

- CONFIDENTIAL -

354

**Specific,
Measurable,
Tangible,
Quantifiable, and
*Undeniable...***

Results!

354 Amazing “Abraham Inspired” Results

- 1. 21% Response Rate from One Mailing!** “The first marketing effort enabled us to generate 164 new leads in a 9 days period with others coming in after that. I was able to compliment this with an effective sales copy to invite them to a seminar. I used a creative technique of introducing people into the seminar and charged for it (previously never done) and managed to get a 21% response rate from the one mailing. *Ashley Jessen, Simple Solutions for Living*
- 2. \$668,000... One Concept, One Client!** ““Yea, Yea, Michael”, I can hear you saying, “that is all well and good, but tell us how much money Jay’s concept of revering your service has made you in these past four years?!! That all I really care about.” Well, that is the same question that I would ask. The answer is six hundred and sixty eight thousand dollars (\$668,000). One concept, one client.” - *Michael Shierloh, Castle Consulting Group*
- 3. Triples Product Sales!** “My product sales went from \$70,000 year to over \$250,000 in the past four years. My dealer program started two years ago, and has gone from 8 dealers to 50. I've spent \$3000 in 4 years for advertising (all in the last year) to take advantage of advertising my presenter/ exhibitor status in conference issues.” *Becky Morris, Effective Communication Solutions, Inc.*
- 4. 100% Improvement in Sales in Six Months!** “...a new referral program helped increase sales to distributors over 100% within six months of introduction, from a little over \$1.2 million, to just over \$2.5 million.” - *Brady Flower, The Comfort Zone*
- 5. Billing \$10,000 a Day!** “Instead of charging clients by the hour, based on performance it is not unusual to earn more than \$10,000 dollars the very first day.” - *Bob Nelson*
- 6. Consultancy to Launches New Coaching Service... Ten Times the Conversion Rate ... at 3-5 Times the Price!** “Within 3-4 months it had generated significant cash surpluses and within 6 months it was outselling the original company ... with one tenth of the staff!” - *Robert Clay, DSP Solutions UK Ltd*
- 7. Home Study Course Success!** “I received Jay Abraham's Home Study course in South Africa and made an extra \$10,000 in my business within a month and a half. It revolutionized my thinking! Then I flew to Los Angeles and attended his \$5,000, three day Experience and the next day in Orange County sold a deal which made me \$35,000 within two months.” - *Robin J. Elliott, President, Elliott Enterprises Inc.*
- 8. Startup Triples Size in Three Years!** “In our first trading year (1999) our turnover (sales) was £550,000. By 2001, this had increased to £1,600,000.” - *Robin Stammers, Mediamec*

- 9. Small Mailing Produces Extraordinary Results!** “During the last week of March, I mailed 112 letters with a better-than-risk-free offer for a special series of programs the following month of May. As a result, I booked 26 schools!” - *Millard Grubb*
- 10. Not Bad for a Garbage Man!** “My second year in business I did \$245,000.00 in sales because I followed several of Jay's methods. Not bad for a former garbage man! I can't wait to see what we will do once we start implementing more of Jay's methods and ideas.” *Tim Holley, Leehol Enterprises*
- 11. School Furniture Company gets an A+ In Marketing!** “We just received an order for over \$1,000,000 to renovate these 5 schools – with three more to be designed this fall.” - *Barry Schuster, Universal Seating*
- 12. Management Consultant Uses Jay’s Ideas for His Clients** “Without a doubt I have had seven-figure impacts on my client's businesses as a result. Here are just a few confidential examples: 1) Doubled insurance training company revenues in 90 days by creating add-on products 2) Quadrupled fulfillment services company profits in 60 days by establishing marketing "Parthenon" 3) Increased telecommunication company sales by 50% in just 30 days by developing unique selling proposition” - *Bill Merrow, Las Vegas, Nevada*
- 13. Catering Business Delivers Success!** “The result? ... went from receiving 5 calls a day to over 35 calls a day and they had to hire an extra 57 casual staff members to cope with demand.” - *Alexi Neocleous*
- 14. Chiropractor Uses Jay’s Unique Approaches!** “When we started, we were told we would have to take 4-6 months to build an audience and gradually get calls. Our very first show, we pulled 70 patient inquiries, and 42 appointments!!! Patient visits went from 15 per week to 250 per week, and income from \$5,000 per month to \$50,000 per month. Staff went from one doctor and one part-time assistant to 4 doctors and 3 full time assistants. Personal income has 3-4x'd...” *Advanced Pain and Injury Centre, Alan R. Bonebrake, D.C., M.S.*
- 15. Mailing Pieces Pull \$950,000 in Net Profit!** “In particular, I used the risk reversal, and the "time limited" techniques, and sold a million dollars plus worth from a single campaign to our existing email list. Net profit: more than \$950,000. Thanks again, Jay.” - *Richard Swannell, Elliot Wave Research*
- 16. New Ballet Training School Grows By Huge Leaps and Bounds!** “The strategy picked up like wild fire and in less than a year we increased the customer base from roughly 15 to about 120, a **800%** leap!!” - *Arturo Gonzalez*
- 17. Hair Salon Massive Makeover!** “ We saw our referrals increase by 200% in less than a month... We saw our retail sales increase by 138%... Our appoint books went from being filled up only a couple of days in the future to being filled up five weeks into the future.” - *David A. Ball, Karla’s Hair Design*

- 18. Foundation Income Increases Over 300%** “Together these strategies transformed our annual support from \$3 million to \$9 million, with no indication that we are reaching our full potential yet.” *Ron Robinson - Young America's Foundation*
- 19. Computer Consultant Programmed for Extraordinary Success!** “...over the next two and a half years I personally did over \$190,000 of business from Clients this *one woman* gave to me, and that doesn't count the additional referrals I received from those new clients.” - *Caleb Jones, Draxx Computer Solutions, Inc.*
- 20. Dental Practice Grows Massively** “In 1998 my father's practice had gross revenues of around \$ 300,000 per year. This year we will do just under \$ 3,000,000. We are doing this out of the same location (although remodeled and more strategically laid out)and my father is working fewer hours than he has ever worked in his entire career.” *David R. Adlard, Adlard Dental*
- 21. Telecommunications Company Grows Geometrically!** “Because of the power of this idea, we managed to grow our monthly gross sales 226% in a span of 8 months since applying this idea.” - *David Cruz, One Touch Communications, Inc.*
- 22. Exponential Growth Through Strategy!** “I've taken Jays principles and implemented a plan that took a \$300,000 company into earning **\$50,000,000** within 18 months providing food to the troops in Bosnia through strategic alliances and proving the whole was better than the parts.” - *Fabian C. Harris*
- 23. Business Consulting Advertising Success!** “The ad cost me \$700 but my revenue was \$54,960. In other words, my ROI is a spectacular 7,851%. Just testing the position and the headline of the ad, my business enjoys an incredible leverage.” - *Platinum Edge*
- 24. Distributor Corners the Market!** “I was able to use the Risk Reversal principle in my Wholesale/Distribution business to gain a 40% market share in my industry in 1 year.” - *Francis Ansah*
- 25. All It Takes Are One or Two Great Ideas!** “...Harty has ridden this USP from \$5 million in sales to \$20 million in sales... I leased \$70,000 worth of Macs and installed them in to a client site to ease their creation of a complete inside graphic design department. This account grew into a \$2.5 million a year client and has been active for 11 years... Bought a \$500,000 a year printer that in the first year blossomed to \$1.5 million in sales... I have implemented just 2 of Jay's concepts well and quadrupled my business. Another quadruple and I'm a \$80 million dollar business. I'm on my way...” - *George R. Platt, The Harty Press, Inc*
- 26. \$3,000,000 in Referrals!** “The program worked very well. We can attribute close to \$3,000,000 in new sales due to the program.” – *Greg Tucker, Bay Cities*

- 27. Startup Retailing and Internet Success!** “Five years later, I am in over 600 grocery stores around the country and have a sizable web business, *Outdoorgourmet.com*” - *Harry Aldrich, Oregon Cedar Grill*
- 28. Jay’s One Technique for Multi-Million Dollar Sale!** “The result was an increase of \$1,600,000 in immediately recognized revenue. This was the first contract of this type we had ever executed. Now it is a standard pricing model and in fact has helped close another multi-million dollar account.” – *Henry Neff*
- 29. Technique Works for Chiropractor Referrals!** “I did this three years ago for about 4 months and I am still receiving referrals! Not bad for literally no out of pocket expense and probably 40 total hours of canvassing the neighborhood. Worth approximately \$100,000 and still counting!! - *Dr. Jack Pollard, Chattanooga, TN*
- 30. Incredible 100% Response From a Letter!** “Consequently, I basically had a 100% response rate from that letter. Through the course of the next few years by being able to offer these additional services and fulfill the promises I made, my business quadrupled to well over \$2,000,000 per year in revenue. I consider this to be a very successful and rewarding experience. At this point, I have continued to use and build on those basic Abraham principals to grow and expand my business.” - *James O. Lunney*
- 31. You Can’t Beat 100% Sales Success!** “The first round of sales results for these new services have blown everything we’ve ever done out of the water. On an initial series of cold calls, our success ratio was 5 out of 5, 100%!! The first three meetings that we’ve gone to as of the writing of this case study, we closed sales and got contracts signed on 3 out of 3 meetings. Once again, 100%!! Our previous sales ratio for non real estate clients was about 60% cold call success, and 75% sales close success. Clearly, we’ve drastically increased those numbers. The only problem, is that there’s no room for improvement from there. You can’t beat 100%.” - *Jeff Kolego, Velocity Media*
- 32. Bottom Line Results Are Impressive!** “Bottom line is that we are now spending 30% less on marketing than we were and have increased referrals by 31% and income by 42% over the previous year.” - *Joe Bavonese, PhD*
- 33. Natural Medicine Practice Has a Healthy Business!** “1. Gross revenue increased over a 12 month period by 400% and maintained at that level until I sold the clinic. 2. Appointment schedule ran so full that I extended my office hours into the early morning and evening hours and still had to shoe horn people in to the time slots available. 3. Net profit increased by 500%, in part because the clinic schedule was more predictable and therefore we could order supplies and special medicines at a discount. 4. Backend opportunities soared.” – *Dr. Beverly Yates, ND*
- 34. Internet Success!** “The first full year in operation we sold 1.1 million dollars of product at 24% margins, the second year \$2.6 million dollars of product sold at 26% margins and this year we are on track to sell over 5 million dollars of product at 30% margins” - *John Butler, AnySystem.com*

- 35. Massage Therapist Follows the Instructions!** “I did what Jays said to do... The previous year I made \$26,000 total and within the next year I made that much in the first 3 months.” - *Kenneth Lochner*
- 36. Business Sold for \$20 Million!** “...I set up a DRTV company in New Zealand with my partner Suzanne Paul. We’ve learned and used several of Jays methods and mindsets over a 7 year period and sold the company to a NYSE listed company National Media for \$ US 20 million” - *Paul Meier*
- 37. Coaching Business Uses Direct Mail for Success!** “The bottom line impact is that I has so far generated clients worth \$94,000 in my 1st mail out to 1000 clients with a consistent stream of mail outs to follow.” - *Peter Schibli*
- 38. Risk Reversal Doubles Income!** It was your "risk reversal" that helped get my business off the ground. I guarantee, in writing, that my system will return from their customers, 10 times the investment in my system or I give them their money back;
- 39. no proration, no kidding. That's quite an ROI!** With this guarantee, my income is on track to double what I did last year! So, Jay, Thank You! – *S. Jacobson*
- 40. \$102,000 Gate - A Result Of 2,200 People Strengthening Their Marriages, In a One Night, One Day Marriage Seminar!** “Our result? A record 125 churches participated in marketing tickets to the seminar – more than in larger cities such as Los Angeles. Twenty-two hundred attended, with 1,700 tickets being sold for a \$102,000 gate, with 500 free tickets given away to help families who needed a financial break.” *Andy McNabb – McNabb Broadcasting*
- 41. Children’s Playground Company Increases sales by \$480,000 In Six Month With My Techniques!** “Since starting it has produced an additional £300,000 sterling (approx \$480,000) of sales in first 6 months of this year. - *Roddy Symcox, Kompan, Ltd (UK)*
- 42. Small Piece of Advice, Doubles Reorder Rates!** “Thanks to this deft piece of advice reorder rates have increased **from a paltry 5% to nearly 12%** and are still rising.” - *Antony Howard, Jackpot Marketing Ltd*
- 43. Ten Times the Result!** “Our front end was \$13,600, but using the power of concentric circles, we developed a back end revenue **10 times greater** out of the same list.” - *Tim Lysgaard, ExpoMarketing Group*
- 44. An Increase of \$500,000!** “After a couple of months we had 2000 subscribers and during the next 12 months we doubled that number to 4000. That meant an increase in sales of \$500,000 in that first year alone.” - *Thure Eneroth*
- 45. \$500,000 in Referrals!** In the space of 9 months, this strategy generated prospect referrals which resulted in research proposals amounting to approximately half a million dollars in value.” - *Terry Roberts*

