

**FYI --- We thought you might enjoy reviewing the actual Table of Contents for the Abraham Factor Seminar workbook. It follows at the end of this letter.**

## **“What Any ‘*Bottom Line*’ Business Owner Should **Know** (And Do) **Before Deciding To Attend** The Abraham Factor: SuperSessions Program In May”**

**How You Can Be Absolutely Certain The Abraham Factor: SuperSessions Is The Right Decision For You. (And How To Get The Most Out Of Your 365 Day Program Investment—Starting Today!)**

Dear Forthcoming Attendee:

Taking three long days and nights of your business life and investing it with me to **transform the performance of your business** is a big decision. I know that. This sample/demo kit is my way of helping make the positive decision easier and faster for you.

First, I want to remind you of this **very important fact**.

Though the Event itself is 3 days long—**The Program you’re investing in is 365 days in duration**. This means that your actual investment is only \$13.67 a day (the price of a decent lunch). This includes the **extensive grounding materials** (all 16 components); the monstrous post-event marketing manual and 36 hour CD library; and, the monthly 90-minute mentoring/coaching and consultation conference calls. (Don’t worry; I’ll go into great detail about each of these remarkable exclusives later in this letter.)

I think, once you stop and **consider all you’re receiving for the next 365 days**, you’ll understand just how “modest” your investment really is. Especially when you realize the **breakthrough success** your business is likely to experience as a result of this program. (The R.O.I. it should deliver is multiples of 100%.)

Second, I want to **highlight** what I believe are the **6 critical benefits you'll walk away with** from enrolling in this cutting-edge, breakthrough program. Remember; this event has been ***2 years in the making***. I have painstakingly designed, refined and integrated every element to provide you with the finest and most thorough business building marketing education available today. Nothing—***absolutely nothing***—is haphazard about THIS program.

Following are **just six of the critical benefits** you'll experience in your personal and business life as a result of this program:

- ✓ **Critical Benefit #1:** You'll discover how to turn your business into a **powerful wealth-building machine** capable of creating the economic lifestyle you want.
- ✓ **Critical Benefit #2:** You'll soar to new heights of personal development and create a **bottom line growth strategy** uniquely suited to your business strengths and weaknesses.
- ✓ **Critical Benefit #3:** You'll “reverse-engineer” your very own fully integrated, **customized business** flight plan to finally achieve your lofty business goals.
- ✓ **Critical Benefit #4:** You'll learn to unleash the explosive force of mastermind, collaborative effort and **gain a truly “world class” business perspective** before you leave to go home.
- ✓ **Critical Benefit #5:** You'll walk away with both a “big picture” marketing model (a conceptual control center) to **quickly build your business**. Then you'll gain the specific tactical actions necessary to make the picture a financial reality.
- ✓ **Critical Benefit #6:** You'll discover how to **make the paradigm shift** to strategy focus and build your marketing supremacy. We call this the Abraham Mind Shift

These are just some of the ***quantum outcomes you'll carry with you forever*** --- after experiencing this program. Pretty exciting. Don't you agree?

One of the reasons why I'm so confident you'll experience such phenomenal success is because of my all-new “**Integrative Dynamics**” marketing training process. This powerful, proprietary system produced startling results at the programs I held in Singapore and Australia. And it keeps getting better.

Third, I want to be sure you've done your “**due diligence**” in arriving at your decision. Because of this, I've **tried to put myself in your place**, were I the one

deciding to attend (or purchase the home study version) the Abraham Factor: SuperSessions Program May 6 through 8. I asked myself...

**“What would I need to see, learn and understand about Jay’s program structure and content as well as his teaching strategies --- before I’d say, ‘*YES, count ME in*’?”**

So contained within this letter are the **specific questions** which I would want answers to, if I were evaluating this opportunity for myself and my business. I think that’s a reasonable request.

FOR INSTANCE: I’d want to **know what** all the components of the program are, **why** what has been included was chosen, and what my expected impact/outcome/tangible result of studying it or participating in it should be.

Once you have these questions answered, I think you’ll have a better understanding of the program’s impact, and appreciate its value --- specifically to you and your business --- even more.

**REMEMBER**, the Abraham Factor Training Summit is NOT an esoteric, abstract or highly diffused information dump. ***It’s quite the opposite.***

It is the fundamental, integrated marketing methodology and mindset-forging program AND PROCESS, I believe, everybody should go through to **build a “rock solid” foundation**, and understanding... for the ability to apply and master my principles and concepts. It puts all the pieces into place for you and your business.

What’s more, I believe **there has never been an easier and more effective way** to understand, implement and immediately profit from my most evolved business building experience. **You have my word** on it.

