

**Candid Commentary...**

## **Why You Really Need To Sign Up For My May 6<sup>th</sup> – 8<sup>th</sup> Seminar – (Or Get The Home Study Version).**

Dear Friend,

The new breakthrough program I'm personally conducting next month is designed to help you expand your marketing success in ways I never could before. But time is upon us. You've not yet committed (and signed up) to participate. So I thought you might appreciate getting my thinking on some utterly intriguing perspectives and strategies, I want to present at the event.

I'm purposely sharing some of my best-reasoned thoughts with you -- beforehand to help you better decide why you **SHOULD** be there. I suspect it will stimulate your thinking (and inspire you) to take a fresh look at your current business reality and the massive untapped potential your business has for greater growth and prosperity.

I also want to assure myself that I've done **EVERYTHING** I can to help you fully appreciate the enriching proposition you've been offered. But even if you don't decide to attend, having me explain these powerful distinctions today, will probably open up huge elements of untapped/overlooked possibilities you can better focus on.

I honestly feel that, if you don't learn this new, cutting edge wisdom I'm going to share, your business future could be at a severe disadvantage.

**YOU**, can parlay this information to immediately improve your business performance. Worst case, you'll come away with a greater business building foundation and the ability to move your business forward many levels.

### **Five Levels of Business Wealth: How Many Are You Overlooking?**

Here (in review) is, what I believe, business owners today must concentrate on to combat the challenges most small- to medium-sized business owners like you face. It's based on an entirely new focus that leverages the Five Key Elements of Business Wealth for you:

1. Getting More Current Income

2. Building More Future Income
3. Uncovering More Windfalls and Special, “Jack Pot”- type Income
4. Gaining More Psychic, Emotional Wealth (Certainty, Courage, Control, Stress Reduction,etc.)
5. Asset Wealth: Multiplying the Net Worth Or Sales Valuation of Your Business for Exit Strategy Purposes

I’ve spent the last full year studying the mistakes most entrepreneurs and professionals make by failing to maximize these five key areas of financial enrichment in their business.

But fully maximizing these five areas can (and will) totally transform both the economic and financial fate and successful destiny of your business future. At my program, I’ll use an “Integrated Teaching Dynamic,” which allows you to develop your own personal marketing strategy and a fully-developed implementation “action-planning” to successfully execute the strategy we formulate for you there --- based on these five areas.

The advantage that you get out of using this integrated strategy, planning and tactical application process is almost priceless, especially if you’re already immersed in my methods and mindset.

### **Complacency Frequently Acts As Your Biggest Business Enemy**

Perhaps you’re already getting everything out of your business that you think you want. Perhaps you have the future totally figured out when it comes to your market, your industry, and the economy.

Perhaps you have all the time off you want. Perhaps you are totally free of stress, challenges or any competition. Maybe you’re making all the money you want (and need) and have all the assets and prosperity you can handle.

But --- maybe not! Maybe you still have quite a way to go in some, most --- or all these areas.

Personally, I think that --- if you’re planning on being in business five years from now, you can’t afford NOT to take a fresh look at your business approach and strategy --- in light of these five profit pillars I’ve just identified. What will make all the difference in your business life is simply the future decisions you make and the actions you take to achieve those goals/visions.

### **[Accelerating Business Prosperity: Five Keys To Master](#)**

I don't care how creative you are. If you're motivated and competitive, you're capable of transforming yourself into a totally "take charge," highly decisive, action-oriented marketing master, and thereby boosting your business to the coveted position of "market leader."

Making your business the industry or market leader offers you the freedom you crave, the excitement that only comes from engineering marketing breakthroughs, and the pleasure of seeing your bank account multiply.

It teaches you how to excel at the art of competing. It provides marketing tools and mentorship no one else can match. And it's the only practical way to engineer predictable business growth every month.

If you follow the rules of accelerated business prosperity I'll teach at this program, you'll be exposed to more ideas, creativity, wisdom, logic, mental challenge and visionary thinking than you've experienced in your lifetime. You'll gain absolute marketing self-confidence.

You'll probably solve all your business problems. Even problems you didn't know you suffered. You'll become more inventive, analytical and strategic --- once you've re-engineered your marketing strategy and business building core values and prosperity skills.

