFORMATION MARKETING ENTREPRENEURS FOLLOWING MY LEAD...

...the relative ease with which they make such large incomes...and the liberated lifestyles they live.

Consider, just for example, one recently grumbling about ONLY making about \$150,000.00 net profit from 7 days' work putting together mailings and then delivering the product. Believe me, if you could be a fly on the wall in my meetings with my info-marketer clients, you would turn neon green with envy. *I, however, have a better idea. Why envy us – when you can join us? (And still pocket a member discount if you hurry.)*

Dear Inner Circle Member,

'Normal' business can be ugly, can't it? Buildings, equipment, inventory, employees. I find, in my coaching groups, we actually spend less time talking about and working on marketing than on these kinds of problems. Sure, my kind of marketing can turn ordinary businesses into extraordinarily profitable businesses, but still, they are laden with hassle and complexity. Sometimes they are a ball-and-chain. Sometimes they are boring. Even at their best, many can only support a get-rich-slow program (not get-rich-fast).

That's why a whole lot of "regular" business owners in my world really ENVY those of us in information marketing.

Here, in MY world, one good sales letter can support you in style for years. Here it's ROUTINE TO MAKE \$100,000.00 TO \$200,000.00 in a weekend....or with an e-mail marketing campaign just over a matter of days. Here, we get to invest just about all our time in marketing, because of the purity of the business. Here, we turn ideas directly into money. We make money materialize out of thin air.

**I say: Why envy us?**

**Why not join us?**

The place to BE is at this year's annual Information Marketers' SUMMIT. This is the place to see for yourself hundreds of people taking dozens of different approaches to making \$100,000.00, \$200,000.00, \$500,000.00

A MONTH as info-marketers, deploying media.

This is the place to investigate... **discover...learn about....get inside** information about the businesses that are making lots and lots of people rich. Who has migrated to our kind of info-businesses successfully? You name it.

<i>Accountants</i>	<i>Executives</i>
<i>Ad Specialty Salesmen</i>	<i>Hair Stylists</i>
<i>Insurance Agents</i>	<i>Attorneys</i>
<i>Shop Owners</i>	<i>Chiropractors</i>
<i>Mortgage Brokers</i>	<i>Dentists</i>
<i>Real Estate Agents</i>	<i>Speakers</i>
<i>Restaurant Owners</i>	<i>Magicians</i>
<i>Retail Store Owners</i>	<i>Surgeons</i>
<i>Importers/Exporters</i>	<i>Salesmen</i>

**...Actually every imaginable topic, business category, or subject you can think of!**

Men, women, young, old, highly educated, barely educated, from every nook 'n cranny of north America and many distant lands.

**There's absolutely no legitimate reason you can't join us,** and make a whole lot more money, a whole lot more easily and have a whole lot more fun than

in your present business or career.

So if you'd like more income OR more wealth OR more freedom, why sit on the sidelines as a spectator, watching us, green with envy?

If you feel like your marketing savvy has outgrown your opportunity, then you really need to be here. Why stay stuck? I think one of the worst traps of all business traps is the opportunity that, on a 1-10 scale, is, at its best, a 5, while the entrepreneur has grown his marketing and sales skills, his appetite for wealth and success to a 9. If you're that person, you chafe at the ties that bind you daily. Well, this is the place to discover the right opportunity for you, to break free.

Of course, if you're already toying with or getting started in information marketing, then you KNOW this is the place you must be – in fact you might very well be one of the great many who've already registered with no more nudge than my little mentions in the newsletters. You know this is the place to rub elbows with, meet, pick the brains of the top, top, top information marketing entrepreneurs. People like last year's Info-Marketer of the Year winners, Brian Sacks & Nigel Botterill;

"The Information Marketing SUMMIT and day before Blueprint Seminar was awesome. The one lesson that Bill Glazer taught me on continuity programs finally hit home today and will make me a minimum of \$100,000 dollars next year. I also wrote down another seven keepers that will probably produce for me another \$200,000.00 to \$300,000.00 next year. Thanks Dan and Bill."

D.J. Richoux  
Port Coguitiam, B.C. Canada

**SPELL 'INFO-MARKETER' RIGHT NOW, THIS IS THE PLACE TO COME TO GO FROM ZERO TO \$600,000.00 AT BREAKNECK SPEED, TO GET UP TO SPEED, TO FIGURE OUT WHAT YOU WANT TO DO AND GET EQUIPPED TO DO IT.**

It's quite likely that not too long ago you thought like a "normal business owner." Then you got *Kennedyized*. You started thinking like an entrepreneur and a direct marketer. You had the kind of transformations described by the people in my NO B.S. DIRECT MARKETING FOR NON-DIRECT MARKETING BUSINESSES. And you've undoubtedly observed the seemingly endless parade of people making this next transformation, into being information marketing entrepreneurs....some in addition to their regular businesses, some in place of them.

Like Scott Tucker, who still makes over \$500,000.00 in his mortgage business, but has added an information, seminar and coaching business from which he makes another \$600,000.00 a year. He's kept his "day job." Or like Dr. Paul Searby who sold his dental practice and went full-time into information marketing, and now makes more in most months than he did in a full year in practice. He dropped his "day job" like a hot rock. You can't help but notice these people. You see person after person guided by us into success in this field – in many cases, success beyond their wildest expectations. Like attorney Bill Hammond, who originally thought his foray into information marketing might be a nice little sideline to provide some extra money for his kids' college education – but saw it become a million dollar a year business of its own, still a sideline. You see this going on. Why *wouldn't* you want to be a part of it?

**Well, you're invited.**

*And I will even guarantee that your trip to the Info-SUMMIT proves to be one of the most fruitful trips of your entire life:* if, at ANY time during the three days of the Info-SUMMIT, you

and that you don't belong here or that I somehow misled you in this letter or you are otherwise disappointed, you need only say so to receive a full 100% fee refund PLUS UP TO \$750.00 toward your documented travel and lodging expenses. The only possible way you can lose is by NOT being here, by staying home, by continuing to sit restlessly in the bleachers watching others turn into money miracle workers, letting yet another year go by status quo, an outsider peering in, mumbling "why not me?" Why not indeed?

**Oh, and this Summit's theme is:**

***SPEED!***

See, I've long hated peoples' negative reaction to the phrase "get rich quick." What's so good about slow? This year's Summit is all about creating new businesses fast, launching products fast, bringing in huge sums of money fast, growing companies from teeny to giant fast. Fast, fast, fast.

We've put together the ULTIMATE SPEED TEAM – people who, again and again, go from 'idea' to \$100,000.00 or \$1,000,000.00 at blinding speed. (You can too.)

So, let me dig in and tell you about some of the major attractions at this year's Info-SUMMIT:

▲ **MATT FUREY** will share his "Steps Traveled in Going from ZERO to MILLIONS" of dollars of yearly revenue and millionaire wealth via internet marketing in just a few years.

▲ **BRIAN KURTZ**, The 100-Million Dollar Man FROM BOARDROOM, INC. will take you inside this publishing giant and show you how they leapt from \$5-Million to \$100-Million in yearly sales.

▲ **DAN KENNEDY** (that's me), The Ever Restless Innovator. I will be making two presentations at this year's Info-SUMMIT: (1) "How You Can Sell 'Ultra-High Priced' Information Products and Services" with area or other exclusives. And (2) "How To Make

to have an actual map or blueprint for an information business. This will take my business from its current level into a million dollar business within the next nine months. Thank You."

Kris Solie-Johnson  
Minneapolis, MN

**\$100,000 To \$1,000,000 A Year (Or Even More) In The Consulting And Coaching Business."**

▲ **BILL GLAZER** who has had to master the art of creating Info-Products *AT RECORD SPEED* will show you the best strategies for "Fast and Prolific Info-Product Development."

▲ **ALEXANDRIA BROWN** has become THE authority on driving sales via E-Mail Publishing will show you how to achieve "Star Power Marketing," to attract and captivate legions of customers, who buy, buy, buy and buy again.

▲ **JEFF WALKER** called The 24-Hour Millionaire who is an 'under the radar' info-marketer that will show his 'step-by-step' process of "Masterminding Enormously Successful Info-Product Launches."

▲ Two Internet Sessions with "BOY WONDER" **YANIK SILVER**: In (1) Yanik will tell you "How To Find, Re-Package and Sell FREE Product Content" and (2) "Tested And New Secrets Of Mega-Profits From Affiliate Programs & Joint Ventures."

▲ **RICH SCHEFREN** is a bona-fide, multi-media entrepreneur who is an expert in "Streamlining Business Operations," managing fast and dramatic growth, and profiting from EVERY direct-response media.

**Bonus Session:** **DAN KENNEDY & BILL GLAZER** again – this time with "Back To The Basics, Don't Forget The Fundamentals" – *like snail mail*. This will be a super-fast-paced review of the ESSENTIAL building blocks of a high-profit info-business that lasts.

Now, **SURELY YOU SEE** that this is a line-up of **REAL WORLD EXPERTS who can put all the pieces**



- including the answer to the biggest question in the mind of any 'beginner': how can I get off to a FAST start and start making serious money IMMEDIATELY????

But, incredibly, there's even more.....there'll be a new "Showcase" of info-marketers' different "done for them" products and services and an insiders' discussion of this fast-growing segment of the information marketing business (which I'll participate in).....the competition for Glazer/Kennedy 2006/07 Information Marketer Of The Year, including a dazzling display of the best-of-the-best-of marketing examples.... AND.....

**Could there possibly be something bigger and more important at the Info-SUMMIT than all these top-flight experts and info-marketing superstars and what they have to say? One word answer.....Y-E-S.**

## DON'T ENVY US—JOIN US!

It's interesting: what you overheard your parents talking about while hiding at the top of the stairs as a kid was undoubtedly more influential in your life than what you were taught by your teachers in the classroom, and that might be good or bad. I remember, the first National Speakers Association Convention that I went to, I sat in on every session, and I did not find anything useful (that *won't* happen at the Summit) – but I got two real "gems" from listening in on hallway conversations during the break. And I met three people who were extremely valuable for me to meet, in different ways that I never would have met otherwise.

My point is: your time in the halls on breaks, at meals, after hours in the cocktail lounge might just be as valuable or even more valuable than everything you hear said from the stage.

In fact, what we hear MOST from Info-SUMMIT attendees is **testimony to the value of the networking.....**

the attendees....to the opportunity to find, meet and form relationships with so many other smart info-marketers gathered in one place. If you come to the Info-SUMMIT with that in mind and make a point of meeting as many as you can, participating in conversations, hang out assertively, you ARE extremely likely to find the million dollar idea, opportunity or contact.

If you think you might find a higher caliber group including info-marketers of all levels of experience, know-how and success – including people who've become millionaires and multi-millionaires in this field – anywhere else, you're sadly mistaken.

Clearly, You Have To Get To This Info-SUMMIT (Unless Fast Creation Of Huge Incomes With Less Work Than Any 'Normal' Business Really *Doesn't* Interest You). So Don't Mess Around. Register Immediately – While You Can Still Pocket A Member Discount.

**WARNING: Yes, you could easily be locked out. This Info-SUMMIT was 91% SOLD OUT before I ever wrote this postcard!!!!**

***The Cure For Green-With-Envy Disease: Get Up Off Your Wallet And Get In The Game!***

I know, you've been waiting for me to get to the cost. So, the answer is – a modest (in my opinion, too modest) \$2,295.00 for Gold Members or \$1,797.00 for Gold+ Tele-Coaching Members, plus only HALF PRICE to bring your spouse or a W-2 employee or 1099 associate in your business. (You will even be charged in small equal monthly payments from now until October 2006.)

And, as I said earlier, I'm happy to give you an ironclad GUARANTEE against waste or loss or disappointment. I warn you: this Info-SUMMIT will probably sell out in a matter of weeks after

release of this announcement....probably BEFORE the DISCOUNT DEADLINE on the included Registration Form. So **you MUST act quickly or risk being told you have to sit on the sidelines as an envious spectator for another whole year.**

**FOR COMPLETE DETAILS GO TO [dankennedy.com](http://dankennedy.com) and click onto the link for the Info-SUMMIT.**

The Glazer/Kennedy Inner Circle Info-SUMMIT takes place November 2 – November 4, 2006 in Atlanta, Georgia immediately following Bill Glazer's full day ALL-NEW "Accelerated A-Z Blueprint Seminar" and Gold+ Networking Dinner on November 1<sup>st</sup>. Atlanta is a great city to hold this event. It's an easy and inexpensive plane flight from just about anywhere in the continental U.S. We'll be hosting it at a first class hotel where we've made a Super Deal to get you great rates. (Hotel information will be sent to you upon acceptance of registration.)