**At the three day event you’ll discover such powerful and critical elements such as:**

- **Proven principles of direct response advertising**
- The secrets of profitable strategic alliances
- **How to set up host/beneficiary joint venture relationships**
- Employing risk reversal as a strategic competitive advantage
- **How to up sell, cross sell, and resell**
- Methods of overcoming post-purchase dissidence (buyer’s remorse)
- How to accelerate the buying decision
- **How to reactivate old buyers**
- **How to build more trust**
- How to convert leads into sales
- How to generate a flood of monthly referrals

- **Alternative selling strategies**
- The principles of optimization
- **The ABCs of consultative selling**
- Killer copywriting strategies, formulas and techniques
- **How to create, forge and incorporate a compelling USP**
- Leveraging the lifetime value of a customer---knowing it, using it, and maximizing it. (The new math of geometric business growth)
- ...**And so much, much more.**

With that stated, allow me to launch into my list of **seven CRITICAL questions**, which I will now answer to the best of my ability...

## **Critical Question #1: “What’s included in the grounding materials?”**

I’ve chosen a collection of important “proprietary” materials I’ve created specifically for this purpose.

The reason I chose the specific collection of materials I did, is very simple. I want to move you, your mind and your business *as rapidly as I can*, but as solidly as is humanly possible, in the three days we have together.

In order for that to occur, I MUST prepare you, or “ground” you so-to-speak, in my current thinking, belief systems, mindset and methodology. Three full days doesn’t give me a lot of time. So having you come mentally in-gear, fully prepared, ready to roll up your sleeves, is crucial to maximizing your success from my methodology and mindset.

Again, unlike the advanced, more esoteric programs I’ve done, the Abraham Factor takes you, your staff or partners (or other key stakeholders) *“by-the-hand”* and step-by-step builds LAYER-UPON-LAYER the foundation and then the structure of strategic marketing --- Jay Abraham style – all the way through the crucial step of implementation/execution.

This is THE training program that --- beyond any other of the sixty programs I’ve taught, produced more immediate and enduring business growth and successes for more entrepreneurs than any other one out there.

The grounding materials I’ve chosen to “gift” you, prior to even attending, are the absolute most clarifying, impactful AND ACTIONABLE I can produce. Quite frankly, if you’re the person I hope and perceive you to be... you should be able to readily read and listen to this material in quick order.

Then you can rapidly apply at least ten to fifteen ideas or concepts you’ll learn there directly to your business. **Then you should see AN IMMEDIATE, INSTANT**

**FINANCIAL WINDFALL, PROFIT JACKPOT or major positive earning impact tangibly occur ---- long before you ever attend the live event.** In fact, it doesn't happen, I would recommend you don't even attend. **It's that powerful.**

Seriously, thousands of people who attended previous training programs and received less impressive grounding packages came to the event reporting that they reaped \$5,000, \$10,000, \$50,000 instant windfalls. One (a district manager for Oracle computers) actually made \$400,000 extra profits --- **all before he came.**

So, the grounding materials are extremely important. That's why ***I "hand picked"*** each one for very strategic and critical reasons --- for your benefit.

And remember, you get these valuable and extensive resources rushed to you the minute you sign up for the program. Because of this, you can **start profiting** from this program immediately --- well before you even attend!

In all honesty, it wouldn't surprise me, if you were able to **recoup your entire investment** before you showed up the first day of the event.

I'm certain you read about them before in the system overview syllabus letter (which is enclosed in case you did not get it before now), but just so it's crystal clear, here's what the grounding system materials collection includes:

### **Setting The Foundation**

1. The first item in your grounding package is my "fast-track," compression-learning version of the ***Mastermind Marketing System***. This **6 CD set** shows you how to take **maximum advantage** of the hidden opportunities, assets, and advantages **you possess NOW** in your business.

I clearly demonstrate my time-tested strategies in a **unique layered approach** that will free you from business worries as they iron-clad your future success. When you've got things clicking with ***The Mastermind Marketing System***, there's **no limit** to what you and your business can do.

Hundreds of business owners have become **documented millionaires** or multimillionaires by following this system. Thousands of people have doubled, tripled, and even quadrupled their sales or income. When you've got things clicking with ***The Mastermind Marketing System***, there's no limit to what you and your business can do.

### **A Summary Of My Thinking**

2. The second item I want you to have is, **"What I Learned in 30 Years About Business-Building and Copywriting."** This report is something very important which I painstakingly wrote — just four months ago, at the ***request of a very close***

*friend* who wanted me to leave something profound for all future business owners to learn from.

This document is short, sweet—and enormously profitable reading. There is also an **audio CD** of this same information included for your convenience.

### **Two Brilliant Minds On Controlling Your Future** **(Two Separate Transcripts)**

3. Stephen Covey's, *Seven Habits Of Highly Effective People* revolutionized the way people think of business. I **grilled** Stephen R. Covey and his son Stephen M.R. Covey each separately for two hours - on two pivotal topics: The *missing link* in business and the secret to creating *maximum trust* in the market place.

It was the first time anyone got Stephen R. Covey to translate his corporate thinking to the entrepreneurial market and his son to go deep and specific on the most important intangible leverage point left to master the market place today --- building greater trust!

