

Legendary business builder explodes client profits by \$21 Billion

Jay Abraham to open private schedule for limited time to accept new growth-focused, profit-hungry clients

Today's readers get a collection of private profit-building resources when calling before the 72-hour deadline

Success Magazine calls him, "Possibly the greatest marketing mind alive today."

Forbes magazine described his abilities like this: "Turns under-performing corporations into marketing and sales whizzes." USA Today's Money Section said, "He gets businesses going and growing, again."

Who are they all talking about? His name is Jay Abraham and he is the powerful marketing and profit muscle behind many of the brands and names you know.

Shark Tank's Daymond John said Jay was his top mentor and that "life is a series of mentors and Jay is THE best."

Tony Robbins said, "Jay knows how to find the limiting patterns that keep businesses from performing to their fullest potential."

Even the late Stephen Covey said "he's one of the best business minds I've ever met."

Get Jay working for you.

Now is your chance to put the brainpower of Jay Abraham to work in YOUR business. For the next 72 hours Jay Abraham has opened his schedule to talk with companies that are serious about maximizing profits and growing their businesses.

(NOTE: We interviewed Jay and gave him license to be extremely candid and straight forward):

Why do businesses seek you out?

If you run a successful business, odds are high that your revenue approach and sales efforts overlook the obvious. Chances are even greater that your profit picture vastly under-performs its capabilities—by a huge margin! And by "obvious" we aren't talking about what's necessarily obvious to YOUR industry. And by "capabilities" we aren't talking about your current capabilities or revenue approaches.

We're referring to the far higher, better, safer, far more powerful profit capabilities that OTHER industry revenue-generating approaches, business strategies, marketing methods, value propositions, access vehicles and business models can deliver.

You can actually be "successfully-stuck" (doing what you've always done) and never even know it—content with annual growth increases far below what's truly possible—from your market access, you and your team's time, marketing/advertising/sales opportunity, efforts, and investment!

Most businesses in a given industry or field follow a "herd mentality" and do (pretty much) the same things—sales/marketing wise, the same way that all their other competitors do it. All you know (or do) is what everyone else does!

Why does 'borrowing' from other industries work?

When you "borrow" success approaches from OUTSIDE your

industry—approaches none of your competition even knows about, let alone uses—it can give you *explosive* performance improvement AND preemptive competitive advantage. Profits can actually double, redouble, even double again—realistically (and easier) than you can imagine with the same or less effort.

Pit your competitors against THIS "Positive Intimidation Factor" and your business can win every time!

Who have you helped during your career?

Tony Robbins, Daymond John, ICY HOT, The Founder Of Entrepreneur Magazine, The 15-year Publisher Of Success Magazine, A co-Founder Of Federal Express, The Former CEO Of Speedo/Adidas Latin America, The Top Candy Company In China, Dave Asprey of Bulletproof Coffee, Planet Fitness, Japan's largest cosmetic surgery group, Guthy-Renker, Ramit Sethi, The Late Stephen R Covey, The Top Experts In The World On: Six Sigma, Sales Training, Copy-writing, Strategic Partnerships, Residential Real Estate Sales Training, Cyber Security, AND THOUSANDS MORE have ALL been markedly influenced by my capture and cross pollination of ideas, tactics, and strategies designed to maximize profits and geometrically grow businesses.

How long have you been helping companies grow?

I've been strategically growing profitable businesses for over three decades. My work has been making billions of dollars annually for thousands of companies. I perform a sharp, incisive, penetrating analysis of their marketing problems, strategic challenges, and competitive issues. Then, I blend rather ingenious creative and extraordinary solutions that I personally have worked with in thousands of companies in hundreds of different industries. Once applied, these two methods work like gangbusters. The result may include a system of "pre-emptive marketing" as part of a "Strategy of Preeminence." I also may blend any of the other 30 other breakthrough distinctions I've originated over the years.

How do you know what a business needs?