- 46. Sales Doubled!** “My own group sales result in 2001 double by 100% was contributed by the ideas I learn from your book.” - *Tan Ting Tiam*
- 47. Sales Doubled By Offering Great Information!** “We now offer that book free to anyone who will agree to visit and take a sales tour and have also linked the website of the book with the development website. Since doing this, the rate of sales has doubled.” - *Dale A. Hamlin*
- 48. Created Profitable Website!** “In the last 3 months, our site has generated \$32,000 in sales.” - *Steven H. Kiges, eGlobal Markets Inc.*
- 49. Company Triples Their Size In Six Months!** “By then targeting a handful of desired prospects and making them such an offer, they have, in a little over 6 months, tripled their size from one major client to three, funded a move to larger premises, and secured funds to begin a more aggressive and wider marketing of their service.” – *Stephen Johnson*
- 50. Thanks for Doubling My Income!** “With this guarantee, my income is on track to double So, Jay, thank you!” *S. Jacobson*
- 51. Real Estate Owner Grows Through Optimization!** “Since our involvement with Jay Abraham, we have increased the size of our portfolio to 1,300,000 sq. ft. and our current vacancy is 0.6% - well below the current industry average.” - *Glenn Woolsey, YORK REALTY INC.*
- 52. \$302,500 so far. But that's nothing yet!** “\$302,500 so far. But that's nothing yet!... I raised my fees in a way that I wouldn't have without Jay's tutelage... That increase led to an extra \$302,500.” - *Peter Pearson, Ph.D, The Couples Institute*
- 53. Coaching Bottom Line Impact: \$94,000!** “The bottom line impact is that I have so far generated clients worth \$94,000 (over one year) in my 1st mail out to 1000 prospects with a consistent stream of mailings to follow.” - *Peter Schibli, The Coaching Co.*
- 54. Impressive Across the Board Business Results!** “Production increased 30%... Staff turn over is 0, Operation hours Up 10%... Maintained cost down 35%,... My net profit up 25%... My liability risk reduced to nearly 0... Income up 25% in the hand.” - *Mike Westbury, Taupo*
- 55. #1 In Our Market, With At Least 75% of Market Share!** “Next year we expect another 40% growth due to our new positioning into the market place. We went from selling just our own produced products to selling our competitors products and now are #1 in our market taking at least 75% of the marketing share.” - *Richard Van Donk*
- 56. Internet Start-up Success!** “The first full year in operation we sold 1.1 million dollars of product at 24% margins, the second year \$2.6 million dollars of product sold at 26% margins and this year we are on track to sell over 5 million dollars of product at 30%

margins. Jay's concepts of 1) The life time value of a customer and 2) Upsell and cross sell have allowed us to grow at the rate that we have over the past 2 1/2 years. Thank you Jay!!!” *John Butler, Anysystem.com*

57. Less is More for Psychological Clinic! “Bottom line is that we are now spending 30% less on marketing than we were and have increased referrals by 31% and income by 42% over the previous year.” - *Joe Bavonese, PhD, Relationship Institute*

58. Quadruples Business! “Consequently, I basically had a 100% response rate from that letter. Through the course of the next few years by being able to offer these additional services and fulfill the promises I made, my business quadrupled to well over \$2,000,000 per year in revenue. I consider this to be a very successful and rewarding experience. At this point, I have continued to use and build on those basic Abraham principals to grow and expand my business. Jay, thank you very much for all of the help you have given me over the years.” – *James O. Lunney*

59. \$1,600,000 In Revenue! “The result was an increase of \$1,600,000 in immediately recognized revenue. This was the first contract of this type we had ever executed. Now it is a standard pricing model and in fact has helped close another multi-million dollar account.” – *Henry Neff*

60. \$3,000,000 in New Sales! “Well the program worked very well. We can attribute close to 3,000,000 in new sales due to the program.” – *Greg Tucker*

61. \$702,000 in Partnering Revenue! “Sharpe Images used one simple technique from Jay's materials for *partnering* that has brought in \$702,000 of additional revenue over the last 9 years.” – *Greg Sharpe*

62. 80,000 Subscribers! “I started BigBooster.com in 1998 with very little capital -- less than \$10,000. Now, in 2002, we have a burgeoning business with over 80,000 subscribers and members! Much of this success is directly due to Jay's ideas and principles ... and the further ideas they inspired.” - *Frederick Mann, BigBooster.com*

63. Return on Investment is 7,851%! “Within the first three days of its publication, I received 37 calls. Best of all, I got two sales so far from this exercise. The ad cost me \$700 but my revenue was \$54,960. In other words, my ROI is a spectacular 7,851%. Just testing the position and the headline of the ad, my business enjoys an incredible leverage.” – *F. Hyow*

64. Unbelievable-- \$300,000 to \$50,000,000 in Eighteen Months! “I’ve taken Jays principals and implemented a plan that took a \$300,000 company into earning **\$50,000,000** within 18 months providing food to the troops in Bosnia through strategic alliances and proving the whole was better than the parts. I’ve uncovered hundreds of thousands dollars for clients using their old mailing list and dormant assets and reworking their offers to existing clients. Jay has brought many of my **dreams** to life performing as a consultant with his scientific training.” - *Fabian C. Harris*

- 65. 226% Monthly Improvement in Eight Months!** “Because of the power of this idea, we managed to grow our monthly gross sales 226% in a span of 8 months since applying this idea.” – *David Cruz, One Touch Communications*
- 66. \$1500 Week for Only 4 Hours of Time!** “I set this up about eight weeks ago, and to date have been earning around \$1100-1500 a week, literally spending less than 30-45 minutes per day.” - *Claudio Menna*
- 67. New Business Up and Running and Successful!** “I have managed to grow the company in only one year to 700+ customers, 100.000 euro in sales, and 4 employees. This is the difference Jay's mindset has made: this new business was successful from day one.” - *Robert Heessels, Alphamega*
- 68. 45% Profit!** “The results of this type of approach to business and marketing translated to the bottom line - 45% profits in years 3, 4 and 5.” - *Trudy Van Buskirk, PDA Inc.*
- 69. Geometric Growth!** “In summary, over a three year period I have increase sales almost 100% and increased profitability of the project by about 200% through testing price and introducing risk reversal.” - *Simon Zutshi, Abundance Promotions*
- 70. Measurable Improvement Using Risk Reversal!** “Before Risk Free, 1 out of every 164 visitors buys from me. After Risk Free, 1 out of every 103 visitors buys from me. That is big difference!” – *Shinji Tahara*
- 71. Successful Publicity Strategy!** “This was enough to add 50% profit to my bottom line in the six months following the publicity and if it were not for the fire, we would have doubled it, continuing trading at £1600 a week.” - *Robert Pearce, The Robin Hood Fish Bar*
- 72. Doubles Weekly Turnover (Sales)!** “I increased the turnover of our takeaway from £1200/week to just over £2500 in 6 months.” – *A. Mozid*
- 73. Success From South Africa!** “I’m already earning more part time than in my day job, and I’m on track to be bringing in over \$100 000 a year within two years. Now that may sound like small potatoes to some of you reading this, but that will make me a millionaire in my currency! And that’s residual income, money I earn whether I work or not.” – *Alan Cooper*
- 74. New Business Strategy Successful!** “I invited a group of the best of the best to lunch and presented my business plan to create a consulting company that gained payment as a percentage of the improvements made. This is my first success. I would never have had the forethought to reverse the risk or the ability to convince anyone to join me, if I hadn't studied Jay's materials.” - *Adam J. Betcher*
- 75. Millions in Trackable Sales Improvements!** “Just those three strategies resulted in over a 1,000% increase in recognize-ability for the company, and millions of dollars in trackable sales improvements.” - *Ahron Katz, A-abc Appliance and Air Conditioning*

- 76. Management Consulting Firm Uses Jay's Techniques for Multi-Million Dollar Success!** "I subsequently used many of Jay's techniques in growing our management consulting and publishing firm, Geodex International, into a multi-million dollar enterprise." - *Kimball Norup, Geodex*
- 77. Success Through Adversity!** "In the first year after Walter died, our practice income by all logic should have been about half, since only 1 doctor (me) was producing dentistry. Instead, our business income was slightly higher than it was the last year Walter was alive and we were both producing dental care income. And then the second year after his death, we celebrated 33% growth in income over the previous year." – *D. Baker*
- 78. Employee Uses Jay's Techniques To Increase Paycheck!** "To cut a long story short, I ended up with a 46% rise in my income and secured a management position in the training and development section of the department. Thanks Jay!" – *Toby Wilson*
- 79. Risk Reversal Success!** "Our sales shot up 150% in 2 months and has stayed that way. The return rate is very small, less than 1%." - *Vu Dinh, A Thousand Charms*
- 80. Breaks the Barrier to Buying!** "This removal of the final "barrier to buying" gave Company A the confidence to place an order with us worth in excess of £1,300,000 (or \$2,000,000), which they did 3 months ago. Also, Company B has their board meeting next week, and if they pass our proposal (and we've every indication they will) that will be worth at least an additional £3,000,000 (or \$4,600,000) - I'll let you know how it goes!" - *Tony Arnold*
- 81. Real Estate Broker Has The Right Mindset!** "As one example of the success, in seven months a broker has given me first shot on three properties and my net profit after sale on those three is \$124,000. Without the letter and mindset, that is business I would never have had. Right now I am working with three additional realtors!! Thank you Jay - you are the most giving person I know in the business world." - *Thomas J. Bujnowski, The Hamlin Group, Inc.*
- 82. Convenience Store Triples The Business Through Testing!** "We tripled business within three years and then sold it three years ago. I think it really shows how you can test almost every aspect of your business." - *Shawn Dreger, BD's Convenience*
- 83. Triples Income In Three Years!** "Within two months I moved to a new job doing sales for an online insurance company and within one year had doubled my income. A year after that, I was recruited for a management position at a different company and grew my income another 65% from the previous year. I was then promoted to another management position and am on pace to grow my income another 74% this year. In all I am on pace to quadruple my income in three years." – *Steve Smailes*
- 84. Internet Affiliate Success!** "Cash flow began within one week of being online. When Neil Durrant mentioned us in his newsletter at the end of the first week we had more than

8 new clients and made 5 affiliate sales totalling more than AU\$8,000 in income...Astounding.” - *Simon Healy*