Return the enclosed Form TODAY or register at [dankennedy.com](http://dankennedy.com)

DAN S. KENNEDY

PS: This year, the entire day before the Summit, Nov. 1<sup>st</sup>, Bill Glazer will be conducting an ALL-NEW "Accelerated A-Z Blueprint Seminar" absolutely ideal for anybody new or already in info-marketing. You should not miss this either!

***See Ya At Info-SUMMIT 2006!***

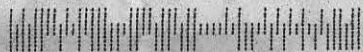
Bill Glazer  
407 W. Pennsylvania Avenue  
Towson, MD 21204



Julie Green  
Glazer-Kennedy Inner Circle  
407 W Pennsylvania Ave  
Towson MD 21204-4229

001292

**FREE DVD Shows You  
Amazing Secrets Of  
What You've Been Missing**



I hope you find the words on the following pages and included DVD a creative inspiration.....*Bill Glazer*

# Free DVD Shows You Amazing Secrets Of What You've Been Missing

Dear Glazer-Kennedy Inner Circle Member,

We've been looking over our registrations for the upcoming **MARKETING & MONEY-MAKING SuperConference** and we're *shocked* and *surprised* that your name was missing. (Okay...maybe I'm going a bit overboard.)

I could only come up with two plausible reasons why you haven't yet registered:

(1) You're too busy earning a living to take a couple of days away from your job to learn how to make real money. If this is true, then even if you own your own business, you really do **ONLY** have a job, don't you?

Or.....

(2) You're not convinced that the SuperConference is right for you, even though hundreds and hundreds of Members attend year after year reporting outstanding results.

If either (or both) of the reasons above is true for you, then I urge you to pop the DVD into your player and watch some of the highlights from last year's SuperConference. It will give you a great idea of what you can expect and I'm sure once you watch it, you'll run to the fax machine and send back the enclosed Registration Form or go online to [dankennedy.com](http://dankennedy.com) and click onto the link to register for the SuperConference.

To be blunt.... at Glazer-Kennedy Inner Circle we have a real interest in your success...and pardon the pun, but that's **NO BULL!** If you want to

# 2007 MARKETING & MONEYMAKING SUPER-CONFERENCE

## REGISTRATION FORM

### Step 1: ☐

Register me for the 2007 SuperConference (Chicago - April 20th-22nd).  
I Wouldn't miss this for love nor money!

Check your current membership level registration fee below:

<input type="checkbox"/> NON-Member	<del>\$2,997.00</del> \$2,697
<input type="checkbox"/> Silver Member	<del>\$2,497.00</del> \$2,197
<input type="checkbox"/> Gold Member	<del>\$1,997.00</del> \$1,697
<input type="checkbox"/> Gold+ Member	<del>\$1,497.00</del> \$1,197



### Or UPGRADE My Membership AND SAVE!

Please upgrade my membership now so I can SAVE on my 2007 SuperConference registration fee!  
(Upgrade entitles you to the lower Registration Fee)

☐ From Gold to Gold+ ☐ From Silver to Gold ☐ From Silver to Gold+

### Step 2: ☐ Note ADDITIONAL PERSON(S) ATTENDING the SuperConference (maximum 2)

☐ I want to register the following additional 'eligible' attendees for the SuperConference (Spouse, W-2 Employee, 1099 Associate) before midnight February 28th and receive an ADDITIONAL EARLY BIRD \$50.00 DISCOUNT. Instead of \$449.00 each, charge me just \$399.00 each.

1. \_\_\_\_\_ 2. \_\_\_\_\_

### Step 3: ☐ Also, register me for the BONUS Renegade Millionaire Day exclusively with Dan Kennedy.

<input type="checkbox"/> NON-Member \$1497.00	<input type="checkbox"/> Gold+ Member \$497.00
<input type="checkbox"/> Silver Member \$997.00	<input type="checkbox"/> Gold Member \$697.00

### Step 4: ☐ Note ADDITIONAL PERSON(S) ATTENDING the BONUS Renegade Millionaire Day (maximum 2)

☐ I want to register the following additional 'eligible' attendees for the Bonus Renegade Millionaire Day (Spouse, W-2 Employee, 1099 Associate) charge me just \$199.00 each.

1. \_\_\_\_\_ 2. \_\_\_\_\_

### Step 5: ☐ Select Payment method.

☐ Pay In Full Now (Deduct \$50.00 Bookkeeping Discount)  
☐ Equalizer Payment Plan (Balance Split In Equal Payments, Now through April)

☐ From Inside The Batcave: We have ONLY made the recordings from the 2006 SuperConference available to its attendees and we have NOT and will NOT make these recordings available to all GKIC Members. However, we have decided to let YOU have a set of these Top Secret Recordings. There are over 28 hours of recordings including Jim McCann, President of 1-800-FLOWERS, Dan Kennedy presenting the TEN WORDS THAT THE MOST SUCCESSFUL ENTREPRENEURS USE TO GOVERN THEIR EVERY ACTION, Larry Steinmetz presenting "How To Sell For Prices Higher Than Your Competitors," Bill Glazer presenting "The Ultimate Shortcut Into The Information marketing Business," Lee Milteer presenting "Inside The Renegade Millionaire System," Jim Rohn presenting "How To Design A Top Quality Life" and a complete day on "Everything Internet" with Derek Gehl and Yanik Silver. Only available on this Form with your '07 Early Registrations: just \$397.00 (\$12.97 S&H North America / \$24.97 S&H International).

PLEASE WRITE LEGIBLY

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Business Name (if applicable): \_\_\_\_\_

Address (No P.O. Boxes): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone (W) \_\_\_\_\_ (H) \_\_\_\_\_ (C) \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Credit Card: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Credit Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

FAX BACK To: 410-825-3301 Attn: Darlene

Mail To: Glazer-Kennedy Inner Circle / 407 W. Pennsylvania Ave. / Towson, MD 21204



**Opportunity Knocks**

Will you open the door?

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[www.dankennedy.com](http://www.dankennedy.com)

Glazer-Kennedy Inner Circle  
**Marketing & MoneyMaking**

**SuperConference**



**\*IMPORTANT  
INFORMATION  
ENCLOSED**

For Independent  
Restaurant Owners Who  
Were Unhappy with  
Their 2009 Sales &  
Profits From The  
Nations #1 Most  
Celebrated Advisor To  
The Restaurant Industry

**FREE RESTAURANT ECONOMIC STIMULUS**

**Was 2009 The Year In  
Business You Expected?  
Get Your Own Economic  
Stimulus Worth \$26,587.64**

**OPPORTUNITY**

**EXPIRES DECEMBER 31st!**

***Restaurant Business  
Special Advisory***

At Last - The nation's most successful  
marketing advisor to independent  
restaurant owners reveals his little  
known business building secrets. . .



"My staff - and especially my accountant - thinks I've  
gone crazy! But, I'm so frustrated on behalf of  
restaurant owners like you who are missing their chance to  
DEFY THIS RECESSION and BECOME THE DOMINANT  
RESTAURANT IN YOUR MARKET, that I'm willing to give you  
your own economic stimulus worth \$26,587.64 for FREE!

**DETAILS INSIDE**

**FREE Restaurant  
Recession Busting  
CD Enclosed**

**COMPACT  
disc  
DIGITAL AUDIO**

Despite the media doom and gloom across the  
country, many restaurants are experiencing  
**Large Sales and Profit Gains - Defying Media  
Predictions by Exploiting The Opportunities Arising  
As This New Economy Emerges ...**

# Demonstration

# Here's a Partial List of The Smart Glazer-Kennedy Inner Circle Members That'll Be Getting Together in Chicago For SuperConference 2007, April 20<sup>th</sup>-22<sup>nd</sup>

...If your name isn't on this list, you'd better sign up right now before it's SOLD OUT!

*Charles Boddy	*Matthew Lee	*Louis Wright	*Joe Sulek	*Eileen G Wade
*Lisa Wilgus	*Dan Curriden	*James Lange	*Mark Jackson	*Alexandra Brown
*Eiaz Tahir	*Charles William Petty II	*Lawrence Loik	*Eliot Silverman	*Robert Bailey
*Augustine Ojo	*Ken Sparrow	*Martin Fogarty	*Thad Winston	*Jerry McGill
*Mike Zuckerman	*Colleen Francis	*Jeff Friedman	*Thomas F. Ribar	*Michael Porter
*Tom Conway	*Matthew Gillogly	*Beth Emmers	*Diana Coutu	*Shay Schwartzman
*Suzanne Travers	*Gerald Overstreet	*David Hilton	*Tom Hoobry	*Suzanne Kemp
*Jane Cranston	*Dan Crooks	*Quentin Chen	*Michael G. Gormley	*James McAnally
*Jeff Johnson	*Al Smith	*Christopher Condon	*Edward Rush	*Steven J. Minucci
*Jerry A. Jones	*Tim Braun	*Anthony Gedge	*Tim Paulson	*Kenneth Schreiber
*David Brady	*Michael Ville	*James Malinchak	*John Short	*David Sims
*Ed O'Keefe	*Elizabeth Simeone	*Patrick Strubbe	*Daniel Snyder	*Ron Bealer
*Harun Bahri	*Chet Rowland	*Peter Brady	*Darlene Nicholson	*Mike McCool
*Eric Ondrick	*John Barry	*Patrick LaBoone	*Harry Williams	*Warren Whitlock
*Judith Zabaloui	*Chris Port	*Shelby Brown	*Excel Fields	*Mike Permutter
*George Cochran	*Jason Pohonski	*Travis Tolstrup	*Alexis Neely	*Keith Lee
*James Fairfield	*Blake Livingston	*Jill Wolfthor	*Eileen Carda	*Joshua Long
*Dusty Everson	*Brett Fogle	*Larry Hines	*Maria E. Andreu	*Bill Driscoll
*Eric Ocasny	*Jim Ekman	*Angelo Ioannides	*Nikolas Chugay	*Candice Johnson
*Susan Berkley	*Michael Straumiets	*Michael Shaw	*Bill Zoumbos	*Mark Sumpter
*Ramon Vela	*Rick Grunden	*Stephen Snyder	*Paul Weinberg	*Mace Yampolsky
*Ariana Rodriguez	*Patrick Consing	*Bob Stella	*Dr. Christopher Tomshack	*Roger Due
*Dr. Charles Martin	*Steve Underation	*Marvin Pantango	*Ari Galper	*Troy Don
*Russ Lowry	*Alex Lowy	*David Dickson	*John Alams	*George Tuita
*Sybil Janssen	*Troy White	*Robert E. Gardner	*Andrew Lookwood	*Terry L. Bryan
*Stephen Oliver	*Karen Monath	*Phil Walker	*Dr. Randall C. Pruitt	*Christopher Monge
*Diane Roehrig	*Michael Miget	*John Rinaldi	*John Ackerman	*Tom Nardone
*DC. Fawcett	*Donald G. Trosper	*Elena Koval	*Larry Conni	*John Mason
*Ron Rosenberg	*Craig Garber	*Melvin Yates	*Kenny Smith	*Blair Hombuckle
*Marlene Green	*Denise Cesena	*Gayle Carson	*Scott Mueller	*Tania Ward
*Brad Cooper	*Jon Esposito	*Eileen Preuss	*Timothy Conroy	*Craig Wenger
*Scott Braden	*Jonathan McCulloch	*Terry Wygal	*Lori Satz	*Susie Nelson
*Jose DeJesus	*Tadahiyo Ogawa	*Jodie Hecker	*Bryan Caplovitz	*Jim Canale
*Dick Fryman	*Mark Tewart	*John Carroll	*Trenton Bath	*Sue Keyes
*Dwight Woods	*Ted Prodromou	*T.J. Rohleder	*Kevin P Flood	*Rich Webb
*Eric Sbarge	*Rob Carsello	*John Ford	*John DuCane	*John E. Lewis
*Andrei Kossyrine	*Michael Zolt	*Steven Swanson	*Yong Wang	*John Brooks
*Rudi Marten	*Mark Cocco	*Toby Roebuck	*Roberta Kahn	*Eric Dohner
*Michael Bonn	*Wayne Story	*Aden Rusfeldt	*Chris Mullins	*Ella Gurfinkel
*Phil Cadorette	*Jason Henderson	*Ben Thole	*David S. Geller	*Steve Segal
*Fred Gagnon	*Diego Saenz	*Richelle Shaw	*Harmony Tenney	*James L Clements
*Timothy Seward	*Kevin Thompson	*Ernesto J. Fernandez	*Dale Hinkley	*Mike Resop
*Chuck Hansen	*Anthony Barbanente	*Craig Filek	*George Vallejo	*Stephen Roulac
*Cameron Moss	*John Hayes	*Joshua Eagle	*Michael Jakle	*Chris Prefontaine
*Matthew T. Strong	*Carlos Samaniego	*Thomas Chate	*Nate Hagerty	*Gilles Godin
*Dr. Paul Seabry	*Lloyd Irvin	*Michael Pierquet	*Ross Devereaux	*Shen Lu
*Gene Kelly	*Clyde Goulet	*Dave Negri	*Theodore D Lanzaro Jr	*Kevin Kowalke
*Chris Bowman	*Marc Poulos	*Debbie Mumm	*Maceo Jourdan	*Mike Crow
*Michael Rodetsky	*Scott Tucker	*Jonathan Patton	*Shella Spangler	*Masahiro Takeuchi
*Carol Frank	*Marge Clarke	*John Jr Hayes	*Jenny Hong	*Dr. Terry Gimmillaro
*Chris Zawadowski	*James Lee	*Kenneth Preuss	*Craig Ernst	*Aaron Halderman
*Paul Galasso	*Sean Cassidy	*Len Stauffer	*Bryan Post	*Dean Kilgusbeck
*David Leslie				*Nina Hershberger
*Kevin Saffari				*David H. Klaus