People told me both interviews stimulated more **clarified thinking** about growing their business in a stress-free proactive, turnkey way than any previous ideas they'd been exposed to. Decide for yourself. You'll get the **audio, of two separate 90-minute interviews and the complete transcripts.**

### **Priceless Demonstration Of How I Think,** **And How You Can Think That Way, Too**

4. Every year, I hold a \$25,000 Strategy Setting Super Summit-type event. In this seminar I do complete 1 ½ to 2 hour marketing makeovers of different businesses. These are among the most intensive, comprehensive and illuminating restructuring, strategy restructuring processes I have ever performed live.

I've personally selected the **five most revealing \$25,000 makeovers** and I'm sharing a *confidential set* of them all with you. It's \$125,000 worth of my specific consultative advice laid out for you to listen to. This collection can totally redirect your marketing mindset.

### **Distinguishing Yourself And Your Business**

5. **Permanent Video Presentation of the Strategy of Preeminence** -- this strategy is the cornerstone of my business philosophy. It's the foundation I use to engineer every marketing strategy, selling system, advertisement, promotion or marketing activity I ever devise.

It's my **Top Secret** ideological weapon to devastate, disarm and totally annihilate all my clients' competition. Your goal must be to *make it the foundation* of every single

one of your marketing actions or business dealings, too. Every single employee, member of your staff, or sales person must know, learn and fully embrace the material in this video. See for yourself --- before you even attend.

### [How To Get Up To 25 Times More Results From Any Promotion](#)

**6. Sequential Marketing** – A while back, I faced an incredible challenge in developing a specialized, high priced program. People told me my list was dead and rigor mortis had set in. My response was to introduce the concept of *super-strategic*, “sequential marketing.”

The story of **how we took a dead list** and brought it back to life selling more than \$8,000,000 in less than a year—using only one sales person and selling another 1800 home studies at \$2000-\$5000 apiece can serve as an *instant motivating example* for any business that finds no response to its marketing.

My **Confidential Guide To Sequential Marketing** is filled with philosophy, strategy, tactics, and answers to every question or issue you could have. Plus, I include nearly *forty actual elements* we used to achieve this profitable marketing “resuscitation.” You can model it instantly—the same day it arrives.

### [The Secret To Geometric Business Growth](#)

**7. The Three Ways To Grow Any Business** complete with charts, examples and demonstration – This video IS classic Abraham. But people who learn how to master, then mobilize this *elegantly simple formula*—always skyrocket to the pinnacle in their industry. My bet is that you’ll watch this priceless instructional video/DVD once a week for years to come. Each viewing should easily put another five or six figure long-term profit into your bank account. See for yourself---before you even attend.

### [How Does Your Business Marketing Stack Up?](#)

**8. Prepare Yourself For Success Questionnaire** – Whenever I work with one of my elite clients, I require they complete an *exhaustive* “diagnostic survey” of their business. As you complete this survey, you’ll not only take a photographic picture of where your business is, you’ll also begin to build a picture of where you want it to go. Also where the gaps and problem arenas lie.

This **100 question-plus** questionnaire *forces* you to ask the really important questions about your business. It *analyzes* your sales, marketing, promotions, strategies, mindset, metrics, mission, and *shows instantly* how much more is possible.

### [Wealth Building For Startups And Seasoned Pros](#)

**9.** Many people know my friend Robert Allen, the “No Money Down” real estate guru. I recently shared nearly **three hours** of serious thinking with 400 people on

“**Cracking the Wealth Code**” at his \$5000 seminar. I laid out a *step by step wealth-building business plan* that anyone can follow. (This component is designed for startups and people without a good business idea, product or service who need one.)

One woman in the audience took great notes, went out and did what I advised and banked a windfall profit of over one million dollars as a result of this session program. That was just six months ago. It’s perfect to create new profit centers, put your family or staff in a new business or develop a lucrative new “money hobby.”

### [Your Strategic Marketing Master Game Planning System](#)

**10.** I held a specialty \$20,000 per person seminar called “**Swinging For The Fences.**” A hundred-fifty people paid for a specific roadmap, template-based business strategy/game plan for changing their business. This same **template-based planning document** can redirect your marketing *instantaneously*. (electronic version)

### [The Key To Creating Great Business Wealth](#)

**11. Wealth Report** – What does marketing, real estate, the internet, publishing, infopreneuring and stock market investing have to do with one another? They’re all interconnected.

I did a two hour special session for a group of diverse opportunistic-minded entrepreneurs last year on how to *harness marketing’s unseen powers* to make many times more on any real estate investment, stock market speculation, publishing/information endeavor or internet offer you make. All I can say about THIS document is that YOU must read it to **grasp** the amount of *opportunity under your nose*. (electronic version)

### [Seeing Is Believing!](#)

**12. 502 Incredible Case Studies** – I asked 502 of my most successful recent clients and students to generously share with you their private **success stories**—in a *case study format*. This collection of nearly **900 pages** is pure gold. Each business owner shares exact methods, mindsets, actions he or she took to produce successes of 40-10,000%.