In my decades of experience, I've developed a process to help question the management and quickly determine if a given business needs a strategy restructuring, a marketing makeover, a new business model, a new market to pursue, new products or services to offer, a far more competitive positioning to apply, greater value creation capability, increasing its revenue per transaction and frequency/length buyers purchase. Or they may need to make ads pull better, convert more prospects to buyers, produce greater quantity, quality, and consistency of returning and new clients.

They may also be wise to think about structuring a block-



■ Get massive results with zero risk: Jay Abraham is opening his schedule for a short time and is giving away private high-end profit strategies – at no cost - to ALL who call before the 72-hour deadline expires. Plus, for a select few businesses who qualify, Jay may work directly within those companies to personally contribute to massive business and profit growth. Call 888-997-7778 to have a no obligation initial conversation with The Abraham Group.

buster joint venture or profitable partnership deals to gain no-risk access to multiple new markets, stretch limited resources, or find a way to mitigate rising sales/marketing costs. They may have an explosive unrecognized opportunity that my experience can identify. Often times, I am uniquely skilled to help that process along until we hit paydirt. Or we may decide there are pressing needs to dramatically boost margins. Or take a wrecking ball to vicious competition. Or turn a commodity-type product into one commanding a proprietary moat.

I'm proud that I have built a reputation of results. When business leaders have the strong desire for total market domination, they call me.

In doing our research, we put your name in Google and it returned 65 MILLION search results! How is that possible?

Yes. Frankly, I'm amazed too. But remember, I've been helping businesses grow and become wildly profitable for the past 30 years. In that time, some incredible influencers have recommended me, referred me, or directly worked with me. Now, my reputation is certainly easy to verify!

I'm flattered to have had such a successful long-running career. I can tell you that I truly enjoy providing huge value and seeing the companies I help prosper and grow bigger and stronger.

It seems you approach or look at business very differently. How would you describe how you do that?

Many of my clients say I must be blessed with a highly astute mind. But, the real answer is Funnel-Vision vs. Tunnel Vision. Often, when I'm asked what I do best, I humbly explain that I take multiple success approaches from outside a given industry and combine many together into powerhouse, fresh "hybrids" that create the newfound profit power for each of my clients. With all

due modesty, I'm proud to consistently produce explosive bottom-line impacts like no one else. I concentrate on opening the eyes of the entire leadership teams within my client companies to see the powerful strategic marketing possibilities that are often just sitting there, in front of them.

Just as lifting weights and jogging prepare an athlete for ANY sport, from tennis to football, my vast first-hand experiences on the absolute "front-lines-of diverse capitalism," coupled with my untamed creative and resourceful mind --and added to the enormity of strategic skills I've developed (and honed to razor-sharp effectiveness) over the years---permit me to deal masterfully/meaningfully with almost any kind of marketing, sales, competitive or business growth problem—or opportunity. My specialty is untangling and resolving business "Gordian Knots" with amazing, breakneck speed!

What do you know that can help a client that works with you stand out from their competition?

It sounds like this would be a great time to share some examples of what I've done. Ok. Many companies derive much of their business from referrals or word of mouth. Yet almost none possess EVEN one—strategic, systematic, referral generating pro-active process they use. Referrals come erratically, episodically and unpredictably. Most depend on pure luck.

To fix that huge profit-sucking gap, I developed 93 different referral generating strategies. None cost a penny to apply. Each can add 20-100% more referral-generated business to a client's bottom line.

Or a sales force, or distributors, or franchisees comprised of vastly different-skilled talent.

Few entrepreneurs try to isolate those that super-excel in different functions, like opening new accounts or selling certain products/services or selling to certain target markets/audiences and model those peoples' skill

sets to everyone else who is weaker. My longtime work with the Deming Organization taught me what I call PEQ (short for Performance Enhancement Quotient)/Optimization. I've used it to produce 20-40% almost-over-night increases in sales teams of all kinds.