- 85. Doubles Sales In One Year!** “I have followed this pledge to service with clients like Nike and NBC. Not only did I fly up to Nike’s corporate office in Oregon but, I gave many of their buyers my personal cell phone number. Over the year that I have been at Magmall, we have doubled our corporate sales.” - *Sean De Vore, MagMall*
- 86. Triples Business in 12 Months!** “Further, in my direct marketing company, I have seen growth over the past 12 months of over 300% as I have started implementing the same principles.” - *Scott Sheldon, Windsor Communications Group*
- 87. Phenomenal 6% Response Rate!** “When it was all said and done, the postcard that we mailed to 20,000 people got a 6% response rate. This would have never occurred if we had not followed Jay's advice on testing.” – *Scott Mounce*
- 88. Solid Direct Marketing Success!** “I have used Jay's recommendations to develop a solid direct mail program that works. I am averaging a 5% response rate of self qualifying prospects.” - *Sandra Broekema, BOSTWICK, LLC*
- 89. Personal Injury Direct Marketing Success!** “The results were superb. Personal injury sign up went from 4-5 a month to 8-10 A WEEK and some weeks, even more. This increase in business was 100% the result of the Tricks & Traps mailing,... Each case was usually worth anywhere from \$5,000 to \$12,500 to the firm, however several of the larger cases that went to court or settled on the court house steps just prior to trial netted the firm \$40,000 plus, with one case yielding \$230,000 net to the firm.” - *Russell J. Martino*
- 90. Part Time But Profitable!** “During my first five months in business, my business generated \$28,000 in income and my business was profitable within its first month in business. I owe my success to Jay Abraham. Granted that \$28,000 is not a gigantic sum of money, but I have only been working part-time while refining my business model and target market for maximum results. Now that I refined my business model and my target market, I am confident that I will be able to easily earn \$100,000+ a year working 40 hours a week or LESS. Thanks Jay!” - *Pete Geisheker, Pete Geisheker Consulting*
- 91. \$11 Million Plus Success!** “As a result, this division experienced a 667% cumulative revenue increase (more than \$11.5 million), more than a 2,900% cumulative unit sales increase (over 3.25 million units) and more than a 980% cumulative increase in new customer acquisitions (more than 17,000 new wholesale/distributor customers!) within a 2 year period. Exclusively using these Jay Abraham-styled marketing and sales systems, this division reached their parent company’s 10 million unit sales goal within 4 years.” - *Randall Evenson, Evenson & Associates, Inc.*

- 92. Seminar Risk Reversal Success!** “In the past 9 years, we have had about 1500 people sign up for our class and we have refunded tuition to 4 people in that time.” - *Carol Ann Wilson, CFP, CDS, College for Divorce Specialists*
- 93. Out-Markets Competitor 11X Its Size!** “So we were able to offer a comparable product, one that would have carried a commodity type perspective from our customer, but by looking at the marginal net worth of the customer, we could be competitive against a company 11 times our size. We were able to offer weekly releases and free delivery instead. This increased their inventory turns from 6 to 52 and reduced their total costs. Because of our proximity and view of our 'costs' we were able to land a 5 year, \$502,000 per year contract with an additional marginal costs of only about \$18 per unit. A relatively low cost to us, but a high perceived value to the customer. These factors allowed us to move the deal out of a commodity deal, into supplying a service that our competitors could not match.” - *Larry Blair, PosiTech*
- 94. Testing Pays Off Big Time!** “Normally we are happy selling it at \$45 to \$50 a pound. I brought up the price to \$1000 a pound and the customer thought it was amazing. One guy liked it so much he asked that I not sell any to other wineries. So testing really paid off, big time.” – *Pierre Pelletier*
- 95. CPA Secures Additional Business using Simple Strategy!** “In fees, that would be about \$112,500 additional business, averaging \$2,500 per client.” - *Raymond Young, CPA*
- 96. Rags to Riches Story!** “I went from nearly broke to getting by in less than 9 months, and now have a successful, growing, sellable business, thanks to Jay's input. I grew 40% a year for 5 years in a row, and having maxed out the existing markets am expanding into 3 surrounding states and am adding 2 new product lines that I believe will enable me to double or triple gross revenues within 18 months.” - *Richard Ebbs*
- 97. Hundreds of Thousands With No Marketing Costs!** “I continued the process until the “well ran dry” and literally made hundreds of thousands of dollars in a few years with little to no marketing and client acquisition costs. The concept and the process is so successful that I continue to use it today. It is so simple and so effective that it continues to work.” - *Richard F. Gerson, Ph.D, Gerson Goodson, Inc.*
- 98. 1% to 90% Response!** “Just by changing that seemingly simple sentence our “new” marketing results have been phenomenal. We went from a 1% response rate to evaluate our product to over a 90% response rate to evaluate our product.” - *Rick Corby, Atmospheric Excellence*
- 99. One Technique Quadruples Number of Clients In Six Months!** “It's difficult to say how much more each client earned due to only this technique; I charged a small fee for the service, and used it primarily to gain new clients to work with. I went from about 12 clients to more than 40 in less than six months.” - *Rik Villegas*

- 100. Out-Markets Competitors!** “The results were amazing! Our competitors are struggling with 12 to 20 participants on each workshop. But we sold out our first two workshops (40 participants) with half the marketing costs of our competitors. For the autumn season we are preparing 6 more workshops and I am confident, that they will be sold out too. By implementing Jay's advice we developed another great product and we are marketing it with great success.” - *Robert Rolih, Uspeh ltd.*
- 101. The Abraham Way Wins!** “The success rate was an astounding 9% within 10 working days. After we did a follow up call for the ones that did not answer directly, the success rate was more than 15% of all envelopes sent (120 altogether). Better than that: We had first hand information of the coming projects and were able to enter on a relationship with the specifying engineers because of the instant credibility that the letter gave us.” - *Nicolas Courchesne*
- 102. \$20,000 Annually with Very Little Effort!** “Since we implemented the service a couple of years ago we have averaged an additional income of about \$7,000 annually with over \$20,000 in additional income so far that we would never have realized with very little further effort on our part. This Wills program is ongoing and will continue to be profitable for many years to come.” – *Nick Di Mondo, DI MONDO CONSIGLIO LLP*
- 103. 50% Increase In Business Through Referrals!** “We did this and the result was immediate. Our results show that the number of people that we recruited jumped by over 50% just through this one referral generating system and we haven't even offered any kind of incentive to them for doing this.” - *Neil Maxwell-Keys*
- 104. Amazing Response to Postcard Mailing!** “We had 484 postcards redeemed at our shop. It was quite an amazing response, we had 6.05% of the cards redeemed. It led to an increase in sales of £13,868 for those two weeks (it was a time limited offer). These names were added to our database and mailings were sent to them regularly. Normally we would add about 500 to 600 new names to our database in a year, so 484 new names in two weeks was a great way to acquire new clients rapidly.” - *Mayur Shah, Variety Silk House*
- 105. More Business Than He Can Handle!** “My practice volume has more than doubled, and I now have trouble finding the time to see all the patients.” - *L. Stocks*
- 106. Doubles the Number of Leads!** “And the number of respondents also improved from around 10 to around 15 per day. So we have more than doubled the number of respondents asking for more information.” – *Larry Steele, EBankingExperts.com*
- 107. Geometric Improvements in Sales!** “The result of all these strategic changes over time was to reduce the sales cycle from 90 days to 30 days or less. In doing so I was now doing 3 times the sales in the same amount of time.” - *Leo Restrigh*

- 108. Massive Increase In Legal Work!** “We ended up doing about 10 wills a month for free and about a hundred estate plans with trust per month. To say the least, this idea was a gold mine.” - *John Preston, Attorney at Law*
- 109. Risk Reversal Success!** “The total cost to us is less than US\$ 15,000. This is against a turnover of US\$2,500,000 or less than 1%. During this period, our sales actually went up by 35%. Overall, we are much better off with Risk Reversal.” - *K S Lim, Swanmet Engineering Pte Ltd*
- 110. Geometric Growth!** “Our annual sales revenue grew from \$1.7 million to over \$3 million in a twelve month period. That was three years ago. Last year we did \$6.5 million in new revenue combining a number of your techniques.” - *Craig Kestran, Ceridian Benefits*
- 111. Profitable Testing Pays Off!** “This has been one of the most profitable things that I have tried. It brings in around eight to ten times the cost of sending out the letters.” - *Apex Elite Carpet and Upholstery Cleaning*
- 112. Not Quitting Pays Off With Jay’s Ideas!** “My company went from the verge of bankruptcy to a positive cash flow and over 50,000 in net profits in three year.” - *Jose Boesch, ABC Notary & Auto Title, Inc.*
- 113. Doubles the Business!** “...My calls doubled and I have more people joining than ever before which resulted in double the people joining in a month to 3-6 people with an increase of \$7200 on my bottom line.” – *Jonas Mayo, Mayo Academy*
- 114. Getting Full Value for Products!** “The results is that 18% of all the cars sold are now full up list price and full up with all the products we sell, if we needed to remove the products to make a t 25% of all vehicles are sold at Manufacturers list price, with the customer not asking us to discount our vehicle list price. I am now teaching this concept to other dealers, in most cases we are achieving £400 + in extra profit per unit and finding a significant increase in product sales.” - *Jon Davies*
- 115. UK Success Story!** “By using this strategy, the lunchtime eating habits of several hundred people were changed by sending out just a few dozen letters. Or to put it another way thousands of pounds of weekly turnover were stolen right from under the noses of the competition ... with a marketing budget of less than £100” - *John Williamson*
- 116. Amazing Internet Success!** “I was amazed. The feedback I got was incredible. Not only did I get more orders then from any other promotion I've ever run (82 orders within 2 to 3 days out of 1,000 emails sent) but people kept emailing me, telling me their stories, how they could relate as it does sometimes "get tight around Christmas" etc. 82 orders out of 1,000 sent may not seem much, but that's front end. I continue to sell to these people over and over via backend.” - *John Skorzewski, Market-Tek Enterprises*

- 117. Upsell Strategy Generates Sales!** “First measured week: Approximately 10% increase in sales by upsells alone; approximately \$4,500.” - *John P. Davis, JDavis Tree Care Solutions*
- 118. Incredible Host beneficiary Results!** “Based on a mailing to their list with endorsement, we generated over a 24% membership/subscriber request and a 15% order result. The list was only 6,000 but the results were incredible.” – *John Bogs*
- 119. Back-End Strategy Success Increases Revenue 28%!!** “After that, we were able to offer duplication as a back-end feature, and what a back-end it has been! Over the last 10 years we've averaged an increase of 28% in revenue due to the duplication, and with the duplicator handling all the work, (we just pick up from the duplicator and deliver to our client), fully half of this has been profit that went straight to the bottom line!” - *Jim Penrose, Penrose Productions*
- 120. 25% Increase In Sales!** “We also told the client, that if they only used a few, and didn't want to continue, I would buy back what they did not use. This increased sales by about 25%.” - *Jesse M. June*
- 121. 43% less Orders Cancelled, Plus Bigger Orders!** “More importantly, from this experience we now have a systematized probing exercise that each account manager must conduct whenever they receive a customer complaint or order cancellation. This has resulted in a 43% reduction in order cancellations and generally results in a bigger order.” - *Jeremy Radovic*
- 122. Real estate Listings Soared!** “The best side note is that listings SOARED because the neighbors who came to the open house remembered the extra security, and professionalism, and wanted that for themselves.” - *Jay La Rocca, Unique Concepts in Real Estate*
- 123. \$10,000 In Free Publicity!** “The results of that one interview produced over \$10,000 in free publicity and thousands of new signatures for our online petition drive.” - *James Wilson, WWW.Marriagebliss.com*
- 124. Just Do It!** “To make a long story short, that first week I went on to sell over \$4000 worth of items online. I quit my job 6 weeks after that and I've been working from my home ever since. It's all because of the techniques that you teach and finally putting them to action. Here's a long overdue thanks and I hope this story inspires other people to "Just Do It!"” – *James Scott*
- 125. Fantastic Source of Extra Income!** “This extra stream of highly profitable revenue, generated during a few hours at night and on the weekends, allowed me to purchase a beautiful brand new home for my family, while keeping my cash flow even. In other words, my ideas are paying for the difference between my old mortgage and the new one! I now gross between \$2,000 and \$4,000 in extra money each and every month, working

about 5 hours a week. What a fantastic source of extra income-doing something I love!”
- *Bill O'Connell, Hypnosis Secrets, Inc.*