Your best business building skills are yet to be developed. And I care enough about your future business success to be sensitive to what's in your best marketing interest. I'm certain that there's a better way to make your marketing work, than the approach you're probably using now.

### **Being Busy Vs. Becoming Prosperous**

If you are tired of merely being busy... if you want your business growth to have more profitable things happening and more productive activity... If you are an independent thinker --- and you're eager to become truly prosperous --- there are always a variety of things you can do to grow a business. But the rational, responsible activity to focus on is always --- first and foremost, BECOMING A BETTER MARKETER.

First, you must become a logical, methodically-minded entrepreneur who is eager to find superior, more dependable business growth strategies. You'll probably find that you truly enjoy bigger mental challenges, want to vastly improve your earnings outlook, desire far more reward for your accomplishments.

If you like "hands-on" involvement and have enough flexibility to be directable --- those are all invaluable qualities that will have you well on your way to transforming your business and your life --- if you come to my program.

### **The Future of Marketing**

Business today is like a competitive battlefield. How masterfully you market “*under enemy fire*,” so-to-speak, is really the key to any monster success you’re after. But once you’ve achieved that success, if you don’t want to surrender your marketing edge, you still need to deliver EXPLOSIVE results from every effort your business makes.

You may think your business is immune to the challenges of steep competition and a disloyal customer base. But that’s ostrich-like in its naivety. You must quickly determine the real risk you’re up against - and beat out every one of your competitors at their own game.

First and foremost, you must determine what works best, and what hurts businesses like yours. That let’s you find a better way to build more revenue and escape the big gaps/threats your business is suffering from.

Shooting for a higher outcome in all the marketing you do --- is, once again the real “key”.

Look, competition is completely unavoidable. It occupies a large chunk of the minds of many business owners like you. But rather than fear it - you can learn how to actually capitalize on it.

Whatever you fear most for your business - you can probably look forward to overcoming that threat at my program, once you learn to maximize your every asset and effort.

As far as I’m concerned, when it comes to marketing, **there’s no point in going about it half heartedly**. Better to make the right choice than no choice at all --- or an inferior performing choice.

### [Be A Business Superhero](#)

Look up in the sky! It’s a Bird. No, it’s a Plane. No...it’s you! Business Superhero, Extraordinaire. At least that’s my goal for you.

You probably haven’t ever thought about it, but becoming a Superhero to your marketplace is what strategic marketing IS all about. Consider this for a moment...

- People who show people better solutions are Heroes.
- People who make people more revenue are Heroes.
- People who make people’s lives happier, richer, healthier, more content are Heroes.
- People who show people better ways to do things are Heroes.
- People who liberate the lives of others are Heroes.

Marketing...strategic marketing can turn you, your business and your products or services into Superheroes. You need to stop doing things that marginalize your position, brand, impact, and posture with your current and future buyers.

Again, operating as a Business Superhero is the only possible choice you can make --- if you crave the richness and rewards that your business is ready to throw at your feet.

Being a Business Superhero doesn't require all the intimidating trappings you might think. You don't need a hidden cave to transform in. Nor do you need high-tech weapons belt or infrared goggles...Or even antigravity boots.

Refreshingly, surprisingly --- all you have to do is engineer a masterful marketing strategy that makes your buyers, prospects or clients the real hero.

As Sherlock Holmes used to say, "It's elementary, my dear Watson," when talking about the solution to a crime.

Well, in business building, competitive advantage and revenue boosting, all you need to do is learn how to make the marketplace the hero. It's a crime to do anything less!

Remember how Superman bent steel with his bare hands? Remember how he could leap tall buildings with a single bound? Remember how he could fly faster than a speeding bullet and was more powerful than a locomotive?

Well, you need to apply that same idea and learn how to bend buyer resistance with your basic marketing strategy, and discover how to leap past virtually every competitor with a single approach. Once you do, you'll grow faster than a raging comet, and your marketing will pack more wallop than a guided missile.

You may be a mild mannered, weak, milquetoast marketer now. But, once you begin using the single, systematic integrated strategy I'll teach you at my program, your bottom-line will stretch and transform itself.

### **Focusing On The Long Haul**

In a world full of short-term promises, the real challenge for business owners like you is finding ideas with staying power.

