



Jay Abraham "Lifetime Reference Library" Contents

Mega-partnership seminar videos [2 Videos (MP4) + 2 Transcripts (PDF)]

These are approximately 3 hours of videos of me painstakingly explaining exactly, precisely, and totally how you can use:

- Other people's ASSETS
- other people's ACCESS
- other people's INFLUENCE
- other people's RESOURCES etc...

...to grow your business in an infinite number of ways without risk and without capital investment.

Fitness Business Summit 2012 [1 Video (MP4) + 1 Slide (PDF)]

This is an approximately 2 hour video that demonstrates very, very situation-specific ways to apply the strategy of preeminence (probably the foremost and most powerful single strategy and philosophy) in a powerful industry-specific application. Includes explanations of how to think differently, how to conduct yourself differently, how your product is viewed by the market, how to actuate, and how to challenge your current belief system and much more...

Your Marketing Genius At Work - Reports [15 Reports 1 Letter (PDF)]

This represents my classic *first - ever*, public disseminated, compression-education on how to grow a business by being a better strategic marketer. There are 15 segments. It spawned about 2000 success stories when it came out. I focused on teaching, illustrating, explaining the most universal/enduring marketing and strategic distinctions that apply to every type or size company in existence, and they are still universal and directly translatable today even in a world that is driven by digital and social media.

The Drew Alan Kaplan - Orders of Magnitude Summit Letters [2 Letters (PDF)]

I love to model brilliant copywriters. Drew Alan Kaplan created the DAK catalog it grew to an aggregate of over \$1 billion and was the preeminent leader in the 1st stages of electronic catalog marketing. He is recognized as one of the greatest copywriters alive. His specialty was analogizing inanimate items with metaphoric/simile type animated mental visualizations. Together we wrote a couple of very, very powerful promotional letters and these are 2 of the best and each one's about 16 pages and there are enormous elements that should be modeled by anyone in any field.

From Mediocrity To Millions [8 Audio (MP3) and 4 PDF]

This is a masterful course on transacting strategic alliances, joint ventures, and partnering activities. I believe it's a fast-track compression course that every and any business could easily apply, adapt, adopt, and leverage up.

The Wizards Edge [17 Audio (MP3)]

For one window of time in my life I agreed to let someone penetratingly, probingly and unhedgingly interview me once a month for approximately 17 months on a different distinction of my belief systems, my thought processes, and my strategic training influences. I've had disciplined ways I structure and create business altering strategic interventions and embryonic elements in between. People told me that this is perhaps the most powerful, intimate, open and revealingly insightful spotlight into my mindset they've ever listened to — you have to decide for yourself.

Billion-dollar Marketing Weekend Day 1 [8 videos (MP4 & AVI)]

For a four-year period I conducted approximately \$12 million in marketing weekends a year. I did them in North America. I did them in Australia, I did them in Singapore, Malaysia, London.

Each one was different because I kept stretching the envelope trying new distinctions and having the audience be part of the dynamic by sharing insights interpretations and historically successful applications of each concept I was teaching so that was more like case study based real life easily graspable example riddled instruction and it hurtled something like 15,000 participants (at \$5-\$9000 a session) to reach extraordinarily heightened levels of success.

This is one of the best sessions. Understand-however I never ever tried to be a polished presenter. I'm an entrepreneur with a prejudice towards being on the front lines of capitalism. The idea in this and every other unique and different billion-dollar weekend was to engage deeply with real live business practitioners. It was a very stimulating process I'm sure you'll agree.

Pay Per Click and Conversion Mastery [(mp3) +(pdf)]

This was a high-priced teleconference-rendered 13 week instructional on how to master the art of pay per click and included an extraordinary array of transactional and strategic explanations by a master, along with my nonlinear interpretive outside-the-box disruptive non-technical insights. Very stimulating dialogue.