- 126. Increased 16% The First Year!** “Further, these ideas increased our value to the contractors and their sales of the products we promoted increased overall by over 16% in the first year. That's dramatic because we measured sales in numbers of units and our 15 person team went from 3600 units to 4200 in that year.” - *H. Joseph Jones, American Electric Power*
- 127. Testing Headlines Increase Response by 400%!** “I test different headlines and have pulled as much as 400% just by changing the headline.” – *Sean Conley, K M Direct*
- 128. Being Outrageous Make a Difference!** “Well ... KIDS LOVE IT ... and so do I ... we are attracting lots of talk .. and I am getting lots of NEW patients due to the fact that every one now knows about the practice.” - *Dr Hannes Cornelius, Dentist, South Africa*
- 129. 50% Sales Boost!** “I would like to mention that the sales boosted by more than 50% we extended the product line in women shoes and the girls had a new way to see our 4 stores. It was a fantastic way we differentiated ourselves from the big competitors.” - *Guillermo Mendoza, Agemeta Comercio Internacional,S.A. de C.V.*
- 130. 180 New Clients!** “The results - around 180 clients so far have come from this method... The cost - a little over \$2 per client. Not bad.” - *Graham Knight*
- 131. Mailing List Success!** “I send two consecutive sales letter to my clients. The first one got a 7.5% response and the second one also 7%. Total 14.5%.” - *Gilles Gauvin*
- 132. The Best Ever!** “The president of the Chamber told me it was the most successful Biz Expo trade booth, new member and Chamber renewal promotion the Chamber had ever experienced.” – *Geary Morales*
- 133. Sales Are Making His Car Payment!** I started my own newsletter and sent out one mailing on solo ad and received 275 sign ups and 20 orders for the e-book that I just included as a 3 liner at the end. I am now doing targeted ads and receiving orders and sign ups every time, figure that my ads are paying between 3 and 4 dollars for every dollar spent on the ads. I now have over 1200 subscribers to my news letter in less than a year. My sales are making my car payment.” – *GBW*
- 134. A Late, But Great Start!** “We came in second place (by 9 dollars) -- only because I got started so late. And, I got a couple of custom business card CD order from that email. So the school benefited, friends received so good information, my daughter won a color T.V. and I got a couple of jobs out of it.” – *Gaston Cartznes*
- 135. Industry Leader From a Headline!** “By changing "Guranteed results" which was the industry standard, to "No Win - No Pay" I became the industry leader.” - *Gary Parker*

- 136. How to be a “Mover and Shacker”!** “We became the "movers and shakers" of the community in networking the town. We got tons of kudos for donating all proceeds to the nursing home. Oh, we also kept the wet bar open that night, which meant drinkers had to pay for their alcohol. The profit from the bar was more than enough to cover all the food cost. In fact, we had a profit from that night.” – *Roger Fung*
- 137. \$6,500 – Not Bad for Part of a Day’s Work!** “The minimal professional fee I took for presenting the seminar wasn’t the only profit. Just one back-end sale of product netted \$6,500. Not bad for part of a day’s work, especially considering that the Chamber also received significant benefit!” - *Frances Summers, MS, CRC*
- 138. Zero to £250,000 in Three Years!** “I have gone from nothing (£0.00) in late 1999 to a turnover of £250,000 today. I am no longer a one woman company, I have a business manager and an administrator now and 5 associates who are just about to start working to deliver my programmes. I have just opened a regional office in Northern Ireland which also allows me to be part of the peace process there which gives me great satisfaction - despite the frequent reversals into violence again!). I anticipate that we will double our turnover in the next financial year.”- *Elizabeth Morris*
- 139. Income Doubles with the Right Strategy!** “Instead of trying to get day-to day business from the moment I started, I focused on the mid to longer term and by the end of this year my income run rate is double of what it was going to be if only focused on day-to-day results.” - *Ed VoorHaar*
- 140. Pays for a Lot of Extras!** “We did this with 24 businesses to generate an extra \$600 per month or \$7200 per year. I'm not rich because of it, but it pays for lots of extras in my life.” – *Dr. Len Schwartz*
- 141. Not bad for three stamps and a phone call!** “My typical conversion is 15-18 new clients for every 100 names started on the campaign. Not bad for 3 stamps and a phone call.” – *Doug Parsell*
- 142. Carpet Cleaner Uses Novell Approach!** “Using this approach, adapted from what I learned from a tape of Jay's, I made \$14,653.47 in a two-year period.” – *Dave Elliott, Magic Touch Carpet Cleaners*
- 143. Tremendous Results Generated!** “Results: Sold all houses in two weeks - 24 houses each \$135,000... New prospects for the next project (to sell houses). Probably over 100 prospects... Sold 12 license agreement in the first two weeks after the event – with a fee of \$8,000 each and \$1.000 each month two year agreement... Over 50 newspaper reports, radio interviews, television report... Media coverage worth more than \$250.000.” - *Christian Goertz*
- 144. The Business Generated Was Overwhelming!** “To make a long story short, 24 business owners attended the 45 minute seminar (after everyone was invited and introduced by my intern and his “Uncle.) The business generated was overwhelming. At

a promised 10% bonus rate, we generated in excess of \$35,000 of new business. My intern walked away with \$3,500 for that project alone!!!!!" - *Brian M. Ravenelle*

- 145. It's Not Just About The Money!** "How much has this idea benefited us? In 2000 we did \$148,000 in total sales. In 2001 we did \$302,000 in sales! We are now projecting close to \$400,000 for 2003. But it's not just about the money. We now have a much greater sense of satisfaction, knowing that we are reaching many more people with our books. Our sense of self-worth has increased as well--we really do have a viable publishing company! Thanks, Jay."
- 146. 25% More Orders in Two Months!** "This campaign resulted in a 25 percent increase in new orders within a two-month period." - *Brian Matrin, Administaff*
- 147. Surprising Results!** "What surprised me was I got about 100 calls and booked 47 schools. WOW that one strategy, alone, made me \$16,450. Thanks!" - *Tom Boz*
- 148. Sold His House using Jay's Strategy!** "After the house was sold to a couple who exactly fit my intended target market, I had a conversation with the husband who brought up "the letter" (i.e. not legal disclosure) he presumed my wife wrote. He commented that his wife was so moved by the stories about the house in my "letter" that she placed herself, her husband, and her planned family in the setting, and that it was key to persuading her (and them) to buy. Not bad for reworking a formal and threatening legal document, and not even having time to refine or polish the "advertisement" which was then made a part of the contract." - *Bob Redler*
- 149. Lawyer's Success!** "I implemented five of the ideas over a period of several months and have witnessed the number of incorporations (and limited liability companies) almost double from an average of 3 to 5 a month up to an average of 7 to 10 a month." - *Robert Montgomery*
- 150. Makes More Money Without Hiring Additional People!** "Well last year we tried it in 4 stores in those 12 months we took about £700,000 thats some where in the region of 1 million US dollars. Not bad I guess for something that we do not have to employ extra people." - *Brian Tatla*
- 151. Number of Leads Quadrupled!** "I applied your principles to create a Lead Generation System including mailer. The LGS more than quadrupled the new leads coming in almost immediately. They got 24 new contracts @ \$5,000 each in 6 months." - *Bill Oliver*
- 152. Testing Increases Results Six Fold!** "The 3-D Cover with the photo out-pulled the palm tree cover by 86%! That means that for every one sale we had with the palm tree cover, we'd get 6 sales with the photo cover. Or, to say it a different way, if we had just used the palm tree cover and not tested, we would have lost 6 out of every 7 sales!" - *Audri G. Lanford, Ph.D. WZ.com Inc.*
- 153. Upsell Success!** "We've added sales 15-25% of the times we've asked the question. What surprised and thrilled us most were occasions where a relatively small purchase (say

shirt/jeans/t-shirt) was followed by a higher ticket purchase (jacket/coat).” - *Atul Thakrar, VR Clothing*

- 154. Email List Success!** “After about 14 months of iterations - my list is now 54,000 people and I convert about 250 sales that average \$80 each.” – *Art Adams*
- 155. 8% Adds Up Big Time!** “In fact, my average sale has gone up a little over 8% lately. Considering our sales are in the millions ,it makes a big difference to the bottom line.” – *Andy Curry*
- 156. Sales Revitalized In Less Than 6 Months!** “The real benefit is how easy and quickly it is to apply Jay's basic concepts to turn a company from recording stagnant or declining sales to recording modest growth in a matter of about 3 - 6 months.” – *Andrew Ryan, Nashs Mineral Waters*
- 157. 25% Increase In Sales!** “My sales have increased at least 25%, representing an extra \$25,000.”– *Allan Angkham*
- 158. Joint Venture and Acquisition Success!** “Deck the Walls later bought out the "Up against the wall" master franchise and added another 200 stores to the list.” – *Tim Obrien*
- 159. Not Too Shabby!** “Over a period of about 10 months, the ads generated about \$21,000+ in legal fees revenue. Not a fortune, but the return was about \$6.00 for every \$1.00 spent on marketing. Not to shabby.” – *Jeff Busch*
- 160. Profits are Wayyy! Up!** “These are only a couple of the "Abraham" methods we employed. Trust me, there were a lot more. As a result our sales went from about 12 units per month to over 50 per month. And our profit per sale went way up.” – *Alan Canavan*
- 161. Multi Million Dollar Contracts!** “In the final analysis, the telecom company was able to win multimillion dollar contracts (about \$42M) from several school districts across the U.S.” – *Adrian Castro*
- 162. When You Find Something That Works...** “I own a martial arts school of about 120 students. About 8 years ago, I had about 40 students. Lessons: When you find something that works, keep doing it...” – *Rick Wolslayer, Akido School of Self Defense*
- 163. Quick Recovery!** “By the end of the year I had not only recovered the 65% that I was down, but I had a net increase of 24% **over** the year before.” – *Wink Jones, Winfield's*
- 164. Direct Mail Success!** “Forty seven calls in the first two days! That's right, we sold nearly 200 units the first day the letter hit. Over the next 30 days, we mailed the entire list, and within two months, we were sold out of our commercial descramblers... anxiously awaiting another truckload for our newfound business opportunity. We averaged an 11% response rate on the letter, and an unheard of 32% close rate on those calls.” – *Mike Wilkie*

- 165. Jay's Strategies Deployed Makes Click Through Ratio (CTR) Leap!** "Now, admittedly, these leaps in Instant CTR took place only during the game itself, for at the end of 12 June 2002, we had a one-day total of 61 click-throughs from 1435 impressions, for a 4.2% CTR. How can we not be happy with our wonderful results in general, and with the 12 June 2002 results in particular?"
- 166. Risk Reversal Strategy Converts 1 Out of 2 Opportunities!** "I have used risk reversal exclusively and have seen my conversion ratio go from 1 in 6 to 1 in 2." – *Billy Stewart, Premier Consultants*
- 167. Lifetime Value Was in The Millions of Dollars!** "Fortunately we didn't give up on them, as we were well aware of the lifetime value of this customer which was well into the millions of dollars." – *Vladimir Drkulec, Perceptive InterNetWorking*
- 168. A Hundred Thousand Dollars in Offers!** "This has brought in offers totaling US\$100,100 in value and more broadcasters are still to respond." – *Vic Cherikoff*
- 169. Joint Venture Success!** "To date they say 125 new memberships have been sold at a value of £6000, the clothing store has increased its t/o as a result approx 10%-15% in the corresponding period." – *VEEVERSD*
- 170. ROI of 500%! "I have received a ROI of 500%. I can only relate the significant improvement of my advertising, to the advice given by Jay Abraham on headlines, body copy, USP, etc. which I subsequently applied." – Trevor Greenwood, T Greenwood and Sons**
- 171. 40% Increase In Success!** "This increased our success rate by about 40%, just by one simple change of mind set." – *Trevor King, Friendly Faces*
- 172. How Can I Handle All This?!** "My sales statistics now show a monthly increase of 10 - 15%. But how can I handle all this?" – *Tor Kjolberg, The Market Doctor*
- 173. Super Easy Sales Close!** "To understand the profundity of that moment you must understand that for years I had been content to do at least two free meetings and write a detailed proposal in the hopes of getting hired. Now, all I had to do was read a script over the phone and well over half of everyone who called me agreed to write me a check for \$500—just to visit them!!" – *Tom St. Louis*
- 174. Success Assured!** "Without the business generated from the seminars and the USP along with the audio business card, I would probably have left the brokerage business. I'm continually looking for ways to leverage what I have within the constraints of our industry Compliance restrictions." – *Warren Biscoe*
- 175. This Is a Good Problem To Have!** "Referral building system is incredible in having satisfied clients refer more business to me! For every current client I have, Jay's techniques have allowed me to speak with each client and have an excellent chance of

picking up more referrals of 2,3,4,5 or more per client! It gives me more business than I can handle if I am not careful! This is a good problem to have!!!!!!” – *Tim Law, Success Learning Systems*

