

# **BroadbandProperties**

*Building The Fiber-Connected Community* **MAGAZINE**

Scott DeGarmo, President/CEO

I'm president of one of the few organizations today that's in an exciting, rapidly expanding growth industry. Our niche in telecommunications (Fiber-to-the-Home/Premises) has been doubling every year since I took over the company five years ago. For that, I'm grateful. And our company's publications and trade shows have become the leading source of information on FTTH/FTTP technologies for buildings and communities. We bring together buyers and decision makers from network deployers like telephone companies, cable companies, REITs, and municipalities, along with influencers like economic development professionals. Our magazine, BROADBAND PROPERTIES (bbpmag.com), with its reporting from around the world, is read by the major CEOs and leaders in the industry. They access our interactive databases and online features regularly for information that they can't find in one place anywhere else.

That stated, I'm actually writing you about someone who helped make possible my success — an individual I've had the very good fortune to deal with for nearly 15 years.

During that time and prior to acquiring this company, I was both publisher and editor-in-chief of Success Magazine. For most of those years our publication stood as the definitive voice for small and medium-sized entrepreneurs the world over. I had the great privilege of personally interviewing and associating with some of the truly brilliant icons of business greatness.

At Success, we interviewed Ray Kroc, Lee Iacocca, Richard Branson, Wayne Huizenga, Michael Dell, Bill Gates, Tom Peters, and hundreds of other brilliant business leaders and thinkers. I made the most of my position by spending quality, in-depth time with some of the most successful businesspeople in the country and indeed around the world.

Over time, I believe I received enormously valuable insights into true business genius and greatness. More importantly, I got to know whose ideas were *really* meaningful, important, actionable and critically relevant to entrepreneurs and business owners --- and whose were not.

Early on at *Success*, I met the man that I'm actually writing you about.

His name is Jay Abraham. He's a marketing genius, as many will attest. He's also one of the entrepreneurial world's most original thinkers, achievers and advisors. When we wrote major stories about businesspeople, we'd check them out mercilessly, talk to their clients, look deep into their reputations, examine their strategies and philosophy.

As part of that rigorous process, we discovered independently that Jay Abraham has probably helped more entrepreneurs --- in more industries and in more parts of the world --- make more money and achieve greater success than just about any other person I met in the course of running *Success*.

Certainly, I would not contend his influence and attributes are as vast as the likes of Warren Buffett. And yet, Jay Abraham does have something like eight billion dollars worth of small business and entrepreneurial profit increases and improvements attributed to his work.

*Success* wrote four major articles about Jay --- all attesting to his achievements. One concluded he was among the most original entrepreneurial marketing minds alive on the planet today.

Afterward, we started a personal relationship. Jay frequently gave me ideas, advice, and perspectives on new projects and partnerships we were posing for the magazine.

We entered into some stunning joint ventures together. One involved a 20-page insert

that we ran with Jay in the center of our magazine — promoting a high-level seminar that Jay's firm organized for entrepreneurs.

Nine hundred people attended at \$5,000 per business owner. But that wasn't as fascinating to me as the fact that 3,000 additional people (who could not attend) purchased the recording of the program for \$2,000 each.

Probably even more impressive to me (as the publisher) was the fact that in this 20-page supplement, Jay included three full pages of actual success stories — testimonials from grateful clients. Again, that's not so unusual. What "blew my mind" was that he included actual daytime telephone numbers for every one of the approximately 30 different successful business owners (from thirty different parts of the country and world) whose pictures and stories he shared.

Bottom line? The guy is real. His achievements are almost unreal-sounding, but highly well documented, nevertheless. His understanding of entrepreneurial business is extraordinary. His ability to improve an entrepreneur's sales, profits or competitiveness is quite remarkable.

He's helped over 1,000 different authors, consultants, speakers and specialists world-wide. Tony Robbins came to Jay to figure out a better revenue model. The ultra-prestigious Deming Organization turned to him, too. So did five top real estate consultants, four top dental practice-building consultants, plus Stephen Covey, Harvey MacKay, a co-founder of Fed Ex — all these have been his clients; and on and on.

Why am I telling YOU all these, positive things about Jay and his unique, unprecedented track record?

Because I know Jay is eager to talk to you, to enlist you as a member of a high-level brain trust that he'll be interviewing. This panel makes up an intensive, teleconferenced-based discussion project he's doing for nearly 500,000 entrepreneurs world-wide.

If you already know of Jay, you know everything I've said here is true. And you've probably already taken his call (or called him) to accept his invitation. If that's the case, obviously, this letter is unnecessary. But it still helps affirm the prudence of your affirmative decision.

But if you don't know Jay (or his extensive work and successes in the entrepreneurial world) --- please consider THIS letter your due diligence to trust and embrace his call as being real, qualitative, unimpeachable, ethical and purposeful . . . and deserving of your time and fullest attention.

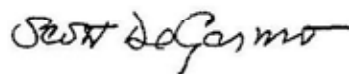
Jay Abraham helps enterprises keep going and growing. He helps them survive and thrive in recessionary economies like this.

He wants YOUR mind and ideas on his panel and I wanted to do everything possible to help make this happen.

Hopefully, this letter did that for you.

If you have any questions, please feel free to call me. But Jay really *is* someone you want to meet and interact with.

Scott DeGarmo



President & CEO

Broadband Properties, LLC

(Former Editor-in-Chief & Publisher, *Success Magazine*)