The best part is they conclude each story with their **best reasoned personal recommendations** of the actual lessons they’ve learned that they think you need to grasp and their advice for anyone wanting to *model their success results*. WOW! (electronic version)

### [Fortune Building Direct Mail Lessons](#)

**13.** The Multi Billion Dollar a year Direct Mail Industry has a secret weapon. His name is **Michael Fishman** and he is the **leading authority**, advisor and most trusted “*consigliere*” to some of the richest, biggest direct marketers in the world.

Accessing Michael’s knowledge in the field is incomparable. But better yet, *his ideas are 100% translatable* to almost any mailing, brochure, catalogue or e-mail you ever send out. You’ll want to pay attention to my interview with Michael. You’ll get the transcript of this groundbreaking interview. (Priceless) (electronic version)

### [What You’re In Store For](#)

**14.** The **method to my madness**? Wouldn’t YOU like to know --- well before you arrive at my program --- exactly what I’ll cover hour by hour, topic by topic, *why* I’ve chosen to include it, *where* I learned it, *how* it directly relates to YOUR specific business, and how *each component interconnects* to one another?

Well guess what? I took the time in Australia to spend two and a half hours, *laying the entire grand scheme out* for people. I’d like to share it all with YOU, too --- well before you ever attend. (Priceless) (electronic version)

### [The All Time Classic](#)

**15.** I wrote a classic book a few years ago—especially for people who couldn’t afford my \$5000 an hour rates. I called it **Stealth Marketing**. It contained answers to the *top 100 questions* I’m most frequently asked.

It contained *solutions* to the fifty problems I’m asked to deal with most to solve their problems for them. It included *twenty-five strategies* to exploit and capitalize on the biggest untapped opportunities the bulk of business owners totally overlook.

I sold out of my entire print run at a staggering \$1000 a copy. I’d like to gift you a **collector-version** edition as part of your grounding package --- all well before you ever attend my program. (electronic)

### [Be A Fly On The Wall – 74 Different Times](#)

**16.** When people have an *insurmountable business problem*, they hire me and pay me \$5000 an hour to solve their problem. I have only moments to dissect their business, diagnose their problem, and wow them with my solution. Imagine how useful tightly edited actual transcriptions of **real-life \$5000 an hour-quality private consultations** would be!

Only the names and confidential info have been removed to protect my past clients’ privacy. I run through **74 different businesses** – each one facing its own unique problems. You are in the catbird seat as I provide breakthroughs for each business. If

you can't *find million dollar concepts* to apply to your business in my consultation transcript book --- have someone check your pulse.

**There you have the grounding collection ... Can you actually read/listen to this entire body of work before you attend? Obviously, no you can't!** However, what you CAN do --- and what I expect you to do --- is choose segments, sections, chapters of each one and immerse yourself.

## **“These grounding materials will blow your mind... and rock your business world!”**

They're that good. NONE of this is lightweight, mediocre fluff. Each component is strong enough, qualitative enough and content-rich enough to transform your business on its own. Taken together, they'll prepare your mind and business for a startling breakthrough experience --- you won't believe it until you attend.

Here's the method to my madness...

- It's all designed to ground you such that our time together (Phase II) during the Abraham Factor will truly be ultra-productive and mega-profitable. **That way you and I can focus 100% on how to specifically apply my strategies and techniques to your business requirements** and create enduring profits for you, for years to come.
- It's all designed to trigger a breakthrough or stimulate a big financial windfall or jackpot for you of \$5,000 OR BETTER --- **before you ever attend.**
- **It's all designed to be a permanent reference** library to keep you and your staff constantly aligned in the Abraham methodology and mindset.

What I find fascinating, is that people who purchase just one element of my material over the years have a tendency to engineer one application, reap one payoff, and then fall off the wagon and go right back to the status quo.

**That's why I've worked so hard** to assemble this complete system collection. When you have these eleven different reference works to refer to and study by --- IT'S VIRTUALLY HUMANLY IMPOSSIBLE for your business NOT to flourish.

I think you'll be pleasantly surprised at the new level of confidence, perception, insight and strategic thinking you possess --- once you have the Abraham Factor curriculum and mindset clearly installed.

I remind you, all this grounding process happens **BEFORE** any commitment is ever considered binding on your part.

## Critical Question #2: “What IS the three-day curriculum?”

*I rarely do this*, because I intend on customizing the program for the specific needs of the actual participants that attend. But, *I have attached for your review* the Table of Contents from the Abraham Factor: SuperSessions Workbook. (See Attachment 1.) I’m doing this; so that you can you can evaluate and appreciate the thought and business building strategy I’ll be teaching you there. You’ll quickly see-- there’s a lot of ground to cover to engineer your marketing for the optimal profit results.

## Critical Question #3: “What’s included as reference materials as part of the “Phase II – Abraham Factor” at the program itself?”