- 176. \$128 Ad Yields \$6000!** “Results: The ad ran 7 days a week for a totally monthly cost of \$128.00. Our sales for the month \$6,000! Our retention rate or those that became repeat clients was 70%. The 70% is where the income really comes from, of course.” - *Timothy M. Ricke*
- 177. A Continuous Flow of Revenues!** “As a result of the new clients Mr. Greenwood conducted training in companies such as FedEx, Goldman Sachs, Lands End, Bank of Oklahoma, and that is a really short list. What's more, he stayed booked weeks ahead so that he no longer experienced weeks without having classes to conduct. Stated differently, he had a continuous flow of revenues.” – *Ron Hudson, BBGS*
- 178. 30% Increase In Profits!** “Result: 95% of people email you back with an answer or more questions. This as allowed our minute tour company to now generate over 30% (Approx. \$385,000.00.) of ALL of our bookings via the internet. That's up to 30% more money in my pocket as I don't have to pay commissions.” - *Steve Wiczorek, Let's Trek Australia*
- 179. Referral For Web Development Company!** “Using his referrals we have sold another 4 more websites producing revenue of £12,000. Future referral deals are being discussed.” - *Stephen Pace, SJS Solutions Ltd*
- 180. Sales Success With Little Marketing Effort!!** “We actually sold about 75 copies with very little marketing effort. There were no returns at all.” – *Stan Smith, CFI Services*
- 181. Had to Hire More Help In a Hurry!** “Our numbers grew by 40 % . Our referral radius extended to 200+ miles into 3 adjoining states. We had to hire two more cardiologists in a hurry to help us out.” - *Sinda Dianzumba, MD*
- 182. 100% Response!** “We immediately identified the past customers as a key resource, wrote a compelling letter that offered them a special upgrade deal, and sent it out. It got a 100% response!, not all of these were sales, but every person written to came back for more information and to make contact.” - *Simon Patrick, ABF Marketing*
- 183. Half His Business Comes From The Web!** “Then in January 2000 the Internet summit you put together was a huge mile stone as well. Half of my business comes from the web now. I love it.” - *Shlomo Savyon*
- 184. 25% Growth!** “With the help of my “Jay Abraham” files, tapes, CD's, and superstars, we are maintaining a sustainable 25% plus annual sales growth rate and will reach over \$2 million in sales by 2002 year end.” - *Dennis R. Klopfenstein, Shetler's Wholesale Co.*

- 185. Captures 40% of the Market!** “As a result I have been able to capture 40% of the Dealership’s available 350Z car orders (the next closest has less than 7%).” – *Shannon Zillme, Mossy Nissan*
- 186. Cold Calling Success!** “This cold calling method has increased my "getting" the appointment by 75%.” – *Scott Walters*
- 187. 30% Annual Growth Rate!** “For the past three years, I have been relatively healthy and my practice has been sustaining a total growth of approximately 30%. I feel that the number of clients generated from my letter as well as promoting referral services, which I learned from other materials that I received from you, has been instrumental in this growth.” – *RPGDOLFAN*
- 188. Referral Success!** “Asking for referrals as I indicated above has enabled me to go from 1 to 5 clients on the west coast in a matter of months.” – *Ron Vaimberg, Ron Vaimberg International, Ltd.*
- 189. New Profit Center Created!** “Results: The company's sales increased and they crested a new revenue source, maintenance and education. They were able to charge \$75 to \$150 per hour for their employees that serviced their customers.” – *Ron Dumas*
- 190. \$127,000+ In Sales!** “Using e-mail, a targeted market and referrals to generate an additional \$127,000+ in sales.” - *Roelof Kiers, Kiers Communications Group Inc.*
- 191. In The Top 10 In The Country!** “We have bought and sold nearly 2,000 homes and currently have over 400 that are sold and that we are receiving monthly payments. We see 15 to 20 homes refinance every month and that is when we really make our good money. We became the largest company of our kind in the midwest and we are told we are in the top 10 in the country.” - *Rod Wolford, The Wolford Group*
- 192. Increased Tangible Results!** “We had increased tangible results. In the first two years we ran the programs we did about 100 to 150 assessments. Since March 2000 we have done in excess of 600. This equates to an additional \$70,000 plus dollars in revenue over that period.” - *Rod Mackenzie, The Business College*
- 193. Commissions Doubled!** “Previously I would get 10 prospects per month on average which equated to about \$35,000 worth of sales. With the ‘informal referral system’ in place I would receive a further 10 leads a month however the technicians leads had a much better conversion rate and equated to \$45,000 worth of sales per month. That took my commission to over double.” – *Richard Petrie, Intergen*
- 194. 5% Commission Is Not a Laughing Matter!** “After he stopped laughing he started to think about it, if he got a 5% commission that would be \$5,000. He is now in negotiations with the landscapers.” – *Richard Marks, Prints +, LLC*
- 195. New Contracts An Absolue Breeze!** “With being able to offer powerful new and different perspectives to other organisations (especially those underutilized opportunities,

just waiting to be exploited), opening the door to new contracts was an absolute breeze.”
– *Richard Cox, Entreprise*

- 196. Customer Satisfaction Increases!** “Patient acceptance runs about 80% and they appreciate the added benefit that they can start whitening their teeth immediately and not have to go elsewhere and pay more.” - Dr. Richard F. Blume, D.D.S., M.S., Orthodontia
- 197. Total Increase of 260%! “A master plan was launched with an 11-week event which generated over one million dollars, more than double the sales of the same period of its previous year, for a total increase of over 260%.” - POWER Retailing**
- 198. Massive Success!** “Long story short, our close ratio went from ten percent to over fifty percent. AND we were so busy that we only contracted with honest, high caliber clients who had legitimate insurance claims that the insurance companies were very willing to pay. Our sales volume went up by five hundred percent, and the value of each contract more than doubled because we no longer had to take a chance on flakes or frauds.” – *Roger Howson, Public Adjusting*
- 199. Shopping Cart Success!** “Sales that are DIRECTLY attributed to the shopping cart for last year were \$20,000.00. The initial cost was \$1500.00. So I received at least \$18,000.00 high profit retail sales that I am sure I would have never received without the shopping cart. The results this year are just as good.” – *Linda Shorb, October Country*
- 200. Sales Up 35% With Risk Reversal!** “After hearing & learning of your risk reversal technique, we gave a verbal guarantee that if our product has pre-mature failure , we will replace 100% these wear parts. Initially , I thought this will be a great risk as our margin is only 15% to 20%. However , as it turn out , only 3 customers out of 150 made any claims & some of them were justified cases. On the other hand , our sales actually went up by 35%.” – *K. S. Lim*
- 201. \$500,000 In Annual Revenue in Three Years!** “We continued utilizing your sales and marketing techniques almost exclusively during 1996, 1997 and 1998, growing our business to a point where we were serving over 700 retail dance shops in 15 countries, and generating nearly 1/2 million dollars in annual sales.” - *Kip Lytle, Former Owner of LytleWare Enterprises*
- 202. Millions of Project Work Secured!** “One client that was drawn by our message on the graphic panel displays has contracted our company for \$100,000.00 just for design support on a new production line. The implementation and support contracts starting next year are easily worth a million dollars. The press release about our alliance caught the attention of a major pharmaceutical contract manufacturer who has since qualified our two companies for some major project work later this year. These types of projects could easily be worth over \$200,000.00 per project. We have provided two proposals for projects to the alliance company worth \$250,000.00 that they are expecting to get.” - *Ken Lawrence, Applied Control Engineering*

- 203. 10% Marketshare!** “Because we know we now have a 10% (actually 9.9%) marketshare, all the data is then based on a 10% sample of all catalog mailings - statistically significant.” - *Ken Johnson, CMS*
- 204. Raised Prices 50%!** “Using Jay's guidelines and insights on price vs. value I immediately raised most of my fees. For one particular type of case that I have a great deal of expertise in but which I find very stressful I raised my fees by 50%. As Jay promised I saw little or no price resistance when I was able to present my services in terms of value.” - *Kenneth Alan Forman*
- 205. Help Client Grow to \$200,000 a Year!** “Of course your concepts also helped me create more effective advertising for my clients leading to more business. One client had me on a monthly retainer for almost two years. I helped her start a practice and grow from startup to almost \$200,000 in just over a year.” - *Rick Anderson, Creative Image Advertising*
- 206. Success Through Follow-Up!** “Most speakers average 1-2 spin off speaking engagements for every live performance. I have used a letter as a follow-up to meeting attendees. It offers a lot of value, including free books, and a special fee. With this letter, I have been able to generate 5-6 spin off speaking engagements from one single presentation -- at least 3 times the average.” – *JP Maroney*
- 207. Sales Increase 200% In a Year and a Half!** “He also started to think about the buying criteria of purchasers, and what they were getting from his paintings. By seeing that collectors have not only an esthetic reason for buying but also an investment incentive, he was able to raise his prices over 150%(that's all profit-no increase in cost of materials, etc.). His sales increased over 200% in a year and a half.” – *Joeseeph Schuffle, VSA Consulting Group, Inc.*
- 208. Upsell Success!** “Well, the next week I came to see her, I was shocked when she told me out of 20 people she tried to up-sell/add-on sell, she sold 9. I asked her how much profit this brought this business and she said about \$150.” – *Jonathan Zilberman*
- 209. Lingerie Store Does Joint venture With Health Club!** “We had an excellent response to the promotion. Most women members of the health clubs needed at least one sports bra, and could not resist the offer. Once they visited our retail store and saw the huge selection of lingerie 4 out of 5 purchased at least one additional item - and in fact our "average" order value for these customers was nearer £35 then £10. Many of these customers have since become regulars, and yet more have recommended us to friends and family.” - *Jonathan Lumley-Kelly, B2G Limited.*
- 210. One Luncheon Generates Half a Year’s Worth of Business!** “Half the business I would work on for the next year and half came from ONE LUNCHEON where they had bought me my lunch. Rather nice fish meal at a seafood restaurant as I recall.” – *Alan Turin*

