



February 9, 2009

Dear Colleague,

Greg Link here. You may or may not know me but you may know *of* me. I am the Co-founder and President of CoveyLink Worldwide. My business partner, Stephen M. R. Covey wrote the *New York Times* and #1 *Wall Street Journal* bestseller, *The Speed of Trust*, which was named the most widely read book by CEO's last year.

I also orchestrated the marketing and publishing strategy that led his father's book, Dr. Stephen R. Covey's *The 7 Habits of Highly Effective People*, to the number one bestselling business book of the 20th century according to CEO magazine, selling over 20 million copies in 38 languages. I executed the marketing strategy that propelled Covey Leadership Center from a start-up consulting firm by an unknown professor to a \$100 million+ global enterprise, operating in over 40 countries. I then assisted in leading the merger with then Franklin Quest to form FranklinCovey and become the largest leadership development company in the world.

I realize I'm telling you quite a bit about my credentials, but I would like to use the full force of my credibility and industry reputation to introduce you to Jay Abraham. I have known Jay for over 25 years, first by reputation and later as a trusted advisor and friend. Much of my business success I attribute to principles I learned from Jay.

I'm doing this because Jay has (or will shortly) contact you by letter, email, or fax to invite you to be part of a special panel of business authors and experts. Jay will be interviewing some of the most extraordinary business minds in your field, and I understand he wants you to be one of the select thought leaders included. He will be interviewing you for an audience that is expected to number nearly a half a million business owners and entrepreneurs...world-wide!

If you already know of Jay's work and international reputation as a marketing genius and entrepreneurial business growth expert, this letter is probably extraneous and unnecessary. You'll already be glad to take his call, reply to his letter or email, or otherwise go out of your way to take advantage of his invitation to join in this panel.

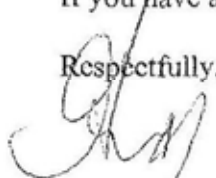
In the event that you are not yet familiar with Jay, I want you to know you will be very glad you took his call. Jay will be one of the most engaging and thought-provoking people you have spoken with in years—I guarantee it. Jay gets it. He is a remarkable

business and marketing expert and will dramatically enhance your reputation and grow your business. His interview with Dr. Stephen R. Covey was intense and engaging. He also did a *tour-de-force* interview of my business partner Stephen M. R. Covey that helped *The Speed of Trust* become a global bestseller.

I know you are very successful in your own right and are approached by many more opportunities than you have time to take advantage of. *This is one of the precious few that is worthy of your attention.* It will build your reputation in this crucial time in history while simultaneously providing you the opportunity to give back and make a difference in the lives of countless aspiring business owners and professionals who could benefit from a promising word at this time of unprecedented uncertainty.

If you have any questions about Jay Abraham, I will be glad to take your call.

Respectfully,



Greg Link
Co-founder & President
CoveyLink Worldwide