The three-day Abraham Factor is not just experiential. It is very informational, educational and referential. I’ll be giving you **resources so valuable**, it’s almost like *I’m opening up my private file cabinets*, archives and library for you to immerse yourself in. Here is the monster reference workbook I will be giving out to you at the three-day, live event:

**“The Abraham Factor “MONSTER” Workbook:** This workbook (if you can really call it that) is THE ULTIMATE BUSINESS BUILDING RESOURCE. It has extensive explanations, exercises, definitions, templates, detailed instruction, follow-up and review sections.

This is no vacuous item. It will probably end up at over fifty-thousand words, easily 400 pages, conceivably **8 hefty pounds and hundreds** of ideas, advice, strategies and tactics of priceless and permanent reference tools to enhance and advance your business progress.

It’s broken down into scenarios, reports, applications. You’ll *turn to this volume again and again* to reinforce and refine your marketing knowledge. It provides directions, guidance, answers, and solutions you can use for years to come. Use it as **your secret weapon** to transform your business after the three-day event has been completed.

It is **the definitive**, concept-by-concept... strategy-by strategy... step-by-step textbook on how to engineer great marketing.

## Critical Question #4: “How do you help me once I return home? What do you provide and how do you help grow my business profits AFTER the last day of the Abraham experience?”

Great question. It's a question that I'd want answered, too! In fact, I believe this is one of the critical areas that distinguish my program from all the others. So here's the truthful, candid and complete answer.

**Unedited CD's of the Entire Program.** "Phase Three" About 4 weeks following your extraordinary "live" **Abraham Factor SuperSessions**, you will receive a massive **36-hour audio CD library** of the actual complete event you attended.

Unedited, unabridged, *an unbelievable way* to relive, review and re-share this extraordinary experience for years to come—for yourself and to share with your entire team. Past attendees tell us that they use this valuable resource over and over again because:

- Repetition is the mother of skill and listening to the program tapes reinforces the concepts that were discussed during the live event.
- They realize their perspectives are changed and enhanced with each and every "listen." They *always take away something new and different* that they can apply to their business.
- During the live event, the ideas, breakthroughs, applications and concepts **which could be immediately applied to their business** *were coming at them so fast (and from so many directions)*, that they were unable to keep track over the course of three days. **Even with them taking copious notes!**
- They were temporarily overwhelmed with specific, targeted, "on point," breakthrough applications, strategies and possibilities for them and their company. Having the audios for posterity guaranteed them *the ability to review, reflect and refocus* on topics that they mentally missed during the event, because they got so excited/exhilarated by a previously discussed concept (which often happens at my live events).
- Scientific studies prove that **we only retain and remember 7%** of what we hear and experience --- and that's in a lecture-based type of a training environment. The Abraham Factor is **totally interactive**. It's totally customized. Very, very stimulating. *That's good and that's bad.* Good because it's guaranteed to stretch your paradigm, animate your sense of what's possible and galvanize your commitment to achieve more and reach higher.

What happens, however, is your mind will "*spiral out*" on so many exciting elements and breakthrough ideas that (if left to your own devices and you were forced to try to keep 100% complete notes) --- YOU'D FAIL and you wouldn't remember a lot of what you had listened to. That would be an unforgivable disappointment to us both.

**I can't afford that.** I won't allow that. I can't invest three solid days and nights of my life and energies on custom, spontaneous contribution and immense creative marketing input to you and have one minute of that be lost for eternity.

So I insist that every minute, every question, every session, every interaction, every speaker be preserved on CD for you to listen to over and over again. Also you'll go home and discover things in these audios you haven't heard before. And you'll find that ideas I give others, all of a sudden, become perfectly suited for you, too, as you start using more of my methods systematically and progressing at compound levels.

In case you don't know my philosophy, I believe in **process training** versus event training. Process training is *a parallel of how the military produces* world-class soldiers. It's the way that every quality physician is trained, every pilot is trained. You keep repeating and improving, repeating and improving.

You can't do that without these unedited training CD's.

***You will get 100% of every minute of the summit you experience sent to you in your CD Set that is yours and your staff's to listen to and review over and over and over again.*** Both you and every current and future team member you ever bring on will be constantly enriched by listening, and then re-listening to these wonderful recordings at specific intervals.

- **“Phase Four” of the Abraham Factor Program — Where the Rubber Meets the Road — Monthly Conference Calls:** I have learned that, left to your own devices, you go home transformed and potentially regress. Status quo is a diabolical and insidious enemy that can bring any high achiever down --- if left to their own devices.

I refuse to invest almost \$10,000 of grounding materials in you, and three days and nights of my life in you, and then not have you experience the business breakthroughs you desire, deserve --- and I expect! It would be wasteful. It would be foolish.

So after the CD's arrive and you've had a chance to review them, I will spend ***ninety minutes a month, every month, for one full year*** with you and the rest of the group on a consultative group conference call session.

### **Group Mentoring, Coaching, Problem-Solving, Masterminding Done Personally By ME and My “On Call” Experts**

This Phase, all by itself, is ***realistically worth \$40,000 in hard costs***, but it has the potential of being worth many times that amount to you and your business.

Let me work through any problems, answer questions, solve your challenges and identify your under-the-radar opportunities.

