



February 12, 2009

Dear Colleague,

My name is Marji Ross, and I'm the President and Publisher of Regnery Publishing, the leading conservative book publisher in the country. Now, I don't know what your personal politics are, but I'm sure you appreciate outstanding business success, and that's why I'm writing to you today.

Regnery has been in business for over 60 years, and we've published some of the most influential books and authors in the conservative movement. We've also amassed a track record that is the envy of the publishing world. Specifically, we have put more books onto the *New York Times* best-seller list, per book published, than any other book publisher in the country. We release only about 15-20 new titles each year, but over the past 10 years, 53 of those titles have hit the printed NYT best-seller list. No one else has even come close. And we've done this with a staff of fewer than 20 folks, and *without* a multinational corporation with very deep pockets standing behind us.

I tell you this not to toot my own horn, but to underscore this important fact: I would not be running one of the most successful independent book publishing firms in the country if it weren't for Jay Abraham.

Jay has taught me how to tap hidden assets, how to discover the core strength in any business, how to find new ways to engage with your customers, and why focusing on your marketplace is the key to business success and business growth.

Jay is more than a teacher, though; Jay is an inspiration. His enthusiasm for solving tough problems, his delight at discovering new opportunities, and his genuine pleasure in rolling up his sleeves alongside fellow businessmen – all these have inspired me to listen better, to appreciate approaches to problems that are different from my own, and to search for the answer to “how can we” rather than the justification for “this is why we can't.”

One of the most interesting and useful lessons I have learned from Jay is that problems and challenges in other industries can be relevant to my own. It's easy to assume there's nothing a book publisher can learn from the owner of a chain of nursing homes, or the EVP of a construction company, or a real estate salesman. Turns out I have learned more from watching Jay analyze and redirect businesses that have nothing to do with book

publishing than I ever learned from any publishing conferences or seminars or consultants.

I have strong opinions and a high level of confidence in my ability to solve problems and make good business decisions. The truth is, there aren't that many people whose business judgment I trust as much as my own. But Jay is one of those people. He has proven, over many years, that his advice and his way of looking at business problems are highly valuable to me. When he raises a point I had not noticed, or a path I had not considered, I pay attention. It is always worthwhile. And it reminds me that opportunities and solutions can be right under your nose -- if you are willing to stop and look, if you are willing to listen, and if you are willing to think expansively.

Jay has told me that he is about to undertake a truly exceptional new program, and that he intends to invite you to participate. I've attended and participated in dozens of Jay's programs; at one point in my career I co-ventured with Jay to produce a series of "Ex-Factor" business building seminars for entrepreneurs. I know first hand that Jay's programs can be literally life-changing, transformational experiences. But I have to say the new concept he described to me is above and beyond anything he's done before -- and that's saying something. Quite simply, if you have the chance to be part of a Jay Abraham program, I urge you to seriously consider it.

I'm sure you are approached by many earnest and serious people, proposing a wide variety of opportunities that would require your time and attention. As a book publisher, I turn down the vast majority of proposals that cross my desk or invade my email inbox. Like you, I know there are very few projects to which I can afford to devote my time. But this is one of those rare cases.

If you have already talked to Jay, this letter is no doubt superfluous -- but if you have not yet done so, I assure you, you will be glad you took his call. Even if you never participate in one of Jay's programs or ventures, a conversation with Jay will be provocative, stimulating, entertaining, motivating. It will get you thinking about your business in ways you hadn't anticipated, and in directions you probably haven't considered. And your business will benefit for years to come. I know mine has.

If you have any questions about Jay, please don't hesitate to call me. Best of luck in these challenging economic times.

Sincerely,



Marji Ross
President and Publisher
Regnery Publishing, Inc.
Washington, D.C.