Patience doesn't seem to be a virtue for many start-up business owners and existing business, alike. If they can't make additional revenue on a marketing concept in a few days or weeks, they're out of that technique --- and off to the races with a different one.

But that approach isn't really workable for most business owners who have to live and compete in the real "long-term," business world. Frankly having a long-term strategy is the only viable way to sustain an ever-prospering business.

It's the only proven path to multiplying your successes over the years and decades.

The challenge, of course, is finding a master business and marketing strategy that will truly produce compounding increases for years to come. It needs to be a strategy that can endure and work in "bumpy," competitive, hard economic times... as well as the good years.

Imagine you're one of those "grasshopper marketers," as I like to call them. You know the type. Today they're trying one marketing guru's mantra; then tomorrow it's another. Then another, and another.

Most self-anointed experts are purely tactical. Few really know what works marketing makeovers for virtually ANY size or type business. Fewer still have ever actually had to first-hand apply their ideas to diverse real-world business situations...

They can oftentimes be dangerous to your business' health and wealth. By following their "Pied-Piper promises," you can get totally detoured from the success and financial goals you're after.

For those of you who have short attention spans, low tolerance for ramp-up periods, or get frustrated if the first attempt you try isn't a grand-slam "home run," --- your patience will be severely tested by what I'm about to say:

### **You Need A Long Term Marketing Strategy**

Yet your reward for following my recommended course-of-action will be more bountiful than any other action you could choose.

It may seem elementary to say it, but your business needs a great, long-term marketing strategy to guide and direct its course --- through all the challenges and possibilities you face.

You can't get caught up in momentary fads or in the "get-wealthy-overnight" promises many promoters make these days. For the most part, those kinds of deals simply don't --- they can't --- exist.

Certainly, there are always exceptions to the rule. But they are so few and far between that mere mortal business people like you are rarely (if ever) the lucky beneficiaries of those exceptions.

Instead, what I'd like to do for you and your business future at my program is share the framework of a powerhouse strategy plan that spotlights the way you'll want to start running your business and marketing approach from today on.

Certainly, it's not right for everyone. And definitely if you're someone who really believes in the "instant gratification," tooth fairy --- it's not going to be appealing in the least.

But these powerful strategic ideas (unified into one action game plan) should, at least, help you refocus on a better way to generate hefty bottom-line business gains over the years ahead.

One of my all time heroes once said that... oftentimes the greatest growth and success strategy is so obvious that most business owners look right past it. Sort of like the forest-and-trees analogy.

When I do private consultations with entrepreneurs, I'm surprised at how few see where their business' biggest growth and earnings potential lies --- until I point it out for them.

### **Having A Killer Marketing Strategy Working For Your Business**

I can't think of anything that can add more upside income advantage to your business bank account, than putting a killer marketing strategy to work --- starting right away.

Almost no small business has a great long-term integrated marketing strategy driving it -- including none of your competitors. So applying a great marketing strategy of your own is the real "slam-dunk" growth and prosperity idea you've been looking for (in all the wrong places).

### **How Badly Do You Want Your Business To Prosper?**

My optimism about a marketing strategy's big payoff for you is rooted in my assumption that you really DO want to find a way to grow your current business many rungs higher -- and keep it growing and thriving for years to come.

I'm also assuming you're not lazy or closed-minded. Also I'm hoping your mind is in a phase of shifting your thinking and actions. Hopefully you're ready to move yourself upward to a higher plane of possibilities and achievement.

The difference in what I'm offering at my program, vs. everyone else out there is that my methods are real, enduring; they work in fiercely competitive markets. All those other marketing people fail to understand that the competitors you deal with today are tough, profitable, formidable players.

### **Dollars In Your Bank Account**

So you really DO need a fresh strategy that doesn't merely sound enticing --- it has to generate meaningful cash-flow and put really significant dollars in your bank account.

I believe the potential for your swifter marketing-driven business to displace your more tactical-minded competitors has no limits.

But in order for that to happen, you must put your actions and activities behind a brilliant, long-term master marketing strategy. The powerful impact you can bring to bear, through strategic marketing is massive.