The *follow up guidance, direction and advice can be the most important, useful and applicable component of the entire program*. During this phase you'll speak with my expert guests and/or me once a month for a full year! Based upon past experience, I think it's absolutely essential to assure your optimum success. We all need someone (or something) to hold us to a higher level of performance. This is it!

I like to refer to this phase as “**Group Coaching.**” Although I may be a bit bold in my description, the effect is the same.

I know from *years of personal experience* with private clients that, left to themselves after the “live” session has concluded, the vast majority of participants will *need help integrating* their new mindset, my strategies and their business opportunities to yield the “optimum” success that is possible for them. This makes it virtually impossible to fall back into the old status quo.

### **12 Months Of 90-Minute Marketing Makeover Time With Me**

**For a full twelve months**, other brilliant experts and I will give participants detailed *directions*, continuous *encouragement*, and my “take” on their own specific opportunities/deals. Then, they can begin to better visualize **how to apply** my mindset, strategies and concepts.

**This phase reinforces my concepts**, gives you ideas to test and try, and examples that you can immediately apply in your business. We will address questions and help you solve the difficult issues you're getting more deeply involved with. The calls will also help you to correct any problems or misapplications you may be making.

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

**Each session lets you pose questions, share successes, submit challenges and hear other people share their successes.**

### **It's Yours For No Extra Cost**

**If you paid me privately, it would cost you \$90,000 and be the best investment in marketing you made. But it's yours at no additional cost as the fourth phase of the Abraham Factor process. I consider this your Success Insurance if you use it properly.**

It takes what you learn and it transforms it all **from theory to real application.**

You get to pose questions. You get to submit ideas. You get to say, “Hey, this is how it has worked,” or “It’s not working. How can you help me?”

And *the Abraham team is with you all the way* for the duration for twelve full months to work you through, walk you through, guide you, advise you, restructure -- you name it. I and the rest of the group are there for you.

**This is priceless.** To my knowledge, no other high-powered expert out there offers anything close to this (for a fee or otherwise). Normally, they’re hit-and-run. They do their lecture-based seminar, collect the money and leave.

I’m quite the opposite. I want to *ground* you. I want to *develop* you. I want to **instill** the mindset. I want to make sure you never forget one iota of what transpired. I want to make sure that it gets implemented individually, and then customized to you. I want to be there when you have a problem. **I want to share your successes with you.** It’s that simple. I WANT MY INVESTMENT IN YOU TO PAY OFF “IN SPADES.”

### **Critical Question #5: “Will there be other speakers at the event?”**

Let’s put it this way, I will be doing nearly all of the speaking, guiding (metaphorically speaking) --- “by-the-hand,” through my mindset and thought processes. Why? Simple. I want you to get the **greatest value and advantage for your investment.** There may be a colleague or two surprise guests show up – but this is 100% me mentoring you.

### **Critical Question #6: “How is the Abraham Factor Different from the earlier Abraham programs such as the MasterMind Marketing Training Program?”**

There are *four things I was never able to do* for the lower priced programs in the past that make The Abraham Factor: SuperSessions a “must attend” program -- if you are serious about staying in business today.

1. Help you **develop an overall “Action Plan” marketing strategy.** (Previously I could only help people do this at my \$25,000 programs.)
2. Go through the way I think and actually **train you to process information** that same way, so you can convert knowledge into wealth.
3. Give tons of “real world” **examples so that you understand** each marketing concept as well (or maybe better) than most other marketing experts --- because most of them don’t know how to translate theory into reality.

4. Share my all-new, unique “**Integrative Dynamics**” marketing training process which produces such a high degree of accelerated, geometric and spectacular bottom line results.

### **Developing Your Marketing Strategy.**

As you may or may not know, I specialize in developing your unique optimum marketing strategy. It’s the biggest upside leverage factor you have.

### **Teaching You to Think and Market Like I Do—Faster and Easier: Giving You TONS of Relevant Examples**

### **My all-new unique “Integrative Dynamics” marketing training process**

I have perfected a **new teaching process**. I have combined a process where I teach you each concept -- including how to develop your marketing strategy -- with tons of illustrative examples of what works and how other businesses have applied each principle.

### **Critical Question #7: “What else do I need to make a well-reasoned and informed decision?”**

What else do you need before you can make a well-reasoned decision? Only this: **Call Carl Turner for answers, information, and well-reasoned, expert advice.** Discuss your situation with him. *Listen* to the audio of me discussing the program. *Watch* the enclosed DVD (or go to [www.abraham.com/afcasestudies](http://www.abraham.com/afcasestudies)) to *see how powerful and appropriate* this program really is for your business.

Or...

Perhaps you’d like to **talk to people who’ve been through the pilot program.** Maybe, you still have an issue, question, concern or element you need us to talk (and walk) you through about the Abraham Factor Program or process before you finally sign up.

CARL IS THE MAN.

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

Why immediately?

Because this is the big event, the MOTHER LODE of marketing and mindset training I’ve ever done. It’s guaranteed to transform any and every business out there.