(Jay Abraham Protégé Group Consultation Calls [Audio (MP3) + Transcript (PDF)]

I conducted 3 classic \$10,000-\$20,000, per participant, protégé-mentor programs--each one designed to teach individuals how to either become marketing consultants like me or marketing directors of another company or if there were entrepreneurs and own their own business be their own marketing consultant. The program was considered cutting-edge and still today it is seminal thinking to people who've gone on to become outrageously successful marketing consultants the world over. Part of that program included me systematically working week after week and month after month with groups of 3200 protégés on conference calls answering their questions, solving their problems, strategizing their careers, course correcting their divergent areas — linking and insinuating and installing in them a marketing expert mentality. These are 7 approximately 90 min. per session sessions.

Each one is situation specific each one has me dealing with individuals real world application issues.

Power to Profit Seminar [20 Cds (MP3s)]

Over my career, probably my most interesting character trait is that I'm a monster of experimentation. I bore quickly of conducting the same seminar training program or instructional and like to challenge myself to explore and examine my world of marketing and strategic thinking from a broader and broader continuous array of focal points, paradigms, and worldviews. This was a specialty program I did--one time only 3 day, \$5000 a person. I believe it's 20 sessions of MP3s and it's a very different spin/slant on my marketing methodology.

The League of Extraordinary Minds[E-books (pdf, doc, txt), Audio (mp3,flv)]

This is a massive collection of interviews with world-class business experts, consultants, and trainers — and rarefied glimpses into the minds of heads of departments at places like Harvard and Stanford. We ask enormously probative questions of panels of experts in one category and wanted to provoke and stimulate a broad array of actionable answers. This is a very interesting/stimulating resource for anyone who's serious about building an organization with a culture, team etc.

Jay Abraham Pay-Per-Click Advertising Report [ebook, 1 PDF]

This was a document we used with the pay per click program helps you actualize the instruction.

These are some of the additional interview panel discussions we did and it goes both in audio and transcription forms to get the best of all worlds — you can listen, and you can read, you can mark, you can edit, and you can extrapolate very very powerful product depth of world-class (NOT self-anointed or limited experienced and superficial) gurus with real-world, highly regarded businesses. They are Corporate and entrepreneurial experts of the highest magnitude, whose perspective and experience in commentary is unimaginably valuable to anyone trying to build a real business.

Mr. X Book [ebook (PDF)]

Of all the expensive manual-reference type reference books – the money making secrets/Mr. X book is unrivaled in the success stories it produced and the actionability it contained.

How Get From Where You Are To Where You Want To Be [Audios (MP3) & Guidebook (PDF)]

This is one of the most famous courses I ever created. It's a simulation of 6 weeks of what it would be like to be privately counseled and mentored by me 2 sessions a week, 90 min. a session, and these are the distilled notes.

Stealth Marketing [eBook (PDF)]

This is a distillation of a \$1000/copy book that I sold out the whole entire 1st printing of and it was basically the most important questions I ever got asked and the answers, the most important issues I was ever asked to solve and the solutions, the most important problems I got posed, and my strategic resolutions.

Mediocrity to Millions [1 PDF]

This is a classic book I was talking about earlier. It is a compression of exactly how to master and harness the power of strategic alliance/power partnering/joint venturing and fully leverage relational capital.

Protégé 2.0 [691 (mp3)]

This is another protégé training program session we conducted in the evolutionary iterative history of teaching people how to be marketing consultants or become their own marketing consultant or get a job as a marketing director.

2008 Brain Trust Seminar Reunion-Reunion [24 CD rips, total of 32 MP3, 3 ppt, 5 Word Documents, 1 flv]

I brought together 24 of the world's most respected experts. Everyone from Stephen Covey, Stephen MR Covey, Seth Godin, people from the book "The Secret," specialists in public relations, to long-term edit editor-in-chief of Entrepreneur magazine... and I had them provide expert advice and instruction for entrepreneurs facing a turbulent new world. This was a three-

day process.

Private Strategic Partnership Program [16 MP3's]

This was a \$25,000 per person program. People paid me that money to come on stage for 2 hours and have their entire business reconstructed. To have their overriding marketing strategy re-strategized. To have their foundational business model re-modeled — and have me perform ruthlessly surgical success-interventions.