### **Is Your Business Growth Lagging?**

If you think that mounting a superior master marketing strategy sounds too simplistic --- I understand. But if your business growth is lagging behind your expectations or desires, what do you possibly have to lose by examining the alternative approach I'm proposing?

The only way your business can make more revenue is to find ways to offer your market more of what it wants. My program will put you squarely in a great position to capitalize on those gaps in your market that no other competitor sees.

### **You Don't Pay --- Unless You Profit**

Many of the business growth promises other marketing people made you may not have panned out. But the one I'm offering you has --- as it's one constant --- that I don't get paid by you --- unless it works like gangbusters!

And, unlike other complex or costly plans, you can use the same efforts you're expending currently. The same time and the same capital --- but direct its financial output many times higher and better.

If you want to boost revenues and earnings, don't be at the mercy of hope and fate. Make your own fate. Change your own business future. Come to my program.

### **Turn Your Business Into A Force To Be Reckoned With**

The future for most others in your type business is volatile and risky. But this could be the absolute best time to turn YOUR business into the strategic business and marketing force to be reckoned with.

Your business could actually become a veritable “**earnings machine,**” just by implementing a perfect marketing strategy.

I promise that your business fortunes can rapidly (but sensibly) improve --- if you apply a truly strategic marketing approach. I promise that the comparatively brief time you spend rebuilding your strategy will more than compensate you for the effort.

There's plenty of prosperity still available to businesses who become long-term strategic marketers by attending my program in May.

## **Staying Power**

My three day program makes better sense than about anything else you could decide to do. Remember: In a business world full of short-term distractions, the challenge for business owners is finding great ideas --- with staying power.

When the rest of the competition operates tactically and doesn't market well (or at all), a strategic marketer --- like you're going to become --- can have the whole marketplace as your prosperity playground.

## **Discomforting News**

If you think your present marketing approach is fine, I have discomforting news. Most businesses market weakly, ineffectively or are satisfied with underperforming marketing efforts.

Marketing must be your chief business priority. You may think you're a clever marketer now. But odds are high your marketing does not live up to your business' or products' true potential.

It's essential that you understand how your business can start selling more people, more things, more profitably, in more and better ways. By learning some fundamental lessons of moneymaking (through marketing mastery you probably haven't considered using before), you can take apart --- and carefully examine why your business or practice isn't currently living up to its full business and earnings potential.

What's your reward for doing this program with me in May? More revenue, more sales, more buyers, a richer lifestyle...with no limit on how high it can soar!

## **Investors Seek Greater Returns. Why Shouldn't Entrepreneurs?**

Return on investment, return on effort. Return on opportunity cost, return on marketing, return on other people's efforts, return on intellectual capital... these all represent overlooked ways a business owner can better increase your income, sales and results.

## **Do You Measure, Monitor And Maximize What You Do?**

Yet, I seriously doubt if you even think about measuring, monitoring, maximizing all the different areas of performance "return" your business can deliver to your bottom line.

I may actually be the only person you know who has carefully analyzed this highly untapped area of business building leverage. I call it "performance enhancement".

If you're working feverishly right now to try and keep two steps ahead of your competitors --- I'd like you to consider a better strategy, the one I'll teach you at my

program. I think it might transform the way you start looking at (and running) your business.

### **A Tidal Wave Of New Income Possibilities**

If you've run out of "obvious" ways to grow more sales or profits, what I have to share could produce a tidal wave of new income possibilities you can mine.

BUT --- whether you are innovative and open-minded enough to grasp the success formula I'm going to share is another thing. Because, if you've tried to succeed by merely delivering a better product or service than anyone else --- I've got news.

### **Irresistible Offers VS. "Resistible" Ones**

The key to prospering in business today is to market and innovate faster, better --- to keep it fresh. If you want people spending a lot of money with your business you must offer them more irresistible reasons to do so.

Remember, the opposite of irresistible is resistible. The opposite of unbeatable is beatable. And the opposite of uncatchable is --- catchable.

If your business needs to get a strategic marketing or innovation makeover to revive sales, stimulate more growth and boost profits --- I want to help you excel in all three arenas --- at my three day program in May.

Solving the challenges facing your business today requires only a relatively **simple shift in thinking**.

Getting people to part with their dollars may seem harder today than in the past. Yet, all it really requires is creating an experience people want to spend their money on.