\* Indicates returning Inner Circle Members  
who attend GKIC national events year after year.

Look how many keep coming back.

*Brad Parker	Bob Noel	Robert Bishop	*Joel Sanders	Nancy Singleton
*Lina Penolosa	Karl Schmieder	Alan Bentley	*Ben Wells	James Montgomery
*Peter Kici	Lou Landau	Aaron Kancevich	*Barrington Adrian	Kevin Barton
*Jim Hart	Stu Fitzpatrick	Howard Anderson	*Garrett Anderson	Weston Headley
*Jeff Hockings	Anthony Johnson	Brian Burgio	*Dr. Ench Breitenmoser	Paul Maguire
*Francie Ward	Arno Wingen	Olivier Gaudy	*Judy Flury	Doug Jones
*Ron Caruthers	*Wayne Burgan	Eric Garcia	*Sid Sather	*Lars-Goran
*Jack Phelps	Frank Wolf	Daniel Griffin Jr.	*Bill Marvin	Ostergren
*Neil Cohen	Gary Schill	*Thomas Koster	*Paul McGraw	K.T. Jepson
*Herve Bony	Tom Carfree	Jeff Dedrick	*Karen Schaefer	Kevin Cooney
*Jennifer Rada	David Reynolds	Andy McClish	*Paul Hurst	Nancy Hayssen
*Aleksy Lavrinenko	Carol Bausor	Peter Jilka	*Dave Mason	*Leonardo Habegger
*Mike Capuzzi	Mike Khalidun	William Martyn	*Tony Wedel	Melanie Strick
*Ron Seaver	John Barry	Richard Mallory Jr.	*Leonard Nock	Brian Rideout
*Richard Canfield	Daniel Gillogly	Chris Curry	*Ricardo Keppard	David Wadsworth
*Kiri Menon	Myma Ordower	Keith Trautman	Jolene S. Aubel	Linda Snyder
*William Hammond	Thomas Dixon	John B. Cannon	*David Sheetz	Brett Brodie
*Michael Jans	Bryan Castiel	Michael Kane	James Clark	Jack Boorman
*Mark Russell	*Glen Springfield	Tom Smith	Anel Baserio	Owen Garratt
*Stephen McLean	Karen Campbell	Jeannie Budge	John Braun	Tim Chudy
*Dr. Tom Orent	*Kris Kristoffersen	Jeffrey Heduist	Rebecca Gomes	Joe Huban
*Greg Moody	Nadale Amann	Barry Dunlop	Richard Selby	Ben Pritthead
*Fred Nicklaus	Timothy McNutt	Phil Meyers	Martin Mohrle	Kathy Jamboi
*Steven Poulos	Rochelle Grubbs	*Ruth Whittington	*Scott Manning	Rick Allen
*Penny Halgren	Paul Herman	Chris Berg	*Bob Martinez	*Christopher Payne
*Doug Anderson	Dean Peterson	Paul Avins	*Andre Palko	Bruce Bay
*Craig Eubanks	Dr. Jeff Winterheimer	Michelle Krajewski-Hall	*Mark Riffey	Alice Reiter Feld
*Christopher DiRe	Marilyn Mathers	Marina Dean	*Clayton McMartin	Peter Best
Terry Coyle	Manuel Sanchez	Jennifer Keller	*John Granatir	*Chris Cardell
Cindy Ritzi	*Ken Eddie	Debbi Hannan	*Chris Hanlon	*Harvey Zimmel
Cheryl Waller	Joseph Sturicolo	Cleve Gaddis	Scott Westemeier	Robert Hawthorne
*Imal Wagner	Dean MacMorris	Becky Gorman	Rick Claydon	Craig Ballantyne
*Paul Barning	David Yow	Superman Profits	Brooks Allshouse	Ireyna Kimberley
*Ralph Cunningham	*Steve Clauson	Sheila Rose	Peter Schultz	Phil Oliver
*David Yow	Neil Asher	Mike DiPaula	Tony Smith	Tom Matzen
*Hakan Kallving	Dan Lieberman	Rick Stevens	William Jenkins	*Robert E. Estupian
Ronald P. Jacques	Michael Boyler	Jan Drake	Terry Young	Rami Derry
Doug Bryan	Timothy Conroy	Lori Satz	*Bryan Caplovitz	*Jeff Hughes
Lauren schmoyer	Schmoyer	Ryan Plitz	Randall Sevenish	Jason Layne
Bob Baker				Anne Galzraith
				Matt Shreves
				Miroslav Beck
				Justin Fernandez
				Marcia J. Avalon
				Michael Beek
				Tim Nakan
				Roderick McNeill
				Curt Roesa
				Lou Nudo

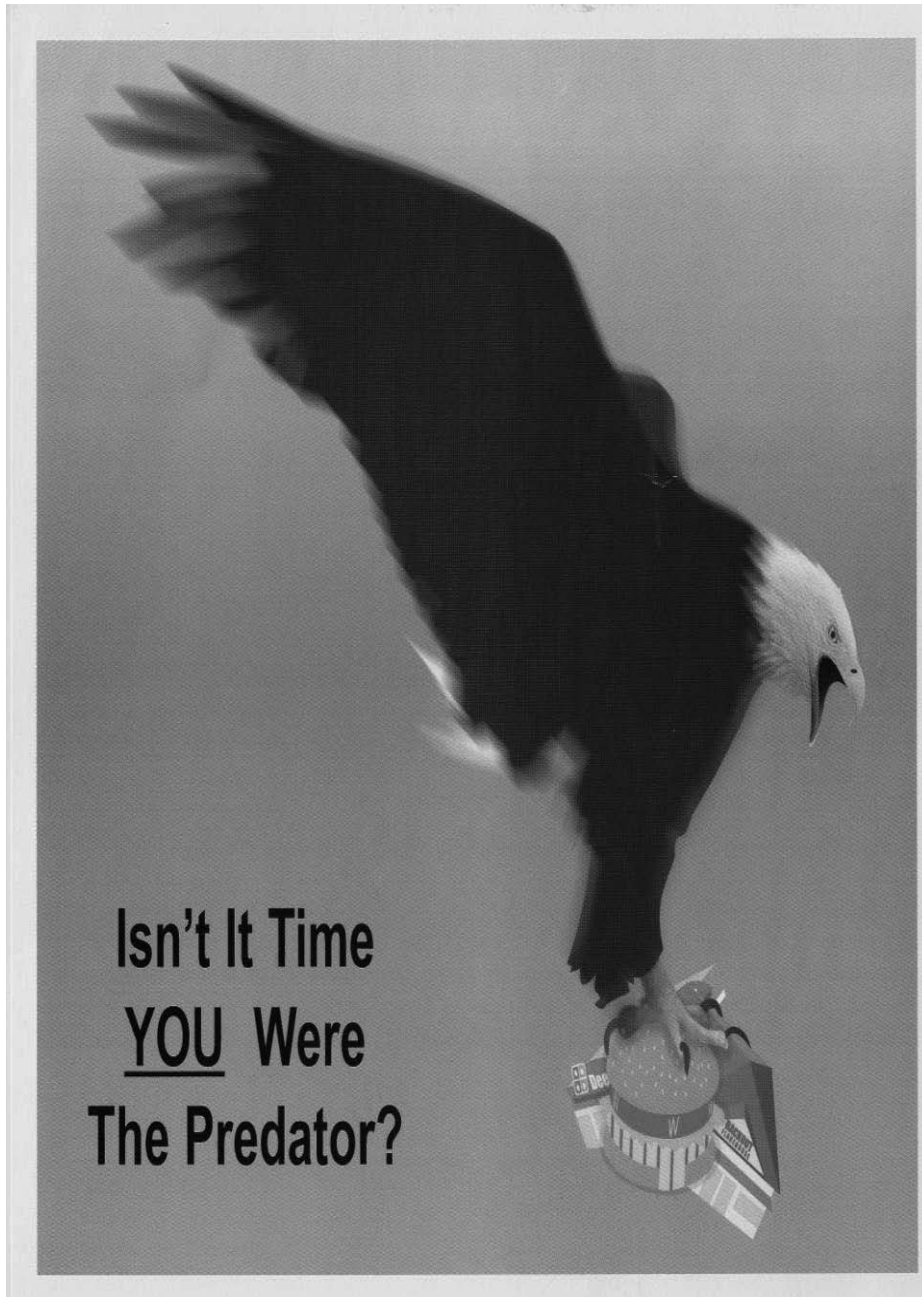
To Register Immediately  
And Join All Of These Other GKIC Members  
Fax Back The Enclosed Registration Form To:  
**410-825-3301**  
**Attention: Darlene**



# ALL PHOTOS OF PREVIOUS EVENTS



# Photo



**P & C (Personality &  
Clever)**

**Examples To S & D**

Bill, Your Personal  
Invitation to **Rory's FREE 43rd  
Birthday Bash,  
FREE Cake and  
Birthday GIFT For  
You** Are Inside....



Rory Andrew Fatt and his RMS team  
Cordially Invite you to his  
**43rd Birthday Bash &  
Customer Appreciation Event**

Wednesday, October 26th, 2005  
In Chicago, IL

With **FREE Birthday Cake** And Your  
Chance To **WIN One of Three  
FREE Large Flat Screen TVs!**

Your Attendance Is  
**FREE**, but an RSVP  
is required by  
returning the  
enclosed  
RSVP form.



Who Else Wants To Party?!...AND

**Get A Hundreds of Thousands of  
Dollars Worth Of Restaurant  
Business Building  
Secrets...FREE!**

(Well, except for a small deposit  
to hold your seat where the money is refundable  
once you attend the event!)

**Rory Fatt's 43rd Birthday Bash  
And Member Appreciation Event**

Don't Miss...

3 Behind-The-Scenes Secrets Of Renegade  
Million Dollar Independent Restaurant Owners  
Who Reveal Life-Changing-Money Opportunities  
For Any Restaurant Owner **GUARANTEED!**

Dear RMS Member:

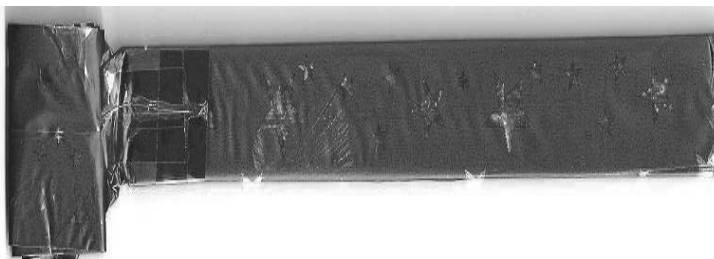
I might look like a "suke" in this party hat...you can see laughing now!...But the real joke will be on  
my Members who do NOT attend my 43rd Birthday Party and Life-Changing, Money-Making Member  
Appreciation Event.

