

**MAKING
MORE
MONEY FROM
YOUR
MARKETING,
FINALLY
MADE EASY!**

**A BRAND-NEW Way To Make ALL
your Marketing, Sales And Advertising
Efforts... REALLY PAY OFF!**

**ATTN: Abraham Trained, Marketing-Minded
Business Owners.....**

If YOU can understand the military science behind winning wars, YOU can finally understand the reason why your current marketing activities probably don't deliver the "Monster" profit results they should!

**50 Intrepid* Business Owners Wanted:
To Be Part Of A Bold & Daring Strategic Marketing
Experiment I'm Personally Conducting.**

The payoff should be wildly enriching to your bank account!
(And — you'll get the "All-New" \$10,000, 6000-page, four-volume Jay Abraham Strategic Marketing Encyclopedia, FREE, just for doing it.)

Announcing:

My "Premier-Event"
Marketing Strategy Setting Super Summit!

Be Part of a Five-Day Long, 86-Hour Super-Intensive, Marketing Strategy-Setting, Custom Makeover Process—*Guaranteed To Totally Transform The Profit Performance Of Your Entire Business.*

By performing a complete marketing makeover (and mindset overhaul) on each participant in the room, I will replace your current tactical marketing approach with a Totally Transformed Marketing SuperStrategy! I'll do all the hard work and "heavy lifting" strategic effort for you. Your business will get all of the rewards—OR YOU DON'T PAY!

* *Daring, bold, courageous, heroic, bold, audacious*

Dear Tactical Marketer:

A SuperStrategy is the critical secret to winning wars, dominating business markets, and creating substantial wealth. In war it's the difference between stunning victory and massive defeat. In marketing it is the difference between mediocrity and millions.

By focusing total attention on building your business a complete new marketing SuperStrategy, I will finally put together the master marketing "game plan" you have been missing.

Once you have this custom marketing game plan in place, you'll be able to marshal all the different marketing concepts I've taught you before—into one unified, powerful (laser-focused) business building force, that makes everything you do with your marketing (from now on) work up to 100 times better! (*I'll demonstrate and prove it to you in this case study based overview report.*)

Even the greatest marketing tactics in the world --- without a masterful marketing strategy to drive and guide their total affect (not effect, there IS a big difference here) will only produce a mere fraction of the impact results they should. But, put them together with a brilliantly formulated, totally integrated marketing master strategy and you will multiply their combined effect (not affect) by exponential levels.

Put ALL Of Your Business
Marketing Activities

On Strategy Steroids*- **By letting me create a marketing "SuperStrategy" for you to guide, drive and control every moneymaking, marketing activity you ever do.**

A marketing SuperStrategy is the most powerful form of "Growth Hormone" you can give to your business. Yet almost no business I know of has one working for it.

I want to give your business a Guaranteed Marketing Strategy "breakthrough"--- on or before day two of my five-day Marketing Strategy-Setting Super Summit, April 28th – May 2nd in Los Angeles — **OR YOU DON'T PAY! And We're Talking "Serious MONEY" BREAKTHROUGHS HERE!**

Home Study Version If You Can't Attend In Person

If you can't attend in person, there's an extraordinary home study version that let's you *test-drive the program for three full months — ABSOLUTELY RISK FREE---* before I'll even let you keep the program, or consider your purchase binding on your part.

* That Have Only Positive Side Effects

PLUS, YOURS — FREE: The Premier Edition of My Brand New, **TEN THOUSAND DOLLAR**, four-volume, library-bound, Jay Abraham Strategic Marketing Encyclopedia. It's a fully indexed, three-way cross-referenced, 4000-topic, thoroughly organized, twenty-five pound, *easy-reference* collection of my very best marketing ideas, concepts and tactics assembled by application, by industry...by risk/reward factor and by case study example.

The First One I've Ever Published

It's the only high-level reference work I have ever published that contains actual winning ads I've written/created, examples of wildly successful direct mail sales letters, actual sales scripts galore that I've used for million dollar breakthroughs for my private clients.

It contains dozens of host beneficiary letters of endorsement (as well as deal structuring letters and agreements, too). It's chock-full of ad templates, referral systems, marketing matrixes, application scenarios, lead/prospect-generating approaches, reactivation promotions, etc.

Nine paragraphs earlier, in the salutation of this letter, I called you a tactical marketer.

I did that for one reason only. There is a 98.6 % probability that everything you are doing, have done and were planning on doing in the future---marketing-wise—is totally tactical, not strategic. For those of you, who don't know the monumental difference between strategy and tactics, let me explain it now. Because it's more important to your marketing and business success than anything else I may ever teach you. It will define and determine how much true wealth your business ends up giving you....

STRATEGY is the complete battle plan, game plan, master plan you formulate and perfect to accomplish something (your detailed vision or goal) completely. It's the entire blueprint, the complete (fully integrated) master design schematic. It's the entire layout of how everything fits together to produce the ultimate result/outcome you are continuously after.

Strategy refers more to generalship, in military science terms. It refers to the entire organization that is mobilized to mount the successful total victory. It identifies and defines all (not just one or a few) of the methods you incorporate together to bring about complete victory or success. It refers to the overriding intent ALL of your efforts are trying to achieve...and the grand reason for doing it.

Both Science and Art: Your Master Vision That Your Strategy Is Based On

It takes in consideration both the science and art of employing all of the economic, psychological, and military forces you can combine and mount together to afford maximum impact, outcome and success. It refers to exercising complete and commanding control over all your enemies (or in business language, all of your competitive issues, threats and opportunities).

It is the master vision you create to meet each business issue/challenge under the most advantageous conditions you can possibly orchestrate --- and emerge successful and victorious.

Strategy is something you do carefully, methodically, calculatingly to accomplish your precise well defined goal. You have specific and important targets, goals and “staged” outcomes each weapon, campaign or action is designed to accomplish.

Finally, in simple terms, strategy is your detailed game plan and tactics are the means used to implement the plan.

And your Strategy is the most important overall single business function you develop to achieve enduring, evolutionary success.

Tactics Only Serve To Accomplish Strategy’s Purpose

TACTICS, on the other hand, are merely the steps, actions, means or measures you use to help achieve your complete strategic goal. Tactics are merely moves or maneuvers, steps, tools or weapons you use in the strategic process. In war, they are the different methods a general uses to deploy his weapons, troops and ammunition to each target. But they are not the big overriding vision that drives all those actions. THAT IS STRATEGY’S ROLE.

The simple military definition of strategy is that it is the big overarching “ultimate” objective or completion plan you are trying to continuously achieve. Tactics are only the different vehicles or weapons you use to deploy or achieve that strategy.

There is a big difference between the two!

Yet, quite candidly, in all the live seminars, tape sets, books and manuals I’ve done over the last 21 years, almost every word I’ve focused on has been tactical---NOT STRATEGIC! Frankly, I had a big, good, and logical reason for doing that in the past.

Since most of you are small to medium-sized companies (*with limited capital, small staffs and the need for more instant