### **Does Your Business Have Strategy Power?**

You can excel in areas your competitors fall flat. But in order to have "strategy power" (as I call it) you must address key factors that are far beyond the tactical things you probably focus on, right now.

### **Want Your Competitors Running Scared?**

The thing that will get most of your competitors running scared is seeing how fast you can move. The speed of the makeover you'll do will shock your competition. In a flash, your business can start engineering fresh, powerful breakthroughs.

The alternative is sitting back and doing nothing different. But it's risky. So your challenge now, is whether to make over your marketing, restructure your strategy and

revise your business model --- or wait to flame out by sticking to old, tired approaches and thinking.

### **Fresh New Thinking**

But fresh thinking can flip the dynamics of business building favorably into your hands. That makes it easy to improve the results, sales and profits you generate.

You must first focus on building true business wealth, using those five strategic options. You can immediately apply all five the day you return home from my program. Learn to dodge all the bullets that have hit most of your competitors, too, in order to increase your profit margins.

### **Grow Or Die!**

The way I look at it --- your business either grows or dies. You either thrive or survive. You either multiply your results and earnings --- or your revenues and paydays will decrease.

The key to everything is how well you learn to use systematic, strategic **“leverage.”**

Because --- nothing stays constant, except change. Either you control IT --- or it will control and undo you and your business.

### **Seven Lame Reasons NOT To Grow Your Business**

I hear some utterly and wildly ludicrous reasons from people as to why they avoid taking the crucial steps that will grow their business.

They are so preposterously silly that I decided to use them as the framework, “object lesson” (if-you-will) on why YOU must turn a critical eye on the way you currently approach your marketing --- for the financial wellbeing of your business and your life.

I hope that I don’t unintentionally embarrass YOU by citing a specific lame rationalization you may be hiding behind. But if the shoe fits...well, perhaps some sobering reevaluation of logic is called for on your part.

Shall we begin? (Are YOU ready for some laughs?)

**Lame Reason One: “I’m doing as much as I can and if I get more business I can’t handle it.”**

If you are making all the income you want ... If you are producing all the results and response your marketing efforts and possibilities can possibly afford, then maybe that response would be tolerable --- not acceptable, but tolerable.

## **Business Logic 101**

But working harder than you should for less financial payoff than you could be getting is illogical. Why would anyone NOT want to find out how to multiply results and maximize their time, efforts and make their business work harder for you?

By learning how to wring more profitability from each transaction, client, effort or product/service, you get greater yield from the same people, business and the same eight-hour day.

### **Who Wouldn't Want Increased Results?**

Who in their right mind wouldn't want that potential for dramatic increased results? Who could possibly accept the sub-optimized level of achievement they're currently at --- just because they can't figure out (on their own) how to multiply yield without multiplying effort, time, staff or expense?

So shame on anyone who accepts whatever glass ceiling they let hover over their business today.

**Lame Reason Two: "I have a ton of Jay's materials that I need to read/listen to --- before I can justify changing anything I'm doing."**

If you haven't read or listened to this material in the last year...or two, or three --- what makes you possibly think you'd do it now?

Why wouldn't you want me to personally teach, guide and translate all those unread, unlistened-to materials into real actionable state-of-the-art strategy you can finally do something with immediately?

Or are you someone who really doesn't crave all the growth, profitability and success that you purport you want your business to generate?

### **Delusional Thinking**

People who don't act in 12-36 months have a 95% statistical probability of not acting at all---on their own. If you're one of them, why keep deluding yourself?

Look, owning a bunch of books, CDs or DVDs you don't use is a cop-out. Action, application, implementation, execution and follow-through are **the only things that produce results**. Nothing in business will ever happen until you finally take productive action.

**Lame Reason Three: "I can't apply Jay's previous ideas to my business because I need specific input on how it translates to my situation."**

Is this person saying he wants to hire me personally at \$40,000 a day to customize my general principles to his specific situation?

Is this person saying he's too helpless to even try and translate a general principle over to their situation? Is this person saying he'd rather be frozen in mental paralysis than try and get answers?

Is this person saying he/she did not purchase a product that was customized-but wanted to "will" that product (through wishful thinking) to mutate into something it is not? Why spend \$120,000 for three days of my time privately --- when you can have that plus a year of my follow up in a great setting for just \$5,000 --- and even "pay-as-you-go," if you prefer.