- 211. Employee Creates His Own Career Path Using Jay's Ideas!** “Today, I earn \$60,000 on my job and now receiving 2 cents for every membership sold by our company. That may not seem like a lot, but our goal is to see one million memberships, which will eventually earn me \$20,000 in bonuses. They promoted me to Director of Corporate Communications and remember that I have no college degree.” - *Alfred Johnson*
- 212. So Much Business, They Had To Stop Marketing!** “We have tried many of your different strategies and literally the new business generated was so much that we had to scale down and sometimes even stop marketing! Surprisingly, the simple strategies were the most effective...” - *Ali Noorali*
- 213. Conversion Rate of 65%!** “Since we decided to take our marketing seriously we have improved the amount of new enquiries from 24 in Jan, 2002 to 98 in July, 2002 with a conversion rate of approximately 65%.” - *Allan Ferguson, Omega Plumbing*
- 214. Salon £300,000 Success!** “This has given our salon and increase from around £160,000 to nearly £300,000. Has it worked for me? What, you bet.” – *Allan Forest Smith, The Big Scissor Company*
- 215. Upside Leverage of 600%!** “That's an **upside leverage** return of between **+100%** and **+600%** over what I would have received had I gone down the route of selling my books at a Car Boot Sale or at a 2nd Hand Book Shop.” - *Andrew Lawson*
- 216. Risk Reversal Works for Employee!** “Applying for one job which normally carries a £40-50,000 annual salary, I negotiated a rate of £75,000 plus benefits after offering my services free of pay for two weeks. If I did not show my value within that time I would leave. They immediately said it was not necessary and I signed contracts the following week.” – *Andrew Rice*
- 217. Front End Success!** “After your course, I thought about how I could get a back end product to increase my business. I turned to lease auditing which really became more of a front end business as unlike leasing the service can be sold anytime. I have made over a million dollars in commissions from clients who initially wanted lease audit services and later called me to negotiate their new leases.” – *Anthony Dyson, Dyson Realty*
- 218. \$300,00 In Found Money!** “I don't have the exact results but I estimate over the last four years my company has booked an additional \$300,000 per year we would not have gotten otherwise!” - *Andy Miller, STI of VA*
- 219. Opportunities Abound!** “I was able to save a major school of the main university in my state, sharply raising its student enrollment (earning me a good fee), and also to rescue a faltering catalog company which now is on the road to be a company with a national scope (earning me a good contract with a \$1,000 monthly retainer and a 10% equity in that business).” - *Armando Ortega, Speak International, S.A. de C.V.*
- 220. Downsized Employee Uses Jay's Techniques!** “Bottom line, 4 months later, I had made \$50,000+ from the sale of 1300 of these cards. We sold 5200 oil changes. Keep in

mind, I made that money without personally selling anything. Without any work. Without any start up capital... My friends were stunned when, at the young age of 27, without any business experience or training, I made \$50,000 in my first 4 months as an auto promotions consultant. And most of my success was due to you.” – *Todd Beeler*

- 221. Six Figure Returns for Businesses Sold!** “First of all, I did not the first thing about salon, retail or sign business... 2nd, I sold many of these businesses separately for good six figure amounts... 3rd, some of those businesses have either closed or have changed because the new owners could not "keep up" - Because THEY DID NOT KNOW WHAT I HAD LEARNT FROM JAY.” – *K R Bhutta*
- 222. Increases Business With One Simple Ideas!** “This alone increased my rate of getting appointments 150%, and the number of appointments who became clients increased 20%. This one simple idea has made a great difference in getting clients.” – *Ben Wagner, Wagner and Wagner*
- 223. Joint Venture Success!** “Although this is somewhat proprietary a lot of the ideas are similar to yours and I have made over \$16,000 dollars in one such venture in as little as three days.” – *Billy Stewart, Premier Consultants*
- 224. Great Success with Direct Mail!** “I sent out a mailer to most of my existing customers telling them it was time to have their driveways sealed again. The results were pretty great, 20% had me come out to check out their project(and most of them bought).” - *Bob Battaglini*
- 225. Outsells Manager!** “So my smaller ads, written using Jay's techniques, saved me 66% in costs, and got 3 orders for every 1 that my sales manager got.” - *Robert Concooby, Newman Corporation*
- 226. Technique Worth Hundred of Thousands of Dollars!** “Results: a.) Today was promised orders "next week" for two machines (exceeding \$400,000) b.) Was advised that their Management meeting (one week ago) charged the Point Man to get machines "more & sooner". Authorized five plants to be included in plan. c.) Conservatively expect five machines in next six months to exceed \$1,000,000.” - *R. W. Wolfe, Action Industries Inc.*
- 227. School Speaker Reports 33% Response!** “By the way, I booked 33% (WOW!) of the schools I targeted. Thanks!” – *Tom Boz*
- 228. 1000% Increase Using Risk Reversal!** “I have had a 1000% increase in take up of this preventative program because of this risk reversal offer. I see it as a win-win-win situation for the patient, for the dentist and for the business.” – *Dr. Vijay Vithani*
- 229. \$30K to \$50K Per Month In a Flat Market!** “I've appreciated the impact Jay Abraham has made on my understanding of marketing. Since we started implementing these Abraham strategies, we have increased sales every month for six months and have gone from \$30,000 to \$50,000 per month in a flat market. The tools allow me to enhance client

satisfaction while increasing revenues, a very attractive combination.” - *Bryan Brandenburg, Network Solutions Int'l*

- 230. Found Money Using Referral System!** “I estimate to have had 12 sales or so (\$6,000 worth) from referrals from these people last year alone.” – *Cesar Fernandez*
- 231. Unique Risk Reversal Twist!** “Since that addition, we close almost 100% of people calling or coming in for information” – *Brian Veth, Champion Factory*
- 232. Bank Uses Jay’s Techniques!** “The promotion brought in \$5 million in deposits. Three months after the promotion ended we ran it again and brought in another \$3 million.” – *Grady Chandler*
- 233. Increases Order Size!** “This one simple change has boosted my average order size to over \$40! Life is good!” – *Charlie Ellis, Charlie’s Magic*
- 234. Host Beneficiary \$10,000,000 Success!** “He shared one idea with me, that of "host beneficiary" and that single idea has earned me more than \$10 million I would've never earned without it. – *Chet Holmes*
- 235. Risk Reversal Assures More Closes!** “As soon as I started leading with my guarantee in every "pitch" we closed more sales.” – *Chris Cady*
- 236. PEQ Success!** “At this point, we have 35% of the market wanting to distribute our product for 2003. But by the end of 2002, we should have 75% of the market to stock our product!” - *Chris Jankulovski, Think Innovations Pty Ltd*
- 237. Mindset Shift = \$1,320,000!** “Total gross profit before overheads, from two major paradigm shifts: \$1,320,000.” – *Chris Payne, Lifetools*
- 238. Business Is Growing Fast!** “In the first three months, I had only three clients and by the end of the year I had about 34 clients, most are regular clients and some are occasional. Now, I’m at a point where I no longer need to work in my business doing the home visits anymore.” – *Daniel Leung, Daniel Leung Enterprises*
- 239. 366% Increase!** “The result - in 18 months, we have gone from an avg of 15 - 20 - 55 - 65 people consistently. and we have had audiences as high as 125. while this may not seem that impressive, on average we have garnered a 325 - 366% - increase in response since we have been using this technique...” – *Dan*
- 240. Initial Real Estate Success Using Jay’s Ideas!** “on 75% split I made \$6,750.00 on the sale of his house, \$8,438.00 on the purchase of his bigger home. I got 6 listings and only did the listing side, at an average of \$5,000.00 each = \$30,000.00, and I have closed 2 purchases and made \$10,575.00.” – *Eddie Zubia, Columbia Real Estate*

- 241. Restaurant Sold at a Premium!** “We sold the restaurant 2 years later for a very large profit over what we had paid, and a lot of that was because of the things I learned from your writings.” – *Robert Dwyer*
- 242. Company Triples In Size!** “Jay Abraham's materials helped us see how much more we can do with what we have available. It also helped us more than triple our turnover in the past year. We project similar growth over the coming year as well.” – *Brian Jones, Summaries.com*
- 243. Results Doubled!** “Sales for the first years was 3/4 millions dollars (Singapore was only 6 months) and following subsequent year, 1 million dollars. The results doubled, we have apply one of the management technique and use one of the tools to manage the company effectively.” – *Edmund Chew, ASTRANS*
- 244. \$100 an Hour For House Cleaning!** “She had one client, for a year and a half, that paid her between \$75 and \$100 an hour for office cleaning. I would have to say this isn't bad money for a home cleaner working part-time. There are professionals that don't charge this much per hour. And, it is all made possible through you sharing your knowledge and ability.” - *Dwight and Glenda Schneider*
- 245. Company's Income Topped \$100K!** “...except in one year when my company's income topped \$100, 000.00 For me this was terrific progress!” - *Silvia T. Zsoldos, Ph.D., CQM, Success Programs, Inc.*
- 246. Web Company With 300% Growth!** Today my site has over 100,000 subscribers with over 300 new subscribers per day and is growing over 300% per year. The site has allowed me to develop national and international recognition that has resulted in my landing a first time book publishing contract worth \$250,000 from a major publisher and speaking engagements at some of the major health conferences around the country.” – *Dr. Joseph Mercola*
- 247. \$100,000 Clients!** “I can tell you that Jay's philosophies were instrumental in showing me that it is possible to convert \$10,000 one-off clients that only buy once every 12-24 months, into \$100,000 clients that have the opportunity to renew annually.” - *Douglas Lietz*
- 248. Making The Same Money in Half the Time!** “I'm making almost as much money in 6 months as I used to clear working all year and having a good time with my customers, who have become better friends by me asking for their help.” – *Douglas Kent*
- 249. Income Grows Geometrically!** “My income went from \$48,000 to \$96 000. The following year \$129,000, and \$127,000 the following year. Does Jay's stuff work? You decide. I am working toward my own business so I can learn and earn more. Thank You Jay Abraham” – *Don Roach*
- 250. Excellent Results!** “The results were excellent! We had a 13% response to the letter, and saw a 100% increase in our number of restarts in November and a 400% increase in our

restarts in the month of December. This led not only to an increase in these months, but we saw a number of our best patients return to start the program and continue for up to 5 months. We saw a ten-fold return on the investment we made in giving the service away free and mailing the letters, and this led to a 38% increase in our collections for December which has historically been our weakest month.” – docclinicame

- 251. We Won't Stop Now!** “Starting from scratch just two months ago, we now have roughly 550 members each paying \$25 per month for our service. That's \$13,750 in monthly revenue and we've just begun. Our total expenses are less than \$1,000 per month. Even if our customer base never grows, we'll have ongoing revenue of \$165,000 per year indefinitely! (But trust me, we won't stop now!)” - *The Rydells, ConcordeSuccess.com*
- 252. Business Quadruples In 3 Years!** “The result is that we have quadrupled the size of the company in just three years.” – *John Orr, The Writing Consultancy*
- 253. Sold Out For Several Million!** “The bottom line was we built a book publishing and selling business from scratch to sales of \$5,000,000 for an annual profit of \$500,000 in 5 years and we sold out for 'several million'.” - *John Gommès, Shareform, Ltd.*
- 254. Card Deck Success!** “Over the first 60 days from when the card deck hit the street, they received over 600 B2B leads. The best card decks from the past only generated a fraction of this response.” – *John Gilvary, Sales and Marketing Strategies*
- 255. Ontrack For a 33% Increase!** “First, we set ourselves a stretch goal of a 33% increase in fee revenue, recognising that this would take a focused effort by everyone in the team, and some changes in what we did, and how we did it. So far, we are on track to meet this new target. So far this year, we have had a 25% increase in our net inflow of new clients.” - *John Corban, Inspired Business Solutions*
- 256. Successful Mailing Strategy!** “The list costs me only 26 dollars. And mailing about \$30 ...The printing is free at the school where I work part time. Each mailing I received \$300. And perhaps on going relationships that is not even in this calculation.” – *Joe Travis*
- 257. Direct Mail Software Success!** “Our product sold \$223k in the first 90 days, and those sales were all sight unseen, untested, never demonstrated, but purely from our letter campaign.” - *Joel Rasmussen*
- 258. Marketing Consultant Uses Jay Techniques for Success With His Clients!** “... I wrote a sales letter for a sales training company that returns about \$30,000 every time a \$1000 mailing is sent... One of my clients, a salon/day spa, has an increased revenue of \$200,000 (Raw estimate) from a referral system installed.” – *Joe Nicassio, Rapid Results Marketing*
- 259. 90 Day Payback on \$50K!** “We now spend over \$50k per month on TV with a less than 90 day pay back.” – *Joseph Meyer, Skylight Financial*