I've also developed and proven:

- **56** ways to generate more buyers.
- **43** ways to structure outrageously profitable joint ventures and power partnering deals.
- **34** ways to monetize inactive past buyers, unconverted leads or prospects. And countless strategies for "re-monetizing" current buyers for more yield.

With so many potential places to start, where do you focus first when helping a new client?

I ALWAYS focus on bottom-line growth first. It's faster, safer, easier, lower risk, and generates far more yield for the time and effort. (Note: One time Jay changed the way a large retail furniture company greeted prospects at their front door and tripled sales conversions. Another time he changed the headline in a financial ad--and the call to action and quintupled response! It goes on and on.)

Next, I draw on my uncanny breadth of business-boosting knowledge. It stems from the fact that I have actually *personally* worked with entrepreneur-founders in over 1,000 separate **industries**—not businesses. Why could this be invaluable to YOUR business right now? Let us count the ways:

Analyze your advertising and marketing

I have the experience that can genuinely help you make your current advertising, marketing or selling system produce far more results and profit performance for NO more time, cost, resource requirements--or risk.

Reduce costs

I have reduced marketing

How to explode profits with the proven strategies of Jay Abraham:



THE ABRAHAM GROUP

Call 888-997-7778

72-hour deadline to get free profit building resources

What Jay is uniquely able to do:

- Develop approaches to out-think, out-market, out-strategize, and outperform your competition
- Reverse the risk making it easier for prospects to say "yes" rather than "no"
- Harness the power of geometry to "leverage-up" all your revenue generating results
- Maximize response to all advertising/marketing from the same or less investment
- Better tap the minds and motivations of prospects to produce multiple sales and explosive profits
- Quickly get more clients buying at higher amounts more often

This notification is for larger companies who are grossing at least one million dollars per year in profit, but preferably more. If your company does not meet this requirement, we recommend you visit 50 Shades of Jay: www.abraham.com/50Shades to receive an amalgam of valuable and totally gratis business growth resources. Or, you may visit The Jay Abraham Story: www.TheJayAbrahamStory.com to watch a feature-length, made-for-television documentary on Jay. All company names in this article are the property of the companies and not an indication of endorsement.

and selling costs by finding new ways, places, and people to market your products and/or services. I can see and put plans in place to develop new distribution channels. I have experience in creating more lucrative business models. Plus, I have proven ways to masterfully out-think, out-compete, out-position, out-perform and out-earn your competition.

How can you help just about ANY type of successful business get unstuck?

Most business leaders feel ‘stuck’ in one way or another. They usually simply demand more from their employees and vendors. They work the same proven ways harder. Working with me is quite different. I have many fresh options at my fingertips. Because of this, I am different than any other consultant, advisor, coach or mentor you’ve ever had or seen. If you’re facing complex issues or seeking “world-class” achievement, you’ll love working with me.

I’ve earned the nickname, “The Consultant’s Consultant,” “The Coach’s Coach,” and “The Expert’s Expert,” because I’ve advised so many famous and iconic business experts over my career.

Because I’ve helped multiple industries, I’ve gained deep, compound insights into hundreds of different forms of specialized expertise that those “expert” clients possessed—and then use that combined “Super-Expertise” knowledge in absolutely unimaginable new ways for each new client.

Some call you a “Synthesist”, why?

At this point in my career, I have had an amazing array of experiences that I can draw on. This makes me shockingly different from the common generalists.

There are some very topic-specific specialists out there. Finally, there is a ratified and rarefied breed of “phenoms” they call synthesists who, due to their expansive grasp and vast realms of experience--can combine knowledge from a dizzying collection of diverse domains and produce blockbuster breakthrough thinking few others can match. I’ve now reached that level in my career and expertise, and each of my clients are the beneficiaries. *(NOTE: It has been conservatively estimated that his strategies have generated over \$21,000,000,000 in PROFITS over the years).*

How does a company know if they need YOU?