**This Special Event is for YOU!**

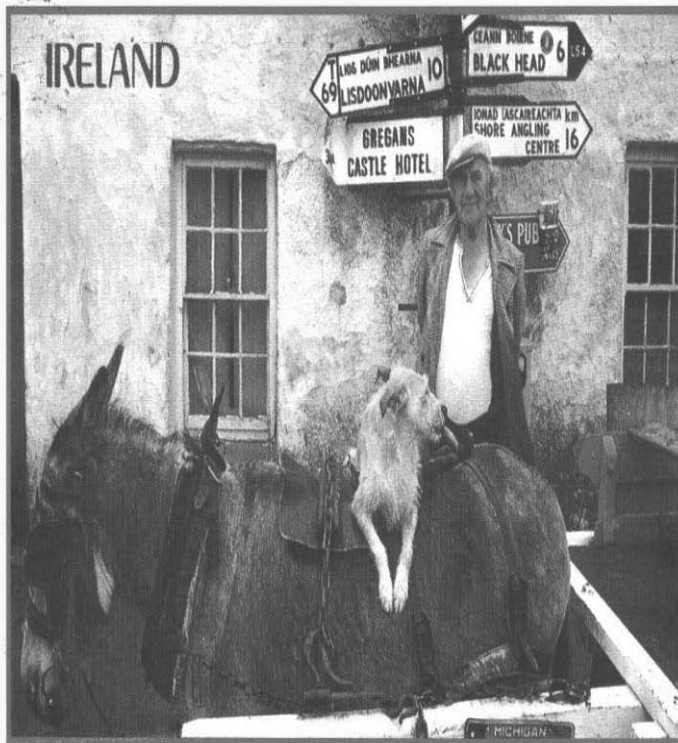
(And if you sign up now, you'll be in the group of restaurant business owners "laughing" all right...laughing  
all the way to the bank!)

I had my 43rd birthday recently. Despite the amount of money I spend  
eating and drinking out restaurants all over the world, taking people out, and  
the tens of thousands of dollars my company spends on banquets and catering  
directly and indirectly at my restaurant within 100 miles of me for 5100 miles  
of me for that matter saw me a birthday card with some reason why I should  
come to their restaurant to celebrate my birthday.

When I did not find a comment card or any attempt to capture my  
contact information I ALWAYS fill it out. I always give my birthday. But  
despite fun and teaching this very simple marketing strategy, NOT ONE  
restaurant mogul saw a birthday card. Don't you find this amazing? Don't you  
find it crazy that nearly some restaurant would send me as a customer on my birthday? Signature?







**IRELAND:** The unique beauty of Ireland's landscape and its rich historic, literary and artistic associations have long made it a favorite resort for tourists. Encompassing a wealth of natural beauty within its modest dimensions, Ireland boasts a landscape which is as much diverse as it is gratifying. The scenic grandeur is set off by Ireland's position. Standing in the path of both the prevailing westerly winds of the Atlantic and the warming currents of the Gulf Stream, Ireland enjoys an equable climate which gives the country its unique fresh appearance.

## LIFE IN THE FAST LANE!

Day #2

Dear Kenneth,

Karen and I are on our yearly cruise. Yesterday we boarded our ship outside of London and today (as you can see) we're in Dublin, Ireland. This is truly a beautiful country.

When I saw this postcard I couldn't resist buying a bunch of them for some of our GKIC Members (including you). It reminded me that since I became an Information Marketer... I really am living "LIFE IN THE FAST LANE".

Hope to see you at the Info-SUMMIT this November in Saint Louis, where you can rub elbows with and pick the brains of the top, top, top Information Marketing entrepreneurs in the world.

It's a known fact that people do leave the Info-SUMMIT and quickly change their lives. If you haven't already registered, you can find out all the details at [www.danukennedy.com/Ireland](http://www.danukennedy.com/Ireland) and still grab a \$300.00 Member Discount.

Gotta go. Karen's calling me to look at a Cashmere sweater she's thinking about buying.

Bill

PS: If I see another interesting postcard during our travels, I'll grab you one.

WICHITA KS 672

17 JUL 2007 PM 2 T

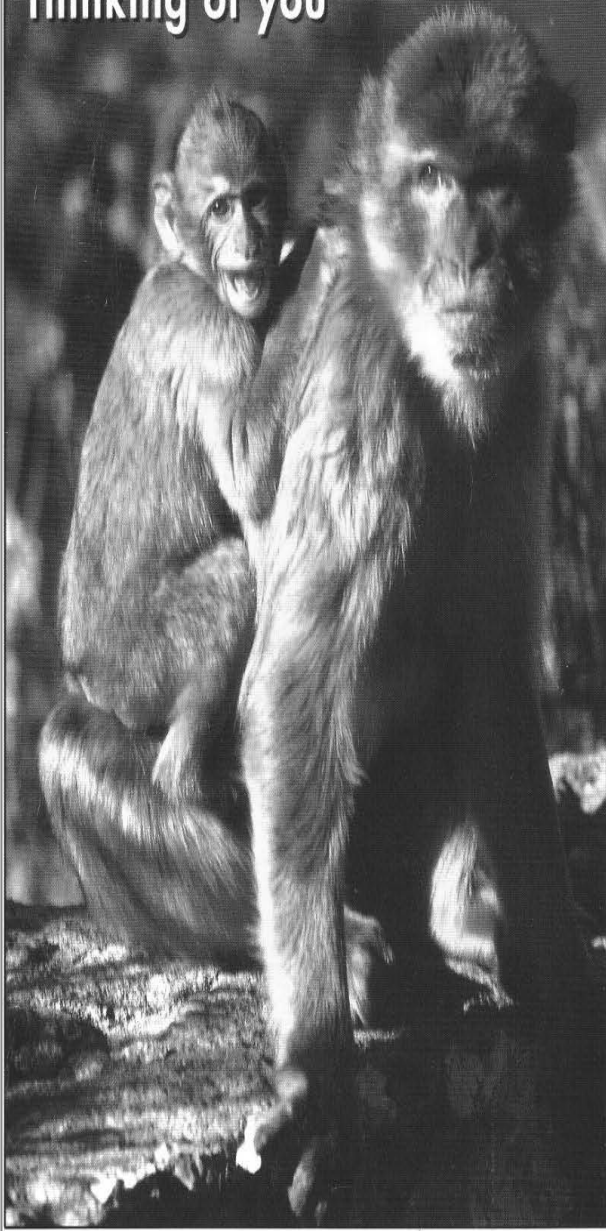


Bill Glazer  
Glazer Kennedy Insider's Circle  
407 W. Pennsylvania Ave  
Towson, MD 21204

Kenneth Taraw  
44 Center Grove Rd  
Randolph NJ 07869-4483

# GIBRALTAR

Thinking of you



Day #6

Dear Tonika,

Hope you got my postcard from Dublin. Since then we've been to Cork in Ireland, Oporto and Lisbon in Portugal and this morning we arrived in Gibraltar which is part of the UK.

It's about a 75-minute climb to the top of the rock of Gibraltar so Karen and I decided to hold off and instead we went shopping. We did wander into one store where I bought you this postcard and the owner actually had these two little monkeys that he owns inside.

As I've been enjoying my Cruise, I couldn't help but think how the Information Marketing Business has allowed me to live the life that Karen and I desire (and deserve). We can go on a terrific 2-week cruise every year and literally buy whatever we want. (In case you're interested, Karen did buy the Cashmere Sweater in Dublin the other day).

I'd hate to see you left out from this incredible way to make a living. If you haven't already taken care of registering for the upcoming Info-SUMMIT this November in St. Louis, you can still grab a \$300.00 Member Discount for a limited time at [www.infomarketing.com/Gibraltar](http://www.infomarketing.com/Gibraltar).

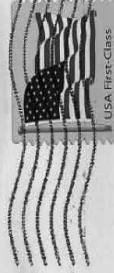
Now I really gotta go because Karen's talking to the owner about buying the Monkeys (Oh No!)

Bill

PS: See....Even when I'm on vacation I'm still "Thinking Of You"!!

WICHITA KS 672

20 JUL 2007 PM 3 T



Bill Glazer  
Glazer Kennedy Weider's Circle  
407 W. Pennsylvania Ave  
Towson, MD 21204

Tonika Bryant  
My Monkeys Neighborhood  
205 W Lancaster Ave  
Wayne PA 19087

6540

# Where Girls Just Wanna Have Fun!!!



Day #12

Dear Thomas,

As you can see, today Karen and I are in Barcelona, Spain. We're on the last day of our cruise having traveled a total of 2,926 Nautical Miles (wow).

We met VIP Member, Edward Azorbo who lives here for lunch at the beach where I saw these ladies sitting around enjoying the beautiful weather.

I don't know why, but these ladies reminded me that Robert Skrob, the President of the Information Marketing Association is hosting an EXTENDED training for your key staff during the Info-SUMMIT.

This is the 1st time we've ever done it and it's going to be great. (Plus you can bring your key staff for half price).

I hope you join Dan and me at this year's Info-SUMMIT. We've put together our best and most exciting event ever. To find out all the details go to [www.danukennedy.com/Barcelona](http://www.danukennedy.com/Barcelona).

Gotta go. Tomorrow we fly back to Baltimore (ugh!!!)

Bill

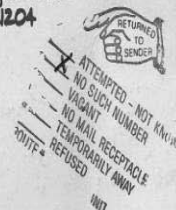
PS: Of course Edward is flying in from Spain to be at the Info-SUMMIT. He wouldn't miss this for the world and you shouldn't either.

WICHITA KS 672

26 JUL 2007 PM 1 L



Bill Glazer  
Glazer Kennedy Weider's Circle  
407 W. Pennsylvania Ave  
Towson, MD 21204



Thomas Lidforss  
101 E El Camino Real # 133  
Sunnyvale CA 94087



Ron Ipach  
CinRon Marketing Group  
7185 Liberty Centre Dr #G  
West Chester, OH 45069

Syed, come to my Auto Repair  
Recession Buster Event next month  
and you'll be getting Big Fat Checks just  
like this within the next 63 days.  
See inside for details!



UTF  
Korath



Syed Majeed  
Ali Tune & Lube  
9499 Lanham Severn Rd  
Lanham MD 20706-2641

UTF

0381

450690538



Ron Ipach  
CinRon Marketing Group  
7185 Liberty Centre Dr #G  
West Chester, OH 45069

0504

EXPIRES July 11, 2008

PAY TO THE  
ORDER OF

Syed Majeed

\$ 23,932.46\*

Twenty-Three Thousand, Nine Hundred, Thirty-Two and 46/100 DOLLARS

MEMO Your Future Success!

Ron Ipach

: 071004022 : 2323453 : 0504

\* Of course this isn't a real check. Please do not try to cash it!

## Syed, Why Have I Sent Amount Of \$

For two reasons Syed,

1. First, I have something important to tell you and I figured I should catch your attention. (I know I shouldn't have to say this, but I figured I should.)
2. And second, that just happens to be the **NET PROF** just one new marketing idea - and she's going to have a Repair Recession Buster Event and show you how to

### You Could Be Getting Your Own BIG All Of My Previous Invitations To

At this event, not only will you learn how Leigh Ann and I will also have even more top shop owners at the event and strategies too. Plus I'll be unveiling my brand new 22-Point crank out record profits for your shop - regardless how high

Syed, here are 4 more great reasons to attend this event...

1. You'll discover how to pack your shop - WITHOUT spending a dime.
2. I'll show you how to use a \$12 tool that will quickly and easily suck black-hole in your business.
3. I'll show you how to use attention grabbing mailers like the ones my clients send 'checks' to their customers, they actually work!
4. **The entire event is FREE for gosh sakes** Anniversary of helping shop owners just like you crank out experience what it's like to make the money they deserve **GUARANTEE!!!** If you sit through the entire first hour that will put an extra \$1000.00 per WEEK in your pocket. I wasted your time - I will pay you \$250 out of my own pocket.

Hurry! Space is running low. Fax the form  
1-866-744-8467 to ask questions, or visit

#### Ron Ipach's **FREE** Auto Repair Recession

☐ Yes Ron, please reserve a seat for me at Recession Buster event in Chicago. Limited seating, a \$97 per person seat deposit is required and will be refunded.