And I want YOU to be a part of it.

*Carl has personally helped over 3,000 people* in the past make the business and ROI-based decision to attend a past Abraham Program. He's very skilled in walking you through (and helping you identify) all the specific elements of your business that CAN AND WILL BE IMPACTED and what's the bottom line, dollar impact it can have on your sales, your client base, your cash flow, your net worth, etc.

CALL CARL. Tell him what you're thinking. Let him help you appreciate the impact the Abraham Factor will (not can but will), make for your business future.

### **Why You Need To Be At THIS Program...**

**Today, in a world that's full of ruthless competition, better-educated consumers and dozens or hundreds of alternative means to achieve the same ultimate desired result, you must become a world-class marketer. There is no other option for your future business success.**

You must become the most strategic thinker and "marketeer" in your business sector. You must constantly engineer breakthroughs in marketing, strategy and innovation.

### **I Believe I Can Transform Your Business In Ways No Other Expert Can (or will) Possibly Do**

Quite truthfully, there's no one in the entrepreneurial world at this moment better skilled, experienced (and trained) to transfer a master-level education in strategic marketing to you in three days and nights than I.

And if you've got anyone else out there today willing to stand up and take responsibility for transforming your business into the marketing powerhouse it needs to be and who'll go way, way, way out on a limb and **GUARANTEE TO DO IT FOR YOU OR NOT BE PAID** -- definitely use them. Not me.

**I sincerely mean that.**

But, if you don't have anyone else you trust... anyone else with an **\$8,000,000,000 (eight billion dollar) track record of sterling performance**... if you don't know anybody who's got over **10,000 testimonials and endorsements** supporting that... you should **seriously consider** being one of the entrepreneurs, business owners and professionals who *attend this landmark marketing event*.

This will be **the first time** I've offered this cutting edge program in the United States to anyone. And the version you'll be experiencing is guaranteed to be the best, most actionable and content-rich seminar of mine you'll ever experience.

The modest price we're charging, as you will see, is a mere pittance compared to what your payback will be to you in Year One (if you apply the concepts and strategies I teach you at the Abraham Factor). It is inconsequential compared to what it will be over the life of your business. If you want your business to keep going and growing, to go from surviving to thriving in the decade (and decades) to follow, you must attend my Abraham Factor Program in May.

If you do, **this will be the best investment** of time, opportunity cost and modest capital you'll make in your business life. If you don't attend, it will be a tragic waste that you'll regret for years to come.

### **The Case for Coming--Why You Should Take Action Immediately...**

There are three really important, perhaps vital, reasons why you should register **immediately**. I can't make it any simpler than this...

- **Reason #1: The quicker you register, the faster I'll be able to get the grounding materials into your hands.**

As I have said in previous correspondence, I want you to experience a huge windfall profit --- PRIOR TO ATTENDING THE LIVE EVENT. Hopefully, multiples of the program's price. It's easy to do... IF you have my grounding materials... and there's absolutely no reason you can't have your investment paid for out of the profits you realize.

It only takes one small, easily implementable concept to pay off for you BIG TIME. I'll give you a hint right now: The most easily, implementable concept people report back as a case study/success story is **risk reversal success**. It can literally make a measurable difference for you this afternoon.

But the concept/offer has to be articulated appropriately or else you'll defeat its power which could potentially put you at undue risk (the 502 case studies help greatly in this area). I urge you to take advantage of MY overly generous, double-secured, risk reversed, MONEY BACK GUARANTEE.

- **Reason #2: The quicker you register, the better prepared you'll be to fully embrace and implement all the information and experiences at the live event. The more you'll get out of attending the seminar -- or participating in the home study.**

If you are going to spend this amount of money, you owe it to yourself and your business to get everything you can out of the experience. So, advanced preparation will give you a huge advantage.

- **Reason #3: We will sell out this program. And once we do, you won't have the option of attending, PERIOD. The clock is ticking...**

### **Call Carl Turner Today...**

Call Carl at **1 (888) 818-8878(USA) or 1 (310) 792-4600** and tell him your thoughts right now. Pick his brain. Discover for yourself all your own reasons for coming and participating in a program, which is guaranteed to deliver.

**Unless you're having a "going out of business" sale --- or planning on retiring and closing your doors --- this three-day event is the most important money-making, business building, wealth creating experience you may have in this decade.**

A bold statement perhaps, but a true statement nevertheless. And I believe I can make this bold, brash statement, because it's my reputation, my honor and my credibility on the line... not yours.

**Call Carl Turner today at 1 (888) 818-8878(USA) or 1 (310) 792-4600. I think it'll be the best decision you can possibly make for yourself and your business.**

With admiration and respect,



Jay L. Abraham

**P.S.**

And remember, we won't consider your commitment binding on your part until after you've studied the grounding materials to your complete satisfaction --- **AND EVEN THEN, YOU STILL HAVE AN OUT:**

***"If I don't deliver on the goods the way I promise in the 24-page overview you responded to, you can leave the program at 2:00 p.m. on Day Two of the three-day event and we will refund your money. No questions asked."***

**P.P.S.**

**I have included a DVD for your review... (or because of the shortage of time before the May program there may only be this link to it at [www.abraham.com/afcasestudies](http://www.abraham.com/afcasestudies)).** As I said before you are going to have one of the most interesting hour or so long experiences that you have ever had. On the DVD you are going to watch people from many nations and different industries talking about what they experienced in the beta test version of the program you are going to have the opportunity to learn about.