They know. They know they need help. Often they don’t even know WHAT they need. Sometimes, in my humble we experience, they miss huge opportunity hiding in plain sight.

So, I ask the decision maker ONLY to allow me to socratically examine their business first, on MY dime to discover the true untapped potential.

With this close examination, huge opportunities are routinely discovered. Then, a strategy is put in place to harvest the profits.

Putting it bluntly, would you say you know how to achieve more for/from any business?

Yes. And again, I know that sounds like bragging, but I’ve been doing this type of profit growing work for decades and I know what I’m doing. I recognize the diverse possibilities the business world offers. I can move the needle forward in ways and at speeds few others can. I routinely challenge conventional “follow-the-herd” industry mentality and even feel that traditional “best-practices” are a limited-yield concept. Some say I’m the type of adviser/strategist most underperforming businesses need—someone who clearly sees opportunities by reaching across multiple domains. You may find I am just the striking contrast to status-quo thinking you are looking for.

How do you help a business find more “PROFIT ALPHA”?

By being a MASTERFUL THINKING PARTNER. This means my contributions and perspectives transcend mere passive, static, linear-type advice and



“ I probably wouldn’t be here without my mentor, Jay Abraham. Life is a series of mentors and Jay Abraham is absolutely the best.”
■ *Daymond John*

leans more towards the totality of what’s needed. I have a track record of creating monster-sized ongoing profit explosions in the businesses I work with.

Some of my clients say I have a very wide “knowledge swath” and that it’s their biggest advantage. Through me, they find a HUGE advantage. This is the investment equivalent of “finding PROFIT ALPHA” for your business! When I meet with a new client, they find out that—in this more complex, competitive environment, someone whose brain has trained to deal masterfully, with an unimaginable diverse scope of challenges and scenarios can vastly outperform someone who has not! *(NOTE: Frequently, the difference in profit performance is by orders of magnitude--as Jay’s estimated \$21 billion dollars of profit successes for his clients might attest).*

How is the mixing of ideas from multiple industries going to help?

I freely borrow ideas from multiple domains, compile them into brand-new hybrids, forge them into totally new and different performance contexts that few competitors can begin to grasp, let alone match. This allows someone like me to be far more effective at innovating a client’s business! Another, perhaps simpler way of thinking about what I can do is that innovation involves applying, combining, existing sometimes seemingly prosaic—factors—but in totally new ways!

Can you really create more profits with NO RISK?

The shortest answer here is, yes. But there is another question that my clients need to answer: Are you willing to listen to (then apply) broad and new information—from outside your industry--in order to command a major profit advantage? If so (and your business is already reasonably profitable, has support staff, infrastructure and resources to deploy)—you and I might be a good fit to work together.

I can eliminate the old risks and multiply the quantity, quality and convertibility of ALL the prospects, leads, opt-ins, seminar attendees, and trade show booth visitors your efforts generate. I’ve done it for so many other companies. I can also increase the size and profit of almost every sale/transaction--as well as the *number* of transactions with a buyer. I can also devise far better performing marketing approaches, advertising and selling methods than the ones you currently use.

If you are interested in doubling, then redoubling, and ultimately redoubling-again your annual profit growth, I am the one to call. I’ve done this for companies and icons you know and admire.

There may be a need to find and help negotiate one (or many) strategic alliances that bring you access to new markets, new products to sell, new sales representation. I’ve done all of that and more, and ALL with you ONLY PAYING FOR PROFITABLE RESULTS THAT THESE PARTNERSHIPS DELIVER. That’s zero-risk! Then, from the ultimate

end-user perspective, I can take so much of the risk away from doing business with YOUR company. It will be harder for prospective buyers to say no than YES. You’ll see it WILL be possible to create quantum times more asset value and (thus true wealth) for your company than it’s worth today.

Why are clients willing to pay you \$120,000 per day?
(NOTE: We really pushed Jay to explain, putting modesty aside).