**Lame Reason Four: "I'm in the services business. But Jay's ideas seem to apply more to products."**

Hello! Is anyone home in there? I mean, really! I helped a plastic surgeon make three million dollars a year.

I helped a heating air conditioning service company do twenty million. I helped a chiropractor grow ten times over. I helped a one-man band become the number one broker of accounting practices in California.

I helped a tax attorney triple his practice. I helped a physical therapy organization quintuple their billings. Come on. There are thousands of examples of service industry success stories just like these.

But if you really and truly want to see your service (or professional service) business grow and multiply and you don't think I can do it for you---yet you're doing nothing, but hoping, waiting, avoiding and being suffocated by the status quo --- you, my friend, are only cheating yourself. Period. Get your "butt" over to my May program --- post haste.

**Lame Excuse Five And Six: "I'm too small to implement anything Jay comes up with; I don't have the funds to implement."**

What these two "rationalizers" are each really saying is they don't have the willingness to reach out for greater success, earn multiplied income or engineer monster-level prosperity.

I'm fine with that --- as long as you don't make ME your scapegoat. But I probably know more no cash, no infrastructure marketing methods than everyone else combined!

Saying you can't learn how to double, even redouble your income makes no sense. Saying you won't learn how to market without capital makes no sense. Saying you're too small and want to remain tiny and irrelevant forever is outright lying to yourself.

**Lame Reason Seven: “I’ve already attended another Jay program. What possibly could I learn from this one?”** (My blood boils when I hear this lame excuse for poor execution.

My associate Carl has “challenged” each person who’s said this to him with a simple request for a description and listing of all the tests, risk reversals, bonuses, strategic alliances and new revenue sources that the person has done since they attended my past program. Not surprisingly, almost none of the complainants had done anything. Nothing. Nada. Zip!

So again, what they were really saying to themselves was that they only “play act” at growing their business. They obviously don’t really want to see it grow and prosper continuously --- or they’d be first ones to do so, and strategize their implementation plan.

I could continue with this comedy of rationalizations --- but it’s not necessary.

### **My Point? To Your Own Self (And Business) Be True**

My point is simply (to quote Shakespeare), “To thine own self be true.” If you’re scared, paralyzed, unwilling, unable, uncertain that you really do want or deserve the success you’ve told others you crave --- just be truthful with yourself.

Acknowledge the truth, then sit on the sidelines as a spectator and watch others grow and prosper. **But DON’T MAKE ME YOUR CULPRIT.**

Looking for a scapegoat in all the wrong places isn’t the answer. Go to any mirror and point an accusatory finger at it to find the real culprit/villain, here.

### **Doing What It Really Takes**

If your business doesn’t have the success, prosperity, income or growth you crave and you AREN’T willing to do what it really takes to make that happen --- blame yourself; not me.

### **Finally Taking Action**

But if (upon second thought) you ARE ready, willing --- and, above all, able to take the action necessary to stimulate the growth you’re after --- the solution to any problem you struggle with is really in your hands. Just sign up for my program today.

But only if you do something, take action, make something happen can your situation meaningfully change. You need to get your mind and business in gear and put your marketing strategy into overdrive. You need to come to my May program.

### **[Seeking Guidance And Direction?](#)**

If you are focused on the expansion of your business, I'd like to push you to consider a fast track marketing strategy. Through a coordinated effort, I believe we can help make your business a high flying growth and marketing machine.

As an evolving marketer (without as much diversified experience as me), you obviously need a wiser "thinking partner" to help you engineer the success you're after.

### **How To Market Best**

Most business owners tell me that marketing is a top priority; but they don't really know how to do it best. If you are finally ready to bring your business to the next level --- both financially and marketing-wise, I have some great ideas for you to implement. I'll share them ALL at my program.

Guidance, direction and ongoing instruction can catapult your marketing results. Certainly it's a better alternative than struggling to do it on your own.

At my program, you'll understand ways to boost your business to the profit results you're after. You'll look at the future of your business in a totally different light. The ultimate game plan you follow will change markedly, once you get home.