Card #: \_\_\_\_\_ Exp: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ FAX: \_\_\_\_\_

Additional Attendee(s): \_\_\_\_\_

CA08CHECK

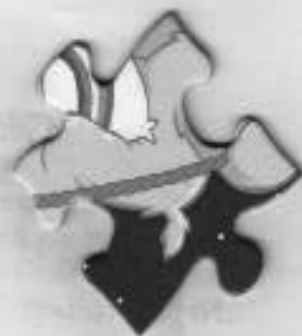


BILL GLAZER

**HURRY! YOUR  
OPPORTUNITY TO  
REGISTER FOR THIS  
FREE EVENT EXPIRES  
ON AUGUST 21, 2006.**

Looking forward to seeing  
you in Seattle,  
Bill Glazer

## ely Sure le Decision



Is this the winning puzzle piece?  
Bring it to the Conference & EXPO to find out if  
you're the winner of a Royal Caribbean Cruise.

Strategy exposed to you at The American Retail Supply,  
Conference & Expo by one of the speakers or one of the  
come in 2007?

Someone who is already registered to attend what is turning into the  
BIG Event ever put together for Independent Retailers and I was  
Seriously, what the devil are you thinking?

I have to warn you: waffling, waiting, procrastinating is going to lock you out. We're

**nearly 85% sold out.**

Still everyday, a few more registrations come in. **IF YOU MESS AROUND MUCH LONGER YOU  
WILL LOSE OUT** – and there's nothing I can do to make more room. (The Convention Center has very  
strict fire code limits and they will not allow one person over their allowable number.)

Frankly, I expect a flood of registrations between now and the end of the month because all of the speakers  
are also promoting the event to their own lists.

**I'm even willing to GUARANTEE the extraordinary value  
TO YOU of this FREE Conference & Expo**

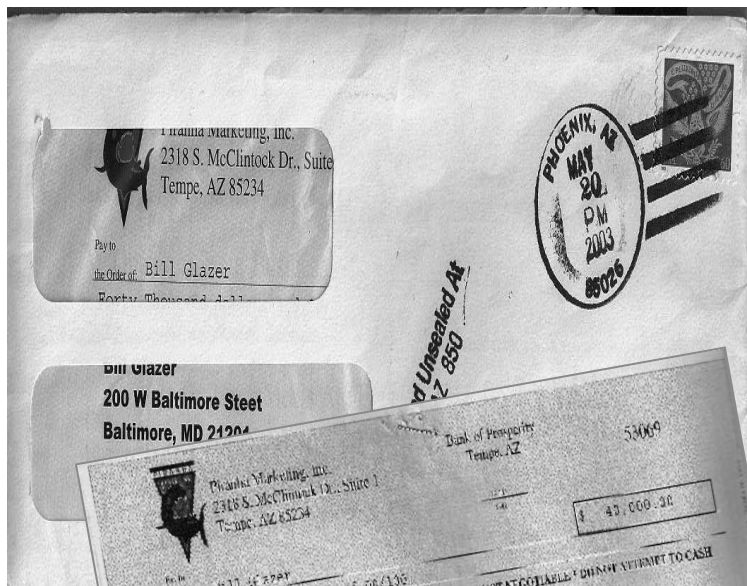
To shove you into action, I will put \$100.00 of my own money right on the line  
with my...

**PERSONAL, MAKE-YOU-HAPPY GUARANTEE  
THAT THIS WILL BE THE MOST VALUABLE EVENT  
EVER HAVING TO DO WITH MAKING REALLY BIG MONEY  
IN THE RETAIL INDUSTRY**

I want you to register for this FREE event (my gift to you) without an ounce of concern over how much it  
will be worth to you. Even though the seminar is FREE, you'll still have to cover your airfare, hotel and  
food, so I want you to have an ironclad, unwavering confidence that you are making a wise decision for  
yourself and/or your family. So, I'm going to go way, way, out on a limb for you:

**Attend BOTH days, in their entirety, and if you honestly feel I have  
overstated the value of this event, under-delivered on my promises,**





## "How I'll Spend My \$40,000.00"

ITEM DESCRIPTION	APPX COST
1.	\$
2.	\$
3.	\$
4.	\$
5.	\$

to this letter. I'll tell you why in just a minute.

The headline at the top of this letter is exactly what one attendee at a recent Boot Camp said: operating your business, even with my System, without attending a Boot Camp in person is like subsisting on bread crusts and water when a gourmet meal is readily available. Why do that? And, others' comments are enclosed on the Gold Pages. **WARNING:** If you take the time to read them, the only sensible conclusion you can reach is: you cannot afford NOT to be at this Boot Camp. So if you are determined not to invest any money in building your business, and you are fat and happy with things just as they are, whatever you do, do NOT read these comments, on the Gold Pages.

But if you'd like to finally, totally, make the leap from working hard for a living to working smart for a life, from just eking out a good income to creating financial independence, then you will read these comments carefully, and you will conclude that it will not cost you to attend; it will pay you. Which, incidentally, I even guarantee.

(A.C.): a survey of past Boot Camp attendees, from the first to the most recent Boot Camps, revealed that the average improvement in their incomes in the 6 months following attending was \$3,680.00 a month. The average twelve-month value in increased earnings was over \$40,000.00. Those are AVERAGES. Do you think you can at least match up with "average"? Could you do better? (In fact, Dave Keiter, owner of Yellow Van Cleaning in Kearney, NE, increased his business an unbelievable \$358,465.00 the year after he came to his first Boot Camp!)

## What will you do with your \$40,000.00 raise?

Pay off bills, get out of debt? Buy a new home or remodel your present home? Have a mortgage-hurrying party? Get a new truck or car? Finally live that extra person you really need, to expand, and to stop doing it all yourself? Take extra time off or take your family on a really great vacation? Discry... a cruise... a lazy week in a beachfront resort? Secure your son's or daughter's college education? Invest for your retirement? Go ahead, get out a yellow legal pad and spend that \$40,000.00 "bonus money" as you see fit, because the way I see it, it is the LEAST that'll be coming to you.

# Go Ahead, Keep Throwing Your Money In The Trash!



(You Can Afford It, Right?)

RESORTED  
FIRST-CLASS MAIL  
U.S. POSTAGE PAID  
ELIZABETHTOWN, PA  
PERMIT NO. 24

**SDI Wealth Institute**  
9799 Old St. Augustine Road  
Jacksonville, Florida 32257

## I Quit!

I'm trying my best to make you a millionaire but it's a two way street. I can't do it without your help. I've sent you a black box with a million dollars in it. I don't know what else to do. The same goes for you. I don't know what else to do. Are you really going to keep throwing away deals that could make you \$25,000 on each? Honestly, don't you think 5 days with a multimillionaire who's bought over 1,400 houses could and would change your life forever?

### I Make Millionaires And I Can Prove It.

Some will be in the room with you. Many are the very same people I had to beat up to attend MOS last year or the year before. They did the right thing and took the plunge. Now they all wish they'd attended sooner. You heard from a few of them on the tape in the black box.

### What's Your Problem?

If it's money, take me up on my financing offer that's about to expire. If it's time off work, keep excellent hours for a few dollars and when you're done this year. The people I'm looking to work with will do what it takes to make time. I'll promise you one thing, whatever reason you've come up with to justify not registering is costing you at least a hundred grand a year. You see, there's no way on earth you can lose a hundred grand a year if you're using the killer techniques I teach only at MOS. Heck, just one idea alone could easily make you more than your job. And I've got 5 days stuffed with proven, rock solid, wealth-generating techniques that made me rich.

I only teach this class four times a year and I don't know how much longer I can do that. Wake up and sign up before it's too late. Your family will appreciate the impact it'll have on their lives and you can take your life back. If we don't hear from you this time, we'll have no choice but to give up on you. It's just too costly. I'm sure you understand. I hate to quit, but you leave me no other alternative. I've learned the student must be ready for the teacher to appear. Are you ready?

**Ron LeGrand**

**1-800-387-4306**



Rory Fett's Mom  
1124 Fir Ave, #161  
Blaine, WA  
98230

If You Can't Stand The  
Heat In Your Kitchen  
This Summer, I've Got  
The Solution Inside  
This Envelope.



Bill Glazer  
Glazer-Kennedy Inner Circle  
407 W Pennsylvania Ave  
Towson MD 21204-4229



A Note From Rory's Mom



Hi Bill,

This is Rory Fett's Mom. You are probably wondering why I'm sending you this Hall-Loween fan. Well, two reasons really.

1. It's really hot and I thought you might want to use it to cool off.
2. To get your attention about my son's upcoming Monster Marketing Seminar and Hall-Loween Bash October 25<sup>th</sup> and half day October 26<sup>th</sup> in Chicago, IL.

Rory sends me the notes he gets from restaurant owners all over the world on how his marketing has helped them increase their sales and profits. In so proud of him, he really works hard to do everything he can to make it easier for restaurant owners. And I know it's not easy with National Chains moving in all around you. Rory says that the independent restaurant owner is the cornerstone of the community. Whenever we get together he takes me to one of his local favorites even though I love to cook. Anyway enough about me.

Rory tells me that some people have not signed up to come to his Monster Marketing Seminar in October in Chicago. I can't believe THAT some is on the list of people who haven't registered yet. Is that true? Bill, you should be ashamed of yourself! Tell me it's not so! If you're already coming - just disregard this letter. I'll make sure Rory delivers it in a big way. I



J. Squirrel  
6205 S 231st Street  
Kent, WA 98032



# Last Chance!!

Kendra Jo Murphy  
Glazer Kennedy Innerscircle  
407 W Pennsylvania Ave  
Towson MD 21204-4229



From: J. Squirrel

## Are ya nuts?



Everybody's gone... I crawled in through the window, overheard them talking about YOU. I guess you might be offended by this, but they were under the table out loud if you were nuts! (It was that got my attention.)

Why would they think you're nuts?

'Cos a few weeks ago, Keith Lee, of American Retail Supply, went to an about **Retail Success 2006, American Client Appreciation Conference & Expo** his personal. Make-you-happy **QUAN** DOED been a little nutty that you & Keith even offered to refund you the your airfare, hotel room, and give you a fine if you honestly felt he oversteated the value of this event.



They were talking about some of the excuses why other clients have not yet registered. (Here are the best ones that have none in no time):

1. Already so rich I use **100.00-bills-to-lase** delated due to **FCR** rules)
2. Need to take the Lear Jet in for its tune up.
3. Promised Brad and Angelina I'd baby-sit.
4. My COO busy working hard to learn how to work smart.

Well, look, here's what I'm worried about. I get blamed for a lot around here. Like breaking in and stealing the **usshew** out of the dish in the lobby. Which I do. So, hey, what I wanted to say is: **DON'T BLAME ME if you're nuts enough to miss all this:**

Lee Wiltsner Presents: **"How to Achieve More and Struggle Less in Retail Sales - The Secrets of Employee Loyalty and Productivity"** - One of the most important benefits of this program is for you, the owner, to take back your

**Cool S#i^ (a.k.a  
STUFF)**

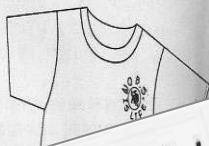
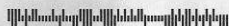
**Examples To S & D**

# Want Letter

Bill Glazer  
401 Jefferson Avenue  
Towson, MD 21289

PRESORTED  
FIRST CLASS  
U. S. POSTAGE  
PAID  
PERMIT #882  
WICHITA KS

Bill Glazer  
Glazer-Kennedy Insider's Circle  
401 Jefferson Ave  
Towson MD 21286-5308



Tear This Envelope Open  
**RIGHT NOW**

To Get This Really "COOL" No B.S.® T-Shirt  
FOR FREE

**FREE Exclusive**  
**No B.S. T-Shirt**  
**Giving Us Your Feedback**  
**Before October**

**PLUS the chance to win one of**  
**One First Prize Winner** will receive 1  
Airfare and Hotel Accommodations to  
**Ten Second Prize Winners** will receive  
to SuperConference® 2010 BONUS DAY

Dear Member,

It's truly amazing how many Members tell us  
ideas that have put huge deposits into their  
MONEY-MAKING SuperConferences®.