- 260. A Whopping 28% Increase In Sales!** “As of writing this I have increased my turnover for August, in comparison to 2001, a whopping 28%” – *Joe Kennedy, Crealern.de Kreatives Lernen*
- 261. Jay’s Techniques Help Start-up Grow to \$450,000!** “I attended my very first seminar, conducted by Jay and it literally turned my world upside down! Over the next 18 months I was out of my garage and grew my business to a point where I now employ 3 people and the business turns over \$450,000 P.A. and growing. I can confidently say that without the marketing education I received from Jay, I would not be in business today.” - *Joe Accurso, eMedia Lounge Pty Ltd*
- 262. College Uses Jay’s Ideas To Place Students!** “In a matter of 8 months the active employer list grew from 34 to 104 off-campus employers who provide job opportunities for students.” - *Jose Dominguez, Evergreen State College*
- 263. Up By a Factor of 10!** “Overall, since implementing Jay's strategies we have grown the business while increasing profitability. Conservatively, sales are up by a factor of 10.” – *Jeff Miller*
- 264. 25% of the Profits!** “Recently I had a prior client approach me about turning around his company. He could not pay me a monthly retainer so we set up a contingency arrangement where I get paid 25% of the profits for the next three years. I would have never considered an arrangement like this until I had been through Jay’s materials.” – *Jim Brewer*
- 265. 25% Conversion Rate!** “Finally, the reason people call in is the 16 page report about reading faster, that I've created. Conversion rate is 25% of the people who call in for that report. Of course that's because we have skilled telemarketers standing by to answer questions in a friendly, non-threatening way.” – *Jim Nilzon*
- 266. From Loss To Profit!** “We have gone from losing \$70,000/month for a few months to making a \$15,000/month profit this month.” - *Jeffery Peoples, Smart Postal Solutions*
- 267. Sales Doubled Every Year!** “In the four years I have been using your marketing methods my business has on average DOUBLED every year, last year we increased 126%... I estimate that this change alone will make a difference of £600,000.00 this year, even without increasing the amount of new clients we see!! a phenomenal result.” - *Jason Jackman, M.D. Gold Flexible Mortgages*
- 268. Lifetime Value Success!** “But the best bit is that my customers come back to buy a gold chain for their wife at Christmas, a pair of earrings for their daughters' birthday and other items throughout the next few years. (Jay’s lifetime value principle). Then one day the gold chain is broken while playing football and it costs me £5.00 to do the repair, but the customer has already bought three things and will be back again.” – *Haydn Welch*
- 269. Consulting Revenues Triple!** “If I look at our consulting revenues, which have grown from \$300,000 in 1994 to \$1,000,000 in 2001, I would estimate that at least half the

increase is the result of applying your marketing concepts and strategies.” - *Roger Herod, ORC, Inc.*

- 270. Business Up By More Than a Third!** “So in the last year, stepping back and taking a close look at my business, then focusing on which methods to implement, I am targeting that by year end (December 2002), my net income will be up more than a third, which is phenomenal growth, as my business had been stable (actually, stagnant) for the past three years, showing no growth over that time.” - *Scott Heidbrink, S & K Creative Services*
- 271. Trade Show Success!** “The response was over whelming, our next trade show rocketed to £125,000 worth of orders, and our most recent one exceeded £500,000 (our costs are higher now though as we needed a bigger stand and more people to cope with the orders) At the same time all these customers were buying repeat **back-end** orders throughout the year, it was incredible.” - *Andrew Russell, Arran Aromatics Ltd*
- 272. Leader in the Industry!** “Largely because of what I learned from you, I was inspired and able to quit that job and go on to become one of the most successful (and highly paid) direct response writers in the country. Recently, eager for more challenges, I accepted a job as Creative Director of a large national direct response firm. Many thanks.” – *David Deutsch*
- 273. What Good News!** “With less staff I earn 50% more and the business is still far more profitable. What good news.” - *David d'Orton-Gibson*
- 274. Billing \$3,000 a Day!** “One of the major things you got me to do was to truly value my services. At the time of our first encounter, I was billing \$1,200 per day. Well, I decided that my time was worth more, so I've steadily ratched up that fee to its present rate of \$3,000.” – *David Spaulding, The Spaulding Group*
- 275. Doubled Close Ratio!** “Using the Jay Abraham and Chet concepts of "Preempting the Competition" and "Unique Selling Proposition" we have doubled our close ratio during tough economic times.” - *Del Ball, Opportunity Management, Inc.*
- 276. Not Rock Science!** “I've taken my personal income from \$8000 net from the first seminar, to \$19 000 net by seminar 2, and heading on up as I learn to trim my costs ... what works, what doesn't. No "Rocket Science". Just good old Abraham "Give in order to Receive".” – *Denis Backhouse*
- 277. Today an \$11,000,000 Company!** “Today we are an \$11.0 million dollar company and we control another \$4 million in dermatology practices! We are just beginning to explore the opportunities that pharmaceutical and cosmetic companies may have in working with us.” - *Padraic B Deighan, DermAmerica, Inc.*
- 278. Huge Impact!** “There I found two of my clients that are worth meanwhile more than US\$200,000 together and that means we have paid all of our debts, the family sleeps peacefully, harmony is back, I have three employees now and I am happy to build sales organizations for these guys here in Germany.” - *Frank M. Turner*

- 279. \$10,000 a Month In Sales – PART TIME!** “I do over \$10,000 per month in sales - PART TIME – as a result of the powerful strategies, secrets and marketing systems I've learned from you and applied to my business, Fitness Marketing Systems.” - *Eric Ruth, Fitness Marketing Systems*
- 280. \$250,000 First Year In Business!** “This simple yet profound plan helped me to start from zero to \$250,000 in my first year of business! I am confident next year will be a better year. The best is yet to come!” - *Eric Ng, E-SSN Training & Consultancy*
- 281. 153% Bottomline Increase!** “Result - Turnover increased in 12 months from £150,000 to £380,000 - a 153% increase in bottom line.” - *Gary Lafferty, Building Success*
- 282. Start-Up Success!** “Our first full year grossed \$1,800,000(pro-forma was %1,400,000) and this year is headed for \$2,600,000 (pro-forma \$2,000,000), Next year will put us at \$5,000,000 which is our forecast.” - *George C. Foster, Key-Sarco, LLC*
- 283. Has To Hire To Handle The Increased Business!** “Last week, I printed and mailed 3 new patient welcome coupons to each of the selected 50 of my existing clients who had referred patients to me in the past. The referrals keep coming. My practice just kept growing and growing. I just hired a part time receptionist 2 weeks ago, and I have to hire another one next to help to handle the increased business.” - *Guoen Wang*
- 284. \$6,000 in Found Money!** “In the past year, this process has helped us acquire three new commercial accounts, whose combined purchases totaled nearly \$6,000 so far this year.” - *Greg Johnson*
- 285. Back-End Potential Realized WITH NO COMPETITION!** “I have had many a job where I was under bid on a construction build-out that I would have netted only 20,000 on, only to sell them a sign package (with NO competitive quotes by the way) that I did a much better margin on. My sign business has been great. I cannot quite give away the construction just to get the signs on a regular job, but the hot lead generation is fantastic.” - *John Hicks*
- 286. \$40,000 Upsell!** “I used some of the upsell and cross techniques you taught me. Made the client extremely happy with the results I delivered and grew the project to about \$40,000.00! Ten times the revenue for my little photo business.” - *Jared Silver S. S., Straight Shooter & Associates*
- 287. Year After Year 15-30% Increase!** “After one year, we able to establish that with the exception of only one month in nearly five years, we have always grown between 15 and 30% when compared to the same month the year previous.” - *Jack Feka, Gerente General Neumatico Centro*
- 288. Phonocard Company Grows!** “Persistence does pay off! At this time I have 15 locations doing about \$6000 per month in sales. My goal for the year is to have 100 locations operating. One of the most gratifying aspects of this business is when someone

calls me and says that one of my location owners referred them to me because they are happy with my products and services.” - *Harvey Korbelik, Korbeco Corporation*

- 289. Sleeper Produces Several Hundred Thousand Dollars!** “Everyone Wins.... This little sleeper has produced in excess of several hundred thousand dollars and keeps on going. My cost for a year is less than even running one ad in the local paper. Thanks again Jay.”
- *Harold Edwards*
- 290. Triples Salary!** “I knew I was worth more than the normal telemarketer and decided not to be perceived as the normal "commodity" anymore. I eventually tripled my salary from \$5 to over \$17/hour in 6 years.” – *Guy K. Brown*
- 291. Leader In The Industry!** “This concept was born with this simple idea from you Jay. The results are we continue to be the leader in the world for metal decorating inks supplied to all the Can manufactures resulting in over 63 million in sales. We are focused on applied finished costs and not price per lb for our customers.” - *Greg Stromberg, INX International Ink Co.*
- 292. Worries About Bragging!** “I wrote one then I took it off, and didn't send it to you because...I could not tell you how much money I made, but it is a large sum of money, and I guess I worry about bragging about it being so good.” – *Bob Logan*
- 293. Restaurant Results Double!** “By using these drivers I turned a medium range pub into one of the finest top-level bars of Utrecht. The results doubled in the time working at Café Flater (prices and turnaround went up, costs, losses etc. went down.)” – *Bob Van Ginkel, Café Flater*
- 294. Consulting Rate Triples!** “The response is overwhelming. Since the publication of the first issue of “Focus on Facilities”, my consulting rate per project has gone from \$18,000 up to \$60,000 and I now have to turn down work!” - *Brad Oaster, Harvestyme*
- 295. Went From \$1.2 Million to \$5 Million In Five Years!** “The security business there was only doing about 1.2 million dollars a year when I took responsibility. Within a short period, after using Jays ideas on running a business (I had purchased his 3 volume set on how to run a business along with “Your secret Wealth”) I expanded this business to 5.2 Million within 5 years.” – *Darrel Tyler, ASDI*
- 296. Jay’s Ideas Worked First Time!** “I ended up taking in about \$7800 on that one ad! What more can I say. Your ideas worked for me first time!” – *Cathal Spelman, Artworld*
- 297. Measuring Performance Pays Off!** “Since our inception we've been able to bring the average CPE (Cost Per Enquiry) down to \$5.50...again, compare that with the unmeasurable \$4,500 spend for 7 enquiry's and you start to see that this has explosive advantages.” - *Christopher Watson, Downloadit Pty Ltd*

- 298. A Huge Difference In Sales!** “Five years ago our average sale was \$75K. Because we’re targeting Dream 100 prospects, now it’s \$100K to \$400K – that’s a huge difference for us.” – *Dave Riggle, Energy Management Systems*
- 299. Bottomline Impact \$1,200 a Month!** “The bottom line: through ideas I've implemented and the mind set I have acquired I can directly correlate approximately \$1,200.00 a month that falls directly to our bottom line as a result of changes that I made since I began listening to the Jay Abraham tapes.” - *David Harber, Cheques in the Mail, In*
- 300. Became the “Approved” Vendor!** “In less than 24 months this approach has taken me from a \$25 loss and a 5-hour marketing effort to more than \$28,850 from both plants and becoming one of two approved environmental vendors.” – *David Snowden, David Snowden and Associates*
- 301. No Small Feat for \$20,000!** “From our launch in September to our peak in November, we became ranked in the top 100 search engines on the internet. This is no small feat when you compare our extremely small marketing budget of less than \$20,000.” - *Doug Crowe, Springboard Group, Inc.*
- 302. Success Like Never before!** “We were getting repeat orders that we never got before. It was like having an extra salesperson and it kept competitors product off the shelves.” – *Ted Bonel*
- 303. Fantastic Results from Rick Reversal!** “The effect has been fantastic, not only do I secure much more business, but I never reduce my chosen rate of pay - in fact it has gone up without complaint, because I not only add value, but I am prepared to be judged by results - walking the walk.” – *JC, Just Commincate*
- 304. \$400,000 Raised!** “By watching the PEQ tapes and teaching it to my employees, on July 11, 2002 we had raised over \$400,000 and we had our closing.” - *Glen R. Kohlenberg, Reynolds Contractors, LLC*
- 305. Triples The Response!** “In a normal setting like we normal had only at most 20-30 participants but we got 90 responded and many backend sales. Thanks” - *Jarvis Wong*
- 306. Lots of Spectacular Results!** “NO partners, three businesses, nearly 4 million in sales, thus far this year (6 months) we have created \$300,000 of cash profits with a staff of 20. Again thank you for the concepts that sent us cash.” - *Glen Shamblen, Spray-Crete Industries, Inc.*
- 307. Number of Clients Reached Saturation Point!** “The application of these three recommendations from Jay Abraham resulted in approximately ten times the number of clients in previous years and actually reached the saturation point.” – *Gerard Joseph*
- 308. \$100,000 Worth of Business!** “If true, this proposal will be responsible for generating almost \$100,000 of business for us over the life of our relationship.” - *Eugene Herrmann, Jr.*