### **So Your Business Is Doing Great, But...**

Smashing success is an enviable position for your business to be in. But what's it take to keep all the momentum rolling? More than you might think.

### **You Need To Continually Innovate**

It takes ever increasing marketing mastery, since every one of your competitors is gunning for you --- by copying your ideas, approaching your clients, modeling your selling approaches, etc.

It takes swiftly evolving or changing your strategy --- since your market becomes more and more sophisticated, your competitors marginalize your advantage and the selling costs of transacting a purchase constantly go up.

It takes the ability to continuously innovate, since the status quo becomes stale at breakneck speed.

How do you do it? Not by being ostrich-like and removing yourself from all outside stimulus.

No. The answer is to surround yourself with a constant flow of new ideas and fresh thinking. The answer is --- come to my May program.

You need to amass as many collaborative thinking partners (a brain trust) of broad dimensions... to push and propel your creativity and conceptual thinking into the stratosphere.

You need to revitalize your mindset, rejuvenate your creative juices and reshape your competitive, strategic position.

### **Don't Let Your Business Atrophy**

In order to continuously maximize your cutting-edge, competitive advantage, you must keep growing yourself creatively --- or your business enterprise will atrophy.

Reading good business books can certainly help. Listening to audio CDs is worthwhile, too. Joining an industry group has merit. But it doesn't take you out of the same paradigm all your other competitors function at.

### **Feed The Machine**

No --- in order to keep your business going, growing and your prosperity multiplying, you need to "feed-the-machine."

There is no such thing as perpetual motion success. In other words, if you don't keep stimulating it, it won't continue to flourish.

Even Microsoft flounders when the technology alone starts dominating the marketing side.

Remember, General Motors once dominated the automotive world. Remember Sears, K-mart, and so on. These three all let their momentum and lead evaporate.

Don't make the same deadly mistake of thinking that your continued growth and prosperity is absolutely certain. It's not.

### **Expand Your Mindset In Three Exciting Days**

Invest time and effort TODAY to expand your mindset, to refuel your strategic perspective, to become a more visionary long-term thinker.

This can only occur if you plug yourself and your team into an effort designed to make winners into champions and champions into kings of their markets. My program is such a process.

It does it by realigning your thinking. It does it by recharging your strategic batteries.

It does it by looking far into the future. It does it by looking for weaknesses, flaws or chinks in your current "success armor."

It takes your team members, staff and new hires and inculcates them, by teaching them to hone their focus, creativity, vision, passion, tenacity, innovativeness, marketing prowess and competitive spirit.

I've heard rumblings from Carl Turner that a number of successful business owners think their current successful sales are unstoppable --- and almost pre-ordained.

**Nothing could be further from the truth!**

That's like telling an Indy 500 driver not to come in after 200 miles to change tires and refuel. You can't win the race without recharging the machine.

Rome ruled the world --- once. So did Greece --- once. Egyptians were the dominant force in their era.

Then hubris set in. Hardening of the priorities --- they stopped reinvesting in their continued, further success. They started resting on their laurels.

The rest is history.

### **Don't Become A Hazy Past Memory**

Don't let YOUR current success become "past history." And, PLEASE don't let your current success cloud your willingness to sharpen the saw, restoke the furnace, refill the tank, and revitalize your focus.

Remember, even when he was at the top of his game, Michael Jordan had a coach to keep him sharp, swift and one step ahead.

Interestingly, I had an NBA champion forward as a client three years ago. He was considered the absolute "top" of his field.

Yet, everyday the team wasn't playing, he'd go out on the court for 2 hours straight (with his \$200,000 a year shooting coach). He'd take practice shots from every conceivable part of the court he'd be in range of --- in a game.

Why? --- To keep his edge, to maintain his advantage.

If you think your current success will last forever --- with no reinvestment, think again.

Bottom line?

You have just a few weeks left. You need to enroll today in my May 6,7 and 8 Abraham Factor: SuperSessions program.

Call Carl Turner right now and do the right thing for yourself and your business. Enroll yourself and every team member who needs to be there.

Remember: your risk is zero if you attend. But the risk of failure, eroding profits or marketing mediocrity is great if you don't attend.

Call Carl Turner at 1-888-818-8878 (USA) or 1-310-792-4600 (direct).

Regards,

Jay Abraham