There are other entrepreneurs on the DVD like you who are going to share with you in the course of a one to two minute session powerful specific business growth strategies that are going to instantly apply to your business too! If your business is not impacted dramatically just by watching this, I'll be surprised.

At the end of this, one of two things will happen. You will either say that you've got to be there and you'll pick up the phone and call Carl Turner at 1-888-818-8878 (USA) or 1-310-792-4600 or email him at [carl@abraham.com](mailto:carl@abraham.com). Or, you are going to say "I have questions I want answered" and again, you will contact Carl.

**You can't possibly watch the next 24 minutes and not see that The Abraham Factor: SuperSessions is something you've got to experience.**

Reminder: In the unlikely event that you can't make the schedule of the event you can choose the **Home Study version of the Program** on a very, very advantageous basis. And you can test drive it **for 60 days** before we will consider your purchase final.

**P.P.P.S.**

You have committed a large portion of your life and livelihood to your business. And you know that assuming you give your clients good products and/or services, that effective marketing is the key to the success you want. So why not give yourself a fighting chance for that success by attending The Abraham Factor: SuperSessions.

Again, give yourself the break you deserve and pick up the phone and call Carl Turner at 1-888-818-8878 (USA) or 1-310-792-4600 or email him at [carl@abraham.com](mailto:carl@abraham.com) and start this fantastic, life changing adventure today.

**The Abraham Factor  
SuperSessions:  
Seminar Workbook  
Table of Contents**

**An Exclusive Preview Of My New  
Breakthrough, Fully Integrated  
Business Building System**

*May 6-8, 2006  
Hyatt Regency Hotel  
Anaheim, California*

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## “High Praise” For Jay’s All-New, Breakthrough Business Building System

**“The Initial Response From The All-New *Abraham Factor SuperSessions* Held In Singapore Has Been Nothing Short of Overwhelming... Imagine The Money Making Breakthroughs Your Business Will Experience...”**

### **Conservatively Projecting A Quarter Million Dollar Increase..**

**PETER** -- I’m from Malaysia. I’m a business coach, and for the last three months I’ve been listening to your tapes almost on a daily basis and getting tremendous impact from that... the reason why I came for this workshop, was to actually work on reviewing my strategy and coming up with a new one. And in the exercise that I just did, through a combination of risk reversal and irresistible offers, and coming up with a dozen new headlines, I envision will one day make it to the top 37, I am projecting on a conservative basis is to actually *increase profits by about a quarter of a million dollars*. Thanks.

### **Adding An Extra Half Million Dollars From One Trade Show...**

**MALIKA KIMLANI** -- I’m in the diamond and jewelry business. I recognized that we had many unutilized ways that we can increase our business. #1 is existing clients. If we increase by 20%, we will have an annual rate of \$2 million. So ways - if I do it during the exhibition that’s coming up in Hong Kong, I will get a better understanding of the market. I’ll do a market research, and *I predict a \$500K increase at least*.

### **An Extra \$ 3.4 million...**

**MR. CHOU** -- I’m from Taiwan. We are doing business in propellers, and we have learned three things, the most important ones. The first one is that we have to care for our current customers... The second thing is that I can use telephone interviews with our new customers. The third thing is about risk reversal -- we can have advertisement in magazines and journals so that we say that when the customers are not satisfied with our products, we give one month where they can get their money back, and we will be responsible for that. And so the prospect is that in this year, probably, *we can have \$7 million in sales*, and next year we can have an extra \$3.4 million. Thank you.

### **Growing An Easy 200% More...**

**TAI** -- I’m from Malaysia, and I’m a travel agent, 15 years in the trade. I sell to two markets. One is B to B, and one is B to C. What I learned in these three days is very useful for my B to C, for the customers that travel from Malaysia to overseas. So currently I only use one type of selling technique with my salesmen. I can use e-mail, direct mail, referrals, endorsements... So *I think the business can grow 200%, easily*.

### **Profits Should Increase Two-Five Times...**

**WILLIAM** -- I come from Taiwan. I’m currently working in a South China bank, and we’re working on investment of real estate, etc. I have known through your course the power of selling upwards and downwards, and integration of resources. We can do many more things according to the customer list that we have accumulated for a long time. We can also educate our customers to transfer their liability some profits, and to have real estate properties for them. To help my customers to increase their profits and income in the real estate business, *I can also increase my profits and income triple times to five times*.

**“Give me three days and I’ll help you turn your ordinary business into an extraordinary money-maker! I guarantee it.” *Jay Abraham***