- 309. 9 New Clients in One Month!** “I recently read just the first volume again and attracted 9 new clients and I banked £1900 in one month.” - *Mangla Sachdev, Publicity Workshop*
- 310. Pre-Orders Lead to Profits!** “We took pre orders for around 100 cases at an average of \$125.00 each. That gave us forward order sales valued at \$12500.00 and a profit of close to \$7500.00. Not bad for an initial market test that cost \$100.00.” - *Marcus Santamaria, Pandora Luggage Solutions*
- 311. Isn't That Almost Unbelievable?!** “Listening to those tapes provided enough information that I posted a FREE ad on the Web, got twelve leads, converted three of them and sent out my first report last night. Isn't that almost unbelievable?” - *Maria Paz, Kintegrity Marketing*
- 312. Easily Made Thousands!** “I've easily made thousands of dollars learning and applying the thinking and the skills that I have learned from your tapes and book.” – *Marty Sacks*
- 313. Something Is Working!** “Our sales are running about 3-4 times over a year ago month, so something is working!” - *Marvin Downs, Shake A Leg Enterprises, Inc.*
- 314. This Is Where I made The Real Money!** “It was understood, that once someone ordered the Survival Food Tabs, they were mine to follow up with other solicitations from me directly. This was where I made the real money. I followed up forever with offers to these customers who "raised their hand.”” - *Craig Sallin, Food Reserves*
- 315. Avoids The Deadwood!** “By making the person visit the website first and call me with the results - do they want to participate or not, I had about 90% drop out rate, only 1 out of 10 called, which allowed me to avoid sales pitches with 90% deadwood!” - *Harley Kaufman, Attorney*
- 316. Tripled Their Response!** “We immediately tripled our response rate with the endorsement. Furthermore, Jay taught me a wonderful bargaining chip for buying on-page ads: we guaranteed the Sporting News and Baseball Digest their "hard cost" for producing a page in their magazines (about 20% of the rate card), against a royalty on sales.” - *Michael Feldstein, Boardroom, Inc.*
- 317. Private Investigator Uses Risk Reversal!** “Two days after we decided to implement a guarantee we landed a \$1500 contract we wouldn't ordinarily have landed, and every day I see more appointments being scheduled.” - *Niall Cronnolly, Eagle Investigative Services*
- 318. Remarkable Customer Retention!** “We have not kept records regarding customer retention, but we estimate that 75-80% are still with us. We find that, well, remarkable.” – *Edward Dec, Lock It Please*
- 319. \$100,000 Net In Fees!** “I instantly regained an already lost consulting contract which earned me over \$100,000 net in fees by using just a few of the thousands of tactics and

strategies in your PEQ course.” - *Rechtsanwalt Harald U. H. Roth, _Kanzlei Roth Export Controlling*

- 320. Profits of 1785%! “My staff of three has grown to 27 with 34 planned by next year. Our office building of 4,600 square feet (which I now own free and clear) is far too small and I'm looking for 8,000 square feet. The cash thrown off by my business has enabled me to buy 26 investment properties. And profits have grown by 1,785%. Thank you, Jay. Thank you.”** - *Raymond Linton, Cavendish Property Investments*
- 321. Sales Increase 28%! “The result is that our sales had increased for about 28%. We considered this an achievement viewing that we don't sell the lowest price...”** - *R. Wins Imaican, No Fear Internet Marketing*
- 322. Sales Increase 100% Due To Strategic Partnership! “Bottom line, we increased our sales close to 100% with our new strategic partnership and as a by product of our relationship, now have access to brokers throughout the country that we never would have contacted with our 'regional' mindset.”** - *Ray O'Donnell, BCG Interactive, Inc.*
- 323. Already Exceeded Sales Volume For The Year! “I've already exceeded my sales volume from last year, and we still have five months left in our fiscal year!”** - *John Bishop, Crowther Roofing*
- 324. \$500,000 This Year! “I now have a team of 12 people who work for me full time. We will do over \$500,000 this year. I am projecting to break 2 million in sales next year.”** – *Eric Lofholm*
- 325. Referred Three Clients! “One client of mine experienced a \$450 meltdown, his system failed after 2 1/2 years of service and I usually guarantee my systems for one-year free labor & hardware without a service contract. Realizing the lifetime value of a client I went ahead and warranty the system for him. He was so delighted that he referred three new clients.”** - *Frank Balkovec, FNB Enterprises*
- 326. Increase of 40% In Gross Profits! “This has been an increase of nearly 40% gross profits in just 5 months!”** - *Phil LaHaye, Florida Pure Water of Altamonte, LLC*
- 327. Referral Rate Quadrupled! “My referral rate has quadrupled and considering referrals are on average four times more profitable than cold calls this is an extremely invaluable technique.”** – *Paul Hartley*
- 328. Increase Average By 500%! “By doing this we have increased the average sale from. \$120 to \$400-\$1000 per client. This sounds like a lot but it was actually easy once we understood the concept of fiduciary responsibility.”** - *Peter M Perreca, Crankshaft Specialist*
- 329. Passive Income Generated! “I have gotten several checks from Amazon.com so far but I just recently got one for several hundred dollars. This represents PASSIVE income for**

me because I followed your advice of looking at things in a different way.” – *Paul Madsen*

- 330. Increase of 50%! “The statistics are excellent and think with more follow up, the final conversion figure will be in excess of 50%.” – *Paul Stewart***
- 331. \$10,000 in Upsells! “Overall, this single strategy has made me well over \$10,000. And these are just small upsells and upgrades of \$5, \$10, \$15 and \$20 each, but the beautiful part of it is that over half of my customers upgrade and go for the larger unit of purchase.” – *Paul Sowinski, Top-Notch Computer Supplies, Inc.***
- 332. £2000 in First Week of Business! “£2000 pounds with of business from exactly what you have taught me. Not bad for the first week on implementing the concepts and for my new business.” – *Paul Rodden, Rodders***
- 333. The Biggest, Fastest Sales In 17 Years! “I had the biggest sales the fastest in the entire 17 year history of this national company I now work for.” – *Paul Meggison***
- 334. The Power of Testing! “The idea is on how to prospect better. Wrote a couple of headlines and tested one and the response generated was 25.” – *Patrick Cheong***
- 335. Uses Jay’s Ideas To Land a Job! “Man, did it make a difference? You bet. The first time I sent those faxes to 30 random companies, I’ve generated a response of 5 meeting requests, 3 of which resulted in job offers in one week.” – *Ozer Tayiz***
- 336. Partnering Success! “Again, remember-partnering. We were brave with perfect ideas and most important with Abraham’s mindset. We made contract with second in Russia technical university(according to Department of Education of Russia)- S-Petersburg Polytechnical University. On October We start.” – *Fred Golik***
- 337. On Target for \$70,000! “After 3 years though, I have gone from \$12,000 in sales to \$26,000, to this year on target for \$70,000. I know I can create a million company that makes a huge difference to women.” – *Lisa Monette, ON LOCATION ARTISTS***
- 338. Listenership increased by 400%! “The station started off with a listenership of some 300,000 white listeners and have since brought about change which have seen it grow in leaps and bounds. We currently have a listenership of one and a quarter million listenership week cumulative.” – *Nonto Mkhize, East Coast Radio***
- 339. Jewelry 100% Success! “People NEVER gave them back. She sold every single one using this method. Never is a strong word. But I really mean never. Every single time that she designed and put a piece of jewelry on someone they simply would not part with it.” – *Grego***
- 340. \$100,000 For Understanding The Value! “To prove the benefit of clearly understanding the concept of Value consider that I have just received a bid for \$100,000**

from a potential buyer my domain name Photosquick.com, a name that I paid \$10 for 2 years ago.” - *Scott B. Alliy, Online Business Ethics Association*

- 341. Grown Business From 2 to 18 Employees!** “My husband and I have grown our business from 2 to 18 employees and we're looking to hire more.” – *Mrs. Copland*
- 342. Increases Business 110%!** “...of these names there was about a sixty percent conversion over a period of months which increased my business about 110%. These people up front were told that in order to become a client of mine they would have to give me referrals with similar results. All told each tier thereafter increased my business about 60-80% which was very nice. This alone allowed me to move in to a lovely villa with my own pool and tennis court so I was doing well.” – *Neil Phillips*
- 343. Recruiting Success Jumped 50%!** “Our results show that the number of people that we recruited jumped by over 50% just through this one referral generating system and we haven't even offered any kind of incentive to them for doing this.” – *Neil Maxwell, MK Recruitment*
- 344. Success Rate for Proposals Is 80%!** “As I mentioned above in my headline, my success rate for getting proposals accepted is now 80%. In fact it's probably higher...” - *Murray Denby, RENOVATION STUDIO Ltd*
- 345. Responsible for 50% of the Company's Profits!** “In the construction industry, the average net profit before taxes according to the AGC (Associated General Contractors) is 3-4%. The average is a little under 3% net profit. The division I was responsible for had almost a 10% net profit. What was even more amazing is that my division provided only 10% of the company's total gross revenue that year, but was responsible for more than 50% of the company's net profit.” - *Bret Mundt, Mundt Construction Services*
- 346. Grew the Business 250%!** “So from \$400,000. business when I first attended at the end of 1995, Kitchen Classics met our goal of over a million in sales before the turn of the century-1999.” – *Muriel Hart, Kitchen Classics*
- 347. Grown Business 413%!** “I attended your seminar and to my opinion changed the entire way I started looking at business thereafter. In figures we have grown our business by 413 % since then.” – *Sailesh, Metro Carpets and Furnishing.*
- 348. \$100 to \$5000 a Week!** “Cheryl went from \$100 a week to \$5,000 a week within 12 months by applying the information above.” - *Morton Guyot, The Marketing Wizard*
- 349. Provided \$4,500,000 in Company Revenue!** “Not long afterwards, I achieved my goal of providing half the company's revenue from customer services—about \$9M.” - *Mike Grigsby, Technology and Business Strategies Group*
- 350. Record Sales Month!** “The results were a record sales month. It cost about \$1,000 to mail the many flat envelopes with high quality letters, and it yielded over \$18,000 in

sales where our average month had been \$7,500 over the past three years.” - *Mike Leahy, "The Database Man"*

- 351. \$40,000 Profit in Three Weeks!** “In 3 weeks I had a company from England respond and ultimately that led to a \$40,000 profit. This was because I simply knew what to say and how to say it effectively.” – *Mike Fry, Fancy Fortune Cookies*
- 352. Amazing Testing Results!** “I faxed approximately one thousand of each, for a total of 2000 faxes. The results were amazing. Fax A got one response. Fax B got 27 responses.” – *Michael Roualdes*
- 353. Amazing 75 Programs Sold In a Month!** “Happily after seeing the mailer based on what I had learnt at the seminar, he agreed. This time I sold 75 programs within a couple of months. I was absolutely amazed.” – *Michael Rath, Quest for Health*
- 354. The Power of an Ethical Bribe!** “The ones that tended to wait till the last minute, continued to wait to the last minute - and they paid the 50% extra, without complaining because they were offered the opportunity to pay 10% less, rather than 50% more. They could see and accept the consequence of their choices.” – *Michael Morales*