**Nightingale Conant**

I'm president of one of the world's largest self improvement publishers. Since our inception, we've probably published 500 of the country's top non-fiction authors. The best-selling authors we've published in audio form include people like Earl Nightingale, of course, Napoleon Hill, Anthony Robbins, Brian Tracy, Tom Peters, Zig Ziglar, Ken Blanchard, and hundreds more.

In business, in management, in skill development, in entrepreneurialism, in investing, we've been recognized over the years as "the" preeminent source of world-class thinkers in almost every category and field we have published.

I tell all these prefacing facts about me and my company to establish credibility with you about the topic this letter is all about.

That topic is marketing genius and business growth expert, Jay Abraham.

Jay has been a good...no make that GREAT, friend of mine and my company for nearly 15 years. He's advised us on numerous lucrative business strategies. He's been one of our best-selling authors. He's stimulated breakthrough ancillary profit activities that have generated millions over the years. Ventures we've done together were hugely successful.

More important to you---before we started doing business with Jay, we checked him, his ideas and track record out thoroughly. He really has done everything the promoters say he has. He really does know all the expanse of knowledge they say he knows. He really has helped tens of thousands of successful entrepreneurs grow, prosper and out-perform their competitors.

I know first, because we checked his performance record out before we did business with him. Next, because many of those success stories have been customers of mine who've written or called me to report their business successes. Third, I've personally talked with hundreds of clients of Jay's who've attended high-level briefings he does in Los Angeles for them.

Of all the authors, experts and impressive minds we've been privileged to publish and I've been fortunate to meet --- no one else possesses the unique and exceptional understanding of small-medium sized business growth that Jay Abraham commands.

I tell you all these true and verifiable facts to help you feel enthusiastic and totally comfortable about letting Jay interview you for a high-level discussion panel he's hosting via conference call, world-wide for an audience that could exceed 500,000 quality entrepreneurs.

I know Jay respects your mind and body of work. I know he's written, e-mailed and called your office to enlist your participation in this project. What I don't know is whether or not you took his call or said yes.

If you're already familiar with Jay's work and reputation --- it's probably redundant and unnecessary to send you this letter. You've probably already talked and agreed to be interviewed.

If you don't know of Jay or his extensive, 30-year impact in the entrepreneurial world --- I truly hope the fact that I'm writing this letter to you is adequate motivation to take Jay seriously and participate in what he's doing.

Just as an aside, Jay has probably helped as many consultants, authors speakers, coaches and mentors worldwide advance and enhance their practice growth, success and preeminence as any person on the planet.. We still turn to Jay for ideas when we're stuck.

Speaking of stuck, Jay has a new book coming out called "The Sticking Point Solution." It's all about why most small-medium sized entrepreneurs get stuck, stall or stagnate and how to correct it. Ask him for a copy of the manuscript when you talk.

In conclusion, I'm putting the full force of our 49-year old company and my reputation with bestselling authors, top book agents and publishing companies, worldwide, on the line here to motivate you to do something worthwhile and stimulating with our dear friend, our author, and our brilliant, business advisor, Jay Abraham.

I hope this letter had its intended, positive effect on you.

If you'd like to talk, please feel free to call me in Chicago on my cell at 847 927 3009.

Respectfully,

Vic Conant