Quite frankly, putting on a BIG event like this  
of time—months, for the GKIC staff, Dan and  
But, with the feedback and the true life-cha  
over and over again.....it makes putting

**Because of the recent upheaval in the**  
Members wanted (and needed) from us to  
before we started to line up an exciting at  
your input so we could build the MUSTY!

So, if you could fill out the accompanying  
410-825-3301 before October 10<sup>th</sup>, 2010.  
your troubles, plus your chance to win

**Dedicated To Multiplying Your Income.**  
Bill Glazer

PS: In order to receive the FREE, Ex  
must receive your completed survey

**P.P.S.** Also included with  
announcement of earth  
to join Dan and I in o  
for info-marketers.

Tell Us What You  
2010 MARKETING

(Please)

**PRESENTATION FORMAT**

\_\_\_\_ Dan and Bill present  
\_\_\_\_ Only Dan and Bill  
\_\_\_\_ Mostly Dan and  
\_\_\_\_ Topic specific  
\_\_\_\_ Other (specify) \_\_\_\_\_

**FORMAT PREFERENCE**

\_\_\_\_ Extended  
\_\_\_\_ Extended  
\_\_\_\_ Extended  
\_\_\_\_ Market  
\_\_\_\_ Extended  
\_\_\_\_ Oppo  
\_\_\_\_ Mar  
\_\_\_\_ On

**MARKET**

## INTERNET TOPICS:

- \_\_\_\_ How To Start An Internet Business From Scratch
- \_\_\_\_ How To Apply An Internet Component To Any Existing Business
- \_\_\_\_ How To Improve Traffic To Your Website(s)
- \_\_\_\_ Advanced Techniques for Squeeze Pages
- \_\_\_\_ How To Improve Online Conversions
- \_\_\_\_ Latest Breakthroughs Online
- \_\_\_\_ How To Use Video Online
- \_\_\_\_ Other (Please Specify) \_\_\_\_\_

## MISC. TOPICS:

- \_\_\_\_ How To Get Free Advertising And Publicity
- \_\_\_\_ How To Go From A 5-Figure To 6-Figure Income
- \_\_\_\_ How To Go From A 6-Figure To 7-Figure Income
- \_\_\_\_ How To Be More Productive/Time Management Strategies
- \_\_\_\_ How To Use Dan Kennedy's Renaissance Millionaire Strategies In Your Business
- \_\_\_\_ How To Sell Products On TV
- \_\_\_\_ Advanced Sales & Persuasion Strategies
- \_\_\_\_ How To Start An Information Marketing Business From Scratch
- \_\_\_\_ Other (Please Specify) \_\_\_\_\_

**BONUS PAY FEEDBACK:** During the 2010 SuperConference® the optional Bonus Day  
will be a "Best of the Best" Showcase with Members competing for individual category  
titles and THE Glazer-Kennedy 2010-2011 Marketer of the Year Award. Please specify  
which categories you would like to see presented:

- \_\_\_\_ GKIC Direct Mail Marketer of the Year
- \_\_\_\_ GKIC Marketing Campaign Marketer of the Year
- \_\_\_\_ GKIC Online Marketer of the Year
- \_\_\_\_ GKIC Outrageously Effective Marketer of the Year
- \_\_\_\_ GKIC Young Entrepreneur (age 12-20) Marketer of the Year
- \_\_\_\_ GKIC Husband & Wife Marketer of the Year
- \_\_\_\_ GKIC Women Marketer of the Year
- \_\_\_\_ Other (Please Specify) \_\_\_\_\_

I would like to participate in one or more categories: (Please specify) \_\_\_\_\_

Name \_\_\_\_\_ Member # \_\_\_\_\_  
(Please write clearly) (Printed on outside of your Newsletter envelope)

**Please Circle Your T-Shirt Size:**

Small Medium Large Extra-Large 2XL 3XL

(If you fail to circle a size, Extra Large will be automatically chosen for you)

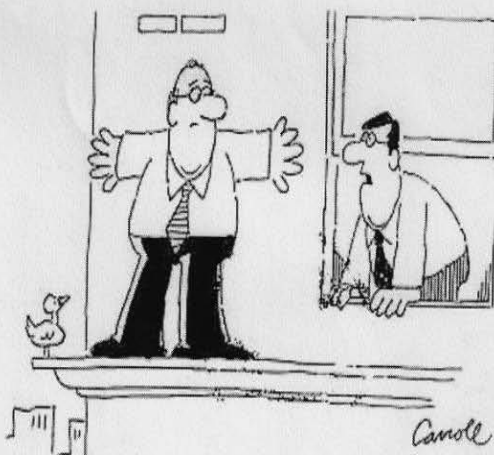
In order to receive the FREE No B.S. T-Shirt and be entered to receive the  
First Prize or one of the Ten Second Prizes, we must receive your  
completed survey before October 10<sup>th</sup>

**Fax back BOTH pages to 410-825-3301**

(Page 2)



**“FirstName  
Wait,  
- don’t  
jump.”**



First Name, I've got good news!

Right now because of various personal reasons 39 people have had to cancel their registration for the upcoming Ultimate No B.S. Wealth Creation and TRAINING Conference. So this is your last chance to sign-up if you're quick. I don't know if seats will be around for 5 minutes or 5 days.

Since we met the capacity that the Westin in L.A. can hold last week – I'm guessing it won't take too long for people to grab these last slots! **You are entitled to one or even two tickets to this amazing Conference FREE.** (Others pay \$995.00 per person).

There are SEVEN main conference speakers in addition to myself in 1 ½ intense days Friday and Saturday, December 1<sup>st</sup> & 2nd, and each speaker is as exciting as the next. Topics ranging from OUTRAGIOUSLY effective advertising, to how to get FREE publicity, online marketing secrets, making big money on eBay and much more will all be covered. You won't want to miss even a minute.

There really is no time to waffle. There are only 39 seats remaining so I need to hear from you RIGHT NOW! Go to [www.dankennedyssl.com/nobstraining/](http://www.dankennedyssl.com/nobstraining/) or fax the registration form that follows this letter to 410-825-3301 immediately!

*Bill Glazer*

Bill Glazer

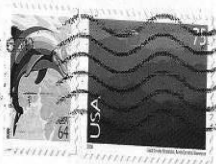
**P.S. BONUS: While attending the Conference, plan to stay for the rest of the 2nd day and register for the 'optional' HALF DAY additional session exclusively with Dan Kennedy where he has agreed to teach his private, most powerful SALES & PERSUASION STRATEGIES SO CERTAIN OF SUCCESS THEY OUGHT TO REQUIRE A WEAPONS PERMIT!**

P.P.S. Don't forget to register for the additional Bonus day with Ron LeGrand on December 3, 2006. Ron has agreed to conduct a Bonus Day called **Fast Track To Wealth** that will be added onto The Ultimate 'No BS' Marketing & Wealth Creation TRAINING Conference, where he'll cover the art of buying and selling houses and other priceless information. This seminar is specifically designed to take you behind the scenes and show you how his students are making millions.

# #33. Keep Them Engaged Mailings

Bill Glazer  
401 Jefferson Avenue  
Towson, MD 21286

WICHITA KS 67202  
10 MAR 2010 PM



Bill Glazer  
401 Jefferson Avenue  
Towson, MD 21286



## Amazing Super Bonus #3 Enclosed!

### AMAZING SUPER BONUS #3

Dear SuperConference<sup>SM</sup> Registrant,

Enclosed is the 3<sup>rd</sup> of 4 AMAZING Super BONUSES you'll receive just for registering to attend the 2010 SuperConference<sup>SM</sup>.

You're receiving this DVD courtesy of Internet Marketing Guru FRANK KERN (featured speaker at the 2009 Info-SUMMIT<sup>SM</sup>). Dan says when it comes to making money, Kern is DANGEROUS... and on this DVD he'll discuss "The 'Subliminal' Method Revealed."

#### 2010 SuperConference<sup>SM</sup> Updates

**1<sup>st</sup> Update #1:** If you haven't already registered for the Most Amazing Super-Bonus-Day-Event, you're in real danger of missing out. This year's BONUS Day will be a Full Day's Showcase of the BEST and the BRIGHTEST Members competing not just for Marketer of the Year... but for top honors in 11 Categories including:

- ✓ Marketing Campaigns of the Year
- ✓ Online/E-Commerce Marketer of the Year
- ✓ OUTRAGEOUS Advertising Practitioner of the Year
- ✓ B2B Marketer of the Year
- ✓ Professional Practices Marketer of the Year
- ✓ Service Business Marketer of the Year
- ✓ Sales Professional Marketer of the Year
- ✓ Retail Marketer of the Year
- ✓ Young Entrepreneur of the Year (ages 12 to 18)
- ✓ Woman Entrepreneur/Marketer of the Year

FREE DVD

You can enter to compete in the Bonus Day Showcase once you register for the BONUS Day. To register, call 410-825-8600 and speak with a GKIC concierge or send an email to [event@dankeconomy.com](mailto:event@dankeconomy.com). Visit [www.DanKennedy.com/go/BonusDayCompetition](http://www.DanKennedy.com/go/BonusDayCompetition) to compete.

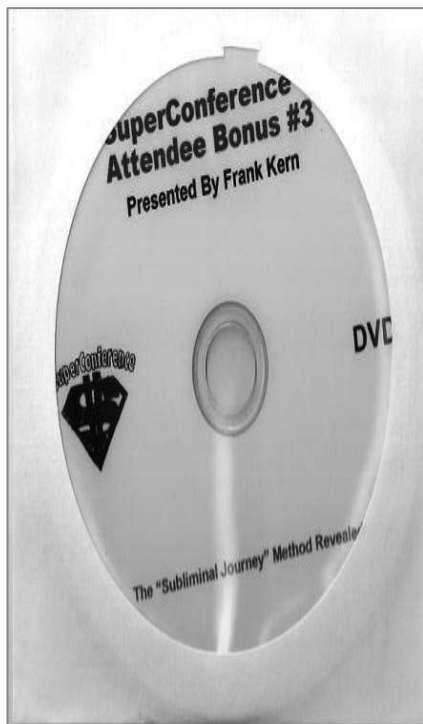
#### Awards Include:

- ✦ **Marketer of the Year:** \$10,000.00 CASH & "Winners Weekend" with me and Dan... PLUS your winning entry featured in the No BS Marketing Letter.
- ✦ **Winner of Each Category:** "Winners Weekend"... PLUS your winning entry featured online at our Member's site
- ✦ **Every Competitor Entered in a PRIZE Drawing:** One \$5,000.00 CASH Award and Five \$1,000.00 CASH Awards will be given away!!

Category Winners will be decided by vote of the audience. A panel of GKIC judges will pick one of the category winners to be "Marketer of the Year."

**2<sup>nd</sup> Update #2:** Did you know that you can invite 2 guests to attend both the SuperConference<sup>SM</sup> AND the BONUS Day for only \$497? If you haven't registered 2 guests you can take care of that now... PLUS to encourage young entrepreneurs, kids between ages of 12 - 18 are admitted for FREE! They can also compete for the coveted title of *Young Entrepreneur of the Year* and win valuable prizes.

OVER,  
PLEASE



you haven't already reserved your Hotel Room, we strongly recommend you take care of it NOW.

It is that we have negotiated a special rate for you to make it as attractive and affordable as possible. We encourage you to run into the evening so staying at the hotel is convenient than the hassle of schlepping your luggage and paying for transportation... PLUS one of the BIG BENEFITS is the fact that the hotel where Members find themselves or make lasting business connections there's much to gain in addition to the event hotel... and profits to be made by picking a bus, cab, or shuttle to the hotel.

"Staying in the hotel where the event is held is critical. If you stay at the hotel, you will bump into prospects in the elevator, halls, dining establishments and common areas. The Joint Ventures I set up by staying at the hotel, more than makes up the difference in hotel rates from the cheap hotel down the street every time. Being cheap about this is very expensive in the long run."

Larry Conn, Bishop, CA  
9-Time GKIC Event Attorney

For hotel reservations, please call us now or if you prefer you can make your reservation online at [www.hotel.com](http://www.hotel.com). I recommend you do it right now while you're thinking who procrastinate and wait until the last minute and get locked out of the hotel. There are no rooms available at the event hotel.

Sherron Dallas Hotel, 400 North Olive Street, Dallas, Texas 75201. You can also call (888) 627-8191.