Well, quite frankly, entrepreneurs seek me out because they want to identify and capitalize on every facet of serving their clients. Plus, they want to do this as quickly and efficiently as possible.

So, I deep-dive into their business and develop a strategy that uses all the psychological levers

“ People ask me why I pay Jay Abraham so much. Well, with just two ideas from his genius mind, my business went from \$40million to \$110million in less than a year! That’s why! ”
■ *Chuck McDowell.*

to harness maximum profits while providing the maximum amount of service.

And, yes, my normal rate for an entire day is \$120,000. But that is only if I do not share in any ongoing profits. Your company keeps all the profits and you will be the hero.

If a project turns into a long-term relationship with a client, how does that work?

For longer-term, more collaborative client relationships I get ONLY a low five-figure monthly base and share along with your company in the increased profits produced. I far prefer being “in for a penny/in for a pound,” long-term and receive the bulk of compensation based heavily on results. (That presupposes your

business holds adequate untapped opportunities, underperforming revenue activities, underutilized resources, etc.) Why? Simple: My methods and mindset have, are and do perform mightily for each of my clients. But I ONLY serve clients I feel have enormous overlooked opportunities, untapped assets, underperforming revenue activities.

Are there any problems in a business you can’t help with?

Of course. Only a fool would claim absolute market omnipotence. Some situations are, certainly, beyond my skill sets or knowledge bases. Plus--some entrepreneurs and their managers are simply too rigid or linear-minded to actively embrace my unique methods and mindset. Or the business doesn’t crave

becoming truly preeminent. Or the ethos and values aren’t in alignment. But when that IS apparent, my associate Rob has the integrity to say so to you right away,

so neither side wastes the other’s time--or money!

Whether your successful business is older and mature, newer and competing in ruthlessly challenging markets, high-tech, low-tech, no-tech, service-based, professional services, manufacturing, distribution, financial services. Whether you sell online, offline through distribution, direct marketing etc.—chances are great my direct involvement could add (long-term) zeros to your bottom-line. *(NOTE: Jay’s client testimonials are packed with praise about the bottom line profit growth).*

How can a company sample your proven strategies without costing a fortune?

For smaller growth-driven busi-

nesses OR entrepreneurs wanting to “sample” my methods before paying high-dollar amounts, they’re invited to attend, my high-level three-day \$25k per company makeover/restructuring and “rapid-result” programs where 100% of the fees can be applied forward to any private long or short-term masterful thinking partnership.

Why are you searching for new clients now?

From time to time, my consulting hits it’s maximum penetration within an organization and all I have to do is help them to maintain the new high levels of business and profits that I helped them to create. This is less demanding on my time. So, there are rare occasions when I will have times open in my schedule. Now, we are coming up on just such a time. I will have openings coming soon. To fill those times and days, I wanted to search for the latest and greatest that could massively benefit from my expertise and vice versa.

It’s a part of my belief system to ALWAYS be proactively looking for promising, stimulating, collaborative profit-sharing opportunities I can meaningfully monetize for both sides.

Again, there is NO guarantee I will want to work with you. Nor any certainty YOU will want to work with me. But exploring possibilities probably makes sense—if your business seems suitable. When you talk to my associate Rob Colasanti you’ll be given an outstanding collection of private resources from my high-end client support library at no cost. It’s my way to show my appreciation. Ask Rob to also, send you my 200-question, performance assessment, REALITY CHECK. You’ll be stunned to see HOW MANY UNTAPPED PROFIT POSSIBILITIES ARE HIDING IN YOUR BUSINESS. CALL 888-997-7778.



“He’s the go to guy. Most mentors you know have been influenced by Jay.”
-Tony Robbins

CALL NOW TO GET NO COST PROFIT STRATEGIES FROM:

JAY ABRAHAM

Beat the 72-hour deadline and get a custom set of proven profit strategies at no cost from the private high-end files of Jay Abraham

Call 888-997-7778



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