Protege Reunion [46 Tape (Rips) (MP3) + 3 Recovered (WAV)]

We invited 1000 protégés, who had spent approximately \$18 million being trained to come back for a reunion where we had all kinds of powerful discussions, presentations about how to be a marketing consultant, or marketing director, or be your own marketing consultant. This is powerful.

Master Of Passive Income Final Call Summary [eBook (PDF)]

This was the crescendo/concluding session of a very cutting-edge program I conducted, one time only, teaching people how to harness and control toll-positions and create passive income streams that would sustain for long times to come. This work summarizes what they got out what they were doing, what they had done — very interesting.

Business War Room [7 Audio (MP3)]

I did 7 world famous group interviews of monster quality experts in everything from selling, to marketing, to positioning etc. These are the audios of those 7 approximately 90 min. per session interviews.

Master of Passive Income Call [Audio (MP3)]

This is just one of the various consulting calls I did teaching people different strategies and structures for orchestrating and engineering passive income for themselves.

Marketing Gorilla Meets Guerrilla Seminar Set [12 Tapes (MP3)]

I acquired the rights to offer a powerful seminar a famed marketing expert

did to his internal group. This \$2000 seminar is focused almost entirely on tactical activities a small business can do using virtually no capital or staff to grow their business.

Multiply Results and Profits DVD (2007) [DVD-RIP (AVI)]

This is a DVD I did at a session teaching how to multiply profits and magnify sales.

Rich Schefren Jay Abraham Maven Marketing Boot Camp Bonus [MP3 PDF FLV]

These are a bunch of bonuses we gave out when we created the now famous one time only maven marketing program that taught business owners how to become the preeminent thought leaders/distinctive force in their industry marketplace or sector.

Jay Live in London [30 CDs (MP3)]

For Jay live in London, I did 4 years of two events a year in London. This is one of those 3-day 30 hour programs and these are some extraordinary interactions because I had to work with the more rigid minded group of people, so you'll see me extending more patient, nurtured, and explanatory expanse that I oftentimes do in some of the other programs.

\$580,000 Speech [5 Videos (FLV)]

This is a 2-hour presentation I did a few years ago to a sold-out marketing seminar that ended up generating \$580,000 for what came out of it. Modeling what I did, listening to my explanation, and watching me interact with many consultants is very stimulating.

Principles of Geometric Business Growth Volumes 1,2,3 [3 ebook (PDF)]

Pretty self-explanatory.

Maven Call Recording [1 MP3]

We did group consultations with people who wanted to be marketing maven thought leaders. We go to the most trusted advisors in their business

category, and conducted consultative explanatory sessions.

PEQ1 Videos [DVD's (AVI)]

I orchestrated 3 innovative high priced \$15,000 - \$25,000 piece sessions over an approximately 12 month period called PEQ 1, PEQ 2 and PEQ cubed. They introduced different ways of thinking that built on my basic formula and they were collaborations I did with Chet Holmes and we did these originally to my internal list only and they were extraordinarily valuable and I've done 3 or 4 other external specialty programs but this was one of the most interesting and this was the 1st one we did.

Swinging For the Fences [PDF]

This is another very inventive specialty \$5000 per person program I did one time only— the name is pretty self-explanatory as it is what the focus of the program was.

PEQ 2 [54 CDs (MP3)]

This is 54 CDs that we sold to my list and I orchestrated on a whole new way of thinking. PEQ stood for “Performance enhancement quotient.” The concept here was to make the performance of the most critical distinctions in your business dramatically improve without expending any extra time, effort, or expense.

Fast Cash Generators [eBook (PDF)]

Years ago I did a one time only distillation of some things a business could do to generate cash fast, quick, easy, almost instantly without spending any capital.

9 drivers of Business Growth [eBook (PDF)]

This is my foundational thinking on upside leverage.

Your Secret Wealth [6 CDs (MP3)]

This is a set that we did years ago and it's a very powerful and it teaches you how to be an *intrapreneur*... and how to tap into the logical, intangible wealth

that resides within you.

Abraham Factor Seminar [19 DVDs (AVI) + 32 CDs (MP3) + 28 PDFs + 13 Calls (MP3)]

Modeling for Millions (July 2007)

This was a \$2000 set we sold of transcriptions and e-mails and landing pages of about \$30 million worth of training group programmings we sold so that you could model it, borrow from it, profit ethically — and adopt, adapt, and be inspired to see how I did things.

Masters of passive Income (PDF, AVI, MP3)

It's another session we did on working with groups on different specific scenarios and actual case-study-type, real world, situational applications of how individuals in a group engineered, orchestrated, achieved and created passive income for the self. So it's a great, great, great instructional because they are all real.

Jay Abraham Marketing Strategy Setting Super Summit - 86 Hours [68 CD (MP3) + 5 workbooks (PDF, DOC)]

Wow, wow--this might honestly be the greatest application-based, case-study, illustrative example of a rich high-priced program I ever conducted. 33 people each pay \$25,000 a-piece to have me and a group of other experts including Chet Holmes, a famous strategy guide, and a famous salesperson — all group-mastermind breakthrough strategies and business models. Better than that, it was conducted in 3 different parts: part 1 they would explain their strife, situation and business; part 2 they would have their company hot seated which was very probative, penetrating, non-theoretical, and very very revealing. Part 3 at the end they would all stand up and say what they learned not just from their hot seat but also from observing everyone else--and from meeting privately with 5 other experts we had retained in different elements like advertising and strategy setting. We sold 5000 sets of the audios of this program alone for \$5000 a set.

PEQ 2 Videos [DVDs (MPG)]

This was another \$15,000 of the performance enhancement quotient. It's very

interesting, very experimental, and very integrative of trying to combine alternative perspectives and fresh new thinking with mine. Very very very intriguing program.

Another master of passive income session (June 2007)

Again, each one is 90 minutes of real-world people posing their problems, their scenarios, their opportunities, their ideas and having me comment. It's like getting millions of dollars of free advice on how to create passive income and assets of work for you when you're not there, wealth building, income streaming and revenue sources galore.

Multiply results and profits DVD (2007) [DVD (ISO)]

I believe this was a session I did at one of the Tony Robbin's \$10,000 mastery programs where I was a keynote presenter for 2 hours.

Mastermind Marketing Program [MP3]

The last one I ever did, the last Mastermind Marketing Program, this was a classic: we sold out the room, we had 105 people on the waiting list that we couldn't get in, it the most stimulating and wildly stretching for its genre program I ever did and was really classic.

Encounters with Jay Abraham [MP3]

I did, I think, 15 interviews of prominent people like Fran Tarkenton, Tom Phillips and Brian Tracy all on very stimulating subjects and this is the best of those interviews.

345 Confidential, specific, measurable, tangible, quantifiable and undeniable results.

This are case study-based success stories that people submitted in a book we used to publish

Ultimate online swipe file Jay Abraham Ads [4 Ads (PDF)]

These are ads or letters I wrote, they are great because people can see what I did — and model me!

12 case studies for my private files [ebook (PDF)]

These are 12 case studies from my private files, very interesting.

25 mastermind strategies [ebook (PDF)]

These are 25 strategies for outperforming and outthinking the competition.

PEQ cubed [3 CDs (MP3)]

PEQ cubed is also one of the coolest things. I did all these cool breakthroughs and insights and spins and made all these clients come up and we did takes on them and we sold it for \$5000 on the home study course, and \$15,000 or \$25,000 on live participation.

Toronto Seminar [7 CDs (MP3)]

I did a one day or two day in Toronto in 2005 and it was really cool.

PEQ2 [26 CDs (MP3)]

X Factor program [34 Cassettes (MP3)]

Wow, I did 2 or 3 *X Factors* and they were incredible. The concept was moves and maneuvers so powerful and so impactful and so highly leveraged that even if you mis-executed you couldn't help but grow your business by doing any one them and it was 3 days worth — very cool.

Jay Abraham's War Room [2 CDs (MP3)]

Strategic Marketing

We did a \$10,000 strategic marketing

#128 How to get from where you are to where you want to be [Workbook]

It's a very good course-based, action planning guide that you can use along with the simulated six-week examples of what it's like to work with me.

Jay Abraham interviewed by Tony Robbins

This is my classic interview.

Jay Abraham \$35,000 library- Guardian Angel Program, Printed Materials [(DOC)]

We did a Guardian Angel program, these are the printed materials.

Protégé Seminar Workbook [Converted to Word DOC]

This was a workbook I did for the Protege seminar on how to be a marketing consultant, this was part of the \$10,000 or \$15,000 or \$25,000 program.

Jay Abraham - 48 tape Protege course [Tape RIPs(MP3s)]

Shoulders of Giants [MP3]

This is another variation of encounters with Jay Abraham so they might be the same, they might be different ones.

Business Building Breakthroughs without spending a dime. [DOC]

Jay Abraham Mark Goldman JV mastery [5 e-books (PDFs) + 50 audios (MP3s)]

This is probably the program and the workbook. We did this together so it probably is.

Strategy of Preeminence [AVI]

This is me teaching the strategy of preeminence.

Protege marketing training [(MP3 Audio) (Partial)]

It says MP3 audio partials so it's just part of one of the programs. I did 6 \$15,000 or \$20,000 programs. I did one \$10,000 short version we had 2 \$15,000 version so it's probably part of 1 each one, it was unique and different so you can grow from all of them.

Australian Mastermind Marketing [16 tapes (MP3)]

I did some of the coolest programs in Australia and I had to be a very clear, non-theoretical communicator because they were very apprehensive and very worried about my ability to translate my belief system to Australia and it was a runaway success so this was a \$5000 program.

How To Optimize Your Business Power Talk [Audiobook (MP3)]

Structuring deals [3 Audios (MP3)]

Mr. X sales letter [10 ebooks (PDF)]

That sales letter sold \$28 million worth of one book for \$377 and bought me a beach house so you can probably model it.

502 “Abraham Inspired” Case Studies (ebook [PDF])

They're 502 case studies that people shared of their success stories. $\frac{3}{4}$ of which are really great success stories. A couple of them aren't but they'll give you great instruction, great modeling, great inspiration in how to adapt, adopt, and apply my concepts. Something like 600 pages.

16 Weeks of Marketing Madness (ebook [PDF])

Individualized Consultation Transcripts [eBook (PDF)]

We sold one time transcriptions of about a million dollars worth of consultations, this is that.

87 Question Analysis [Questionnaire (PDF)]

87 questions self-analysis to show you how much more your business can be producing from a marketing or strategic basis. You'll have answers instantly, it is very self-diagnostic.

Mastermind Marketing Training 26 Reports [eBook (PDF)]

We did an extraordinary final mastermind marketing and I believe that we

had each presenter create a compression report that distilled what their body of work was all about, if this is that it is incredible.

Best-Winning Ads from Jay's Private Files Book [Book (PDF)]

I did a 400 approximate page collection of enduring ads of others and mine that are just to die for even today, and they'll give you IDEAS GALORE. We sold it for \$500.

Mastermind Marketing System [6 CDs (MP3) + 1 Workbook (PDF)]

This is a distilled version that we created as a fast-track introduction to mastermind marketing.

Abraham Factor Pre-Seminar Gifts [6 Audio Calls (MP3) + 4 Interviews (PDF) + 1 Table of Contents (PDF)]

These are bonuses we used before one of our seminars.

Abraham Factor May 2006 Presentation Slides [PDF]

93 Extraordinary Referral Systems [1 Transcript (PDF)]

Private CEO Club Speech [MP3]

I gave a very interesting speech to a CEO club of high-performing midsize companies.

Marketing Domination [19 CDs - MP3]

This was another program we did, 19 CDs

PLUS LOTS, LOTS, MORE....