PLUS in about a month... a "Snack Peek" at the event at the SuperConference<sup>SM</sup>.

Event registration early. You can come to SuperConference<sup>SM</sup> Event Materials on Friday April 29, 2010, from 6:30 AM to 10:00 AM.

Most AMAZING Super Bonus Day prizes paid vacation in Florida, and \$1,000.00, visit

Reading This Letter Might Just Be the Most Profitable 15 Minutes of  
Your Entire Career...NO KIDDING

# "HUGE!"

Last  
Chance  
for  
us!!

That's the only way to describe the  
most comprehensive Retail Marketing  
Boot Camp...Designed to (at least!!!) 7  
DOUBLE your income.

(This is **YOUR** invitation to be one of ONLY 50 Retailers  
who can attend...but you must read this  
letter and respond now.)

Only  
50  
seats  
left!!

Dear BGS Member and Friend,

Let me get right to the point. Through your association with me, most of you know of Dan Kennedy, who is without a doubt, the #1 top marketing consultant in the world. I am one of Dan's Platinum Members, paying a whopping \$10,000.00 a year to meet with him and his other 17 Platinum Members (all who are top marketing gurus themselves) four times a year.

Recently, Dan announced that he is conducting a "Mega-Conference" in beautiful Scottsdale, Arizona, where he is inviting his own members to attend. In addition, all of his Platinum Members can invite members from their respective marketing niches as well.

## Well, We Might As Well Start With The Bad News.

Only 50 retailers can attend. (You will understand why, later in this letter.)

Out of my Members (all 1,013 of them!), there is only a maximum of 50 retailers who will be allowed to participate in this Boot Camp, and I know that those 50 positions will fill up fast. So it is very important that you take the time to read this letter NOW—if the idea of a huge, virtually instant increase in income appeals to you (although that's just one of the many Boot Camp benefits).

Now, as you might imagine, this is quite a dilemma for me. After all, when you read what is going to take place at Dan Kennedy's Boot Camp, you'll understand why I would want all of you to be there. But that can't happen. So, I devised a way to make it fair, and at the same time give you the most "Money Making" information on the planet.

The SINGLE GREATEST REASON why someone will do business with you is because they either KNOW you or KNOW OF you in a positive light. Doesn't that make sense?

This is an incredible powerful strategy for ONE reason...because anything written by a reporter or said in a live interview is perceived by the public to be credible and true. I call this the "halo" effect. When an article is being written about you, from an independent source, there is a big difference in public perception.

What's the value of just this ONE presenter? Well, it's truly immeasurable because he'll show you how to save thousands of dollars in advertising costs, while bringing in thousands of dollars in new business. You've just got to be at this Boot Camp.

## But This is Just the "Icing On The Cake"

The Next 2 Days You Will be One of the Lucky  
50 Who Will Get to Attend  
The Dan Kennedy

## Customer Appreciation "MEGA-CONFERENCE"

What is a "Mega-Conference"? How about an incredible, ADDITIONAL, jam-packed, 2 days of **MARKETING & MONEYMAKING STRATEGIES** in magnificent Scottsdale, Arizona - featuring some of the top speakers in the world. Just look at this line-up of experts and tell me if you can't learn valuable "business building" secrets from them:

### DAN KENNEDY (Our host for these 2 additional days) THE RENEGADE MILLIONAIRE

He has appeared frequently and repeatedly with all of the most celebrated speakers on motivation, sales, and marketing, including Zig Ziglar, Brian Tracy, Jim Rohn, Tom Hopkins, as well as former U.S. Presidents Reagan, Bush, and Ford, General Norman Schwarzkopf, Secretary Colin Powell, broadcasters Paul Harvey and Larry King, famous attorneys Gerry Spence and Alan Dershowitz, entertainers like Bill Cosby and Naomi Judd, athletes and coaches, including Lou Holtz, Jimmy Johnson, Olympian Mary Lou Retton, NFL champions Troy Aikman and Joe Montana, George Foreman, and legendary entrepreneurs including Debbi Fields (Mrs. Fields Cookies), Ben & Jerry (ice cream), Jim McCann (1-800-Flowers) etc., addressing audiences as large as 35,000. He has been hired repeatedly for speaking and training engagements by top companies like American Honda, Pitney-Bowes, Sun Securities, as well as some of America's largest associations. And over the years, thousands have

## How Will You Spend An Extra \$65,000.00?



Since I attended Boot Camp my business and life has changed. In the six months after Boot Camp my sales are up 24.3% and my bottom line profit is up \$65,000, that's in only six months! In addition, we have added management to cover more of the day-to-day operations to give me more time for my

family and myself. My only wish is that I would have come earlier. Thank you Rory! **Scott Houmes, Silver City Restaurant & Brewery Silverdale, WA**



Rory Fatt's 2004 Ultimate Income Explosion Boot Camp

# SOLD OUT!

**It doesn't matter! You can still "attend" and not miss out on a SINGLE MINUTE of it!**

**All those National Chains moving into your neighborhood... you're going to kick their ASSets right out of town. Once you get Rory Fatt's "Boot Camp In A Box", they're going to worry you about as much as the local schools hot dog sale!**

Dear Friend,

As you read this final preparations are underway for our annual Boot Camp. We are only days away and by the time you read this, Boot Camp will have happened. 221 Restaurant owners (our biggest Boot Camp EVER!) will be equipped with killer information, ready to take home and put to work immediately.

Well, today is your lucky day, you can have the same opportunity because even though you didn't attend my 2004 Income Explosion Boot Camp, you still can be so inundated with good customers... so rich... so Fatt and sassy. You'll make so much money, have so much fun - have more free time, 'unchained' by a deluge of new business that you can afford the life and success you dream about.

We had so many requests from people who couldn't attend the Boot Camp due to cost of travel, time away from business and family, etc., but want the INFORMATION. So we're recording the event. I've hired a top notch professional video crew. We're collating all the handouts, examples, manuals and hard-fought for secrets. It's all yours!



From Lloyd Irvin, Maryland Real Estate Secrets

# An overwhelming wave of sadness washed over me

...when it was brought to my attention that you  
missed the amazing Maryland Real Estate Secrets  
Free Seminar...

Dear William,

I know you're busy, and things get hectic from time to time. That's why I wanted to write you this letter because you may still have another chance at changing your life for the better and making the kind of money that you always dreamed of...

But first please let me ask you this one question: where do you see yourself in 10 years – or even 10 months? Just imagine... going to sleep peacefully every night... waking up every morning with no stress... having your children's education fully paid for... not worrying where your retirement money (your "nest egg") will be coming from... not having to go to a boring job you hate and working for a boss who doesn't appreciate you (you may have heard about how my beautiful wife Vicki quit her "six-figure-a-year income" job because she didn't need to work anymore after learning to become a full-time real estate investor)... basically, you can live the lifestyle you truly deserve... BUT – you have to make the decision to at least take the first step.

The sad fact is many people can picture where they'd like to see themselves in the future, but they just don't end up making the decision to actually GET THERE. I hope

# Mailing



401 Jefferson Avenue  
Towson, MD 21286

WICHITA KS 672

14 NOV 2008 PM 3 L

US 42

Bill Glazer  
Glazer-Kennedy Inner Circle  
401 Jefferson Ave  
Towson MD 21286

21286+5308

Forget 'Dewey Defeats Truman'...In a **STUNNING** Upset...

## Homer Defeats Glazer!!

...and Immediately Extends a Special 'Best Friends' Invitation  
Exclusively for 2008 Info-SUMMIT<sup>SM</sup> Attendees Like YOU!!

Dear Bill,

We elected a new President of the United States last week, and since Bill is out of the office recovering from the recent, most-successful-ever Info-SUMMIT<sup>SM</sup>, I've elected myself President of Glazer-Kennedy Insider's Circle<sup>TM</sup> while he's away.

Because you attended the Info-SUMMIT<sup>SM</sup> in St. Louis last week, you're the first to hear this **shocking announcement**. So what if I was the only one voting? The final tally defeated Goliath in Biblical times.

You might think I'm only a cute Chocolate Lab, but I've known Bill since he was a little-known menswear retailer. I've been living in the Glazer household for 15 years - that's 105 in dog years - so I've got plenty of experience and I'm the perfect candidate to act as President in Bill's absence.

I've been hearing a lot of loud barking about how bad the economy is. I'm only a dog but even I know that kind of talk belongs in a pooper-scooper. GKIC is a 'No BS' place and that's not going to change while I'm President. I've spent the last few weeks following Bill around GKIC headquarters between naps and I've come up with a **great idea**. When you hear about it, I might become your new best friend.

**I**'ve always thought those who attend live GKIC events (like you) should get an extra week to take advantage of the **BIGGEST** discount offered on future GKIC events. There's so much buzz and excitement at the event, it's easy to see how someone could forget to register for next year's Info-SUMMIT<sup>SM</sup>...so I've decided to 'throw you a bone.'

Now that the dust has settled, I've gotten my paws on a list of all the people who attended the recent 2008 Info-SUMMIT<sup>SM</sup> but have NOT yet registered for the 2009 event. It's a short list, considering MOST people registered before leaving St. Louis, but I was surprised to see your name on the list.

**[ So I'm extending your registration deadline AND offering you our BIGGEST 'Attendee-Only' discount. Consider this your special invitation to attend the 2009 Info-SUMMIT<sup>SM</sup> for HALF-PRICE...but only if you register before November 26<sup>th</sup> (the day before Thanksgiving) and only if you promise not to tell Bill about this so I won't have to sleep outside in the cold. ]**

Bill will return to the office after Thanksgiving and it will be back to 'business as usual' which means NO more half-off registrations can be accepted. Sorry. A dog can only do so much in a week...especially a 105-year-old dog that sleeps 16 hours a day like me.

You just spent a long weekend surrounded by entrepreneurs who are flourishing despite all the 'gloom and doom' predictions about the 'dog days' of this economy. Many of these sharp marketers shared their 'secrets' with you from the stage and no doubt you met, exchanged ideas, and networked with many others on the breaks, (in the Gold+ Lounge), and in the hotel bar.

The fact is there are opportunities to prosper in ANY economy and events like the one you just attended are the **BEST** place to meet like-minded people and walk away full of ideas to explode your income as you

# **SEMINAR LOGISTICS**

(The Painful But ... NECESSARY Stuff)

## **Site Selections:**

- **Location**
- **Flight access**
- **Best time of the year**
- **Site Tours**
- **Type of suites available for VIPs**

## **Important Terms or Clauses:**

- **Internet Rate Clause**
- **Cancellation Clause**
- **Noise Clause**
- **Hotel Concessions**

- **Shipping and Receiving**
- **AV Requirements**
- **Convention Center's Fees**
- **Types of Rooms on the Contract**
- **Rigging Costs**

## **Hotel Bonuses To Ask For:**

- **Meeting Room Rental Fee**
- **24-Hour Room Rental**
- **Service Fees Waived**
- **Resort Fees Waived**
- **Incentive To Registrants For Early Room Registration**

## **Vendor Tips:**

- **Local Exhibit Decorators**
- **Set-Up Time and Break Down Time During Normal hours**
- **Provide AV Bids With Agenda and Detailed List of Equipment Required**
- **Discounts from Vendors for Booking Multiple Events**



# **Seminar “Choreography” To MAXIMIZE Profitability**

## ***Chief Considerations:***

- **Delivering GREAT VALUE as soon as possible**
- **#1, #2, #3 chief objectives of the Seminar for the host**
- **Diversity/Non-Duplication of Topics**
- **Speaker Introductions**
- **Speakers being respectful of other Speakers**

- **If Speaker is offering a resource**
  - **Who speaks before the Speaker**
  - **Who speaks after the Speaker**
  - **Distribution of Order Forms**
  - **Order Form collection time**
  - **Speaker's average closing %**
  - **How Speaker's Resource effects Promoter's #1, #2, #3 objectives**
- **Position of Speakers to keep attendance throughout the Seminar**
- **General Session vs. Break-Out Session Topics & Speakers**

# Move it from a Seminar to a UNIQUE EXPERIENCE

## **GKIC Events Unique Experience**

- **Networking events for certain levels of Membership**
- **Special Meal functions with certain levels of Membership**
- **Book signings with Authors**
- **Meet 'n Greet and photo opportunities with celebrities**
- **Contests and Competitions**
- **Award Ceremonies**
- **Prize Giveaways**
- **Chair Massage Therapists**
- **VIP Lounge for certain Levels of Membership**
- **Special Q & A Sessions with certain attendees**
- **Exhibitors as resources**
- **Speakers resources to facilitate fast growth**



## **SuperConference<sup>SM</sup> Agenda**

*All times are approximate and can be changed without notice*

### **Wednesday, April 28, 2010**

Registration Open .....4:00 pm – 9:00 pm  
***Grand Hall***

Diamond Networking Dessert .....8:00 pm – 10:00 pm  
***Chaparral Room - 38<sup>th</sup> Floor – Center Tower II***

*You must have your name badge to gain access to the reception; therefore, you must register prior to the Reception. As part of Membership, Diamond members are entitled to attend the Diamond Networking Reception. However, due the rapid growth of our Diamond Membership, it will be standing room only and our room capacity is limited. It is optional for your guests to attend, but guest access will be on a first come first serve basis.*

### **Thursday, April 29, 2010**

Registration Open .....6:45 am – 7:45 am  
***Grand Hall***

Doors Open ..... 7:30 am  
***Dallas Ballroom***

Opening Remarks .....8:00 am – 8:45 am  
***How to get the most out of the SuperConference<sup>SM</sup>***

How to use  
ADVANCED MAGNETIC MARKETING .....8:45 am – 11:05 am  
WITH UPDATED Strategies for the NEW ECONOMY  
and Marketing to the Affluent  
**Dan Kennedy**  
***Dallas Ballroom***

JOAN RIVERS.....11:05 am – 12:05 pm  
**PHENOMENAL ENTERTAINER...SUPER-SALES PRO...**  
***Dallas Ballroom***

PHOTOS with Joan Rivers  
Diamond Members and above .....12:05 pm – 1:35 pm  
***Dallas D3***

***LUNCH BREAK*** .....12:05 pm – 1:35 pm



# **SuperConference 2010**

## **JUST WHAT THE DOCTORS ORDERED**



### **SuperConference<sup>SM</sup> Agenda**

*All times are approximate and can be changed without notice*

**“BANISHING Time & Energy Vampires for .....1:35 pm – 3:00 pm**  
**Personal Peak Productivity and Time Integrity”**

**Lee Milteer**

***Dallas Ballroom***

**A GKIC “Secret” Weapon .....3:20 pm – 4:55 pm**  
**How to get MORE Traffic, Leads, AND Customers for**  
**ANY Business with Push-Button Social Media Video**

**Mike Koenigs**

***Dallas Ballroom***

***DINNER BREAK* .....5:00 pm – 6:30 pm**

**Ca\$h Copy Clinic .....6:30 pm – 8:30 pm**  
**An ENTIRE Cash-Copy-Campaign with Research, Process**  
**and Actual Examples**

**Bill Glazer**

***Dallas Ballroom***

**Book Signing .....8:30 pm – 10:30 pm**

**Dan Kennedy, Bill Glazer, Bill Shuttleworth,**

**Chris Griffin, Darin Garman, John Cohoat, Chip Kessler**

***Grand Hall***

**Exhibitor Showcase .....8:30 pm – 10:30 pm**

***Grand Hall***

### **Friday, April 30, 2010**

**Doors Open .....7:30 am**

**Exhibitor Showcase .....8:00 am to 2:00 pm**

***Grand Hall***





# SuperConference 2010

## JUST WHAT THE DOCTORS ORDERED



### SuperConference<sup>SM</sup> Agenda

*All times are approximate and can be changed without notice*

#### BREAKOUT SESSIONS

	<b>BREAKOUT 1 – Dallas B-C</b>	<b>BREAKOUT 2 – Dallas A1-A3</b>	<b>BREAKOUT 3 – Dallas D2-D3</b>
<b>8:00 am to 9:40 am</b>	<b>Ari Galper</b>  How to Get <b>SKEPTICAL PROSPECTS</b> To Choose To Do Business With <b>YOU</b> Instead of Your Competition	<b>Bill Glazer</b>  7 Resources to Get Up-To-Speed <b>F-A-S-T</b> Implementing Glazer-Kennedy Marketing	<b>Krista Hearty</b>  How to Achieve <b>MAXIMUM PERFORMANCE</b> by Connecting the <b>MIND &amp; BODY</b> Wear comfortable clothing
<b>10:00 am to 11:10 am</b>	<b>Rob Berkley</b>  How to <b>FOCUS</b> and Create The Life-Of-Your-Dreams	<b>Bill Glazer</b>  5 <b>NEW</b> and <b>ADVANCED</b> Marketing & Moneymaking Resources	<b>Session #1</b>  <b>Extreme YOUNG Entrepreneurs Workshop Session #1</b>
<b>11:30 am to 12:40 pm</b>	<b>Gareth Owen</b>  How To Get Your Business Locally or Internationally on the <b>TOP</b> of all the Natural Search Engines	<b>Dan Kennedy</b>  Glazer-Kennedy Resources Necessary for Maximum Success In <b>INFORMATION MARKETING</b>	<b>Session #2</b>  <b>Extreme YOUNG Entrepreneurs Workshop Session #2</b>

**LUNCH BREAK** .....12:40 pm – 2:00 pm

What the **NEXT** Great Boom will be about and .....2:00 pm – 3:00 pm  
how you can Position Your Business (small or large)  
to Participate

**Harry Dent**

***Dallas Ballroom***

Round Tables .....3:00 pm – 5:00 pm

***Grand Hall - (rotate every 30 minutes)***

**DINNER BREAK** .....5:00 pm – 6:30 pm



## SuperConference<sup>SM</sup> Agenda

*All times are approximate and can be changed without notice*

Million Dollar Lessons .....6:30 pm – 8:30 pm

**Dan Kennedy**

*Dallas Ballroom*

Exhibitor Showcase .....8:30 pm – 10:30 pm

*Grand Hall*

### Saturday, May 1, 2010

Doors Open .....7:30 am

7 Instant Business Boosters PLUS .....8:30 am – 10:00 am

BIG Breakthroughs

**Bill Glazer**

*Dallas Ballroom*

How to MAKE MONEY with the Internet .....10:30 am – 12:00 pm

**Russell Brunson**

*Dallas Ballroom*

**LUNCH BREAK** .....12:00 pm – 1:30 pm

*Sponsored by Infusionsoft – admittance by ticket only*

How to MAKE MONEY with the Internet .....1:30 pm – 3:00 pm

Continued

**Russell Brunson**

*Dallas Ballroom*

How to INSTALL HIGH-PROFIT .....3:25 pm – 5:25 pm

“Repeatable Income” in almost ANY Business

PLUS...New OUTRAGEOUS EXAMPLES (*part 1*)

**Bill Glazer**

*Dallas Ballroom*

**DINNER BREAK** .....5:25 pm – 7:00 pm

Making Them Believe .....7:00 pm – 8:10 pm

**Dan Kennedy**

*Dallas Ballroom*

Closing Ceremonies .....8:30 pm – 9:00 pm

*Dallas Ballroom*



# SuperConference<sup>SM</sup> 2010

## JUST WHAT THE DOCTORS ORDERED



### SuperConference<sup>SM</sup> Agenda

*All times are approximate and can be changed without notice*

**Sunday, May 2, 2010**

## THE MOST AMAZING SUPER-BONUS DAY EVER

### A FULL DAY SHOWCASE of the BEST & BRIGHTEST MEMBERS Competing

*All times are approximate and can be changed without notice*

**PLUS**

*New* **OUTRAGEOUS** *Examples*  
(part 2)

Doors Open .....7:30 am

Showcase Presenters .....8:00 am – 1:15 pm  
*Dallas Ballroom*

**OUTRAGEOUS Advertising Practitioner of the Year**  
**Professional Practices Marketer of the Year**  
**Sales Professional Marketer of the Year**  
**Retail Marketer of the Year**  
**Woman Marketer of the Year**  
**Young Entrepreneur Marketer of the Year**  
**Marketing Campaign of the Year**

**LUNCH BREAK** .....1:15 pm – 2:30 pm

Outrageous Examples (*part 2*) .....2:30 pm – 3:30 pm  
*Bill Glazer*  
*Dallas Ballroom*

**SHOWCASE WINNER PRESENTATION** .....3:30 pm – 4:00 pm  
*Bill Glazer*

***As Promised***...An Opportunity to Pre-Register for the 2011 Info-SUMMIT At The Lowest Fee AND Get All “39” Of The **COMPLETE** Examples That I Just Showed

You For **FREE**.....

That By Now You Know YOU Really, Really, Really, Really...Want them!!!!

*Special Opportunity for the Attendees of the 2010 Info-SUMMIT<sup>SM</sup>...*

**Register to Attend the 2011 Info-SUMMIT<sup>SM</sup> and FREE BONUS DAY**



*Yes, Dan & Bill, I know you don't have the event "agenda" finalized yet, but I'm smart enough to know I need to be there. I'm ready to reserve my spot at the 2011 Info-SUMMIT<sup>SM</sup> and include "HERD BUILDING" BONUS Day for FREE!!*



# Info-SUMMIT<sup>SM</sup> 2011 & FREE Bonus Day

November 3<sup>rd</sup> – November 5<sup>th</sup>

Bonus Day – Sunday, November 6, 2011

Atlanta, Georgia

Register now and receive the following Bonuses

1. Special BONUS – Dan & Bill's Swipe File & Examples of their Profitable Seminar Marketing Presentations
2. FREE Attendance to the Special Bonus Day on November 6<sup>th</sup>  
New & Updated Social Media **MONEY MAGNET Day**
3. Easy Monthly Payment Option Plan
4. 100% Refund on Cancellations 30+ Days before Info-SUMMIT<sup>SM</sup> 2011  
(minus \$697 for Dan and Bills Marketing Examples CD)
5. If you are not already an IMA Member, you will receive a FREE 2 Month Trial – including attendance to the INFO-MARKETING CONNECTIONS Networking & Money-Making Summit

← FREE!

VS

**Gold Member - ~~\$2990.00~~**

**\_\_\_\_\_ 4 Pymts of \$397**

(December, January, February, March)

**OR**

**SAVE → Single Pay of \$1197**  
(charged in December)

***An Additional \$391.00***

**DIAMOND/PP Member - ~~\$2190.00~~**

**\_\_\_\_\_ 3 Pymts of \$397**

(December, January, February)

**OR**

**SAVE → Single Pay of \$794**  
(charged in December)

***An Additional \$397.00***

☐

I am attending the 2011 Info-SUMMIT<sup>SM</sup> - please send me my BONUS of "Dan and Bill's Swipe File & Examples of their Profitable Seminar Marketing Presentations" -A \$697 VALUE -  
*In the event that I cancel my registration more than 30 days out, I will receive a refund of registration fees paid, LESS \$697 for "Dan and Bill's Marketing Examples CD."*

☐

I am unable to attend the 2011 Info-SUMMIT<sup>SM</sup> - but I would like to purchase "Dan and Bill's Swipe File & Examples of their Profitable Seminar Marketing Presentations" Please Charge my credit card \$697.

CREDIT CARD #00000000000000000000

☐

I want to 'UPGRADE" My Membership Level to DIAMOND Lux in Order to Take Advantage of the Higher Level Membership Discounted Enrollment Fees.

Signature

\_\_\_\_\_

*I understand that I must maintain this level to qualify for the discount pricing (Benefits on back)*

*Please register my following guest(s) for Info-SUMMIT<sup>SM</sup> 2011 and BONUS Day*  
*\$397.00 each guest (added to payment plan)*

*Must Be Spouse/Significant Other, W-2 Employee, or 1099 Associate - Maximum 2*

1. \_\_\_\_\_ Relationship \_\_\_\_\_
2. \_\_\_\_\_ Relationship \_\_\_\_\_



If, at ANY time during the first day of The Info-SUMMIT<sup>SM</sup> you honestly believe you've made a mistake and that you don't belong here or you are otherwise disappointed, you need only say so to receive a full 100% fee refund PLUS UP TO \$500.00 toward your documented travel and lodging expenses.

**PLUS ... 100% Refund On Cancellations 30+ Days Before The Info-SUMMIT<sup>SM</sup> (less \$697 for Marketing Examples CD)**

**Hand This In To The Registration Area  
Before You Leave To Take Advantage Of  
This Opportunity**

GLAZER-KENNEDY  
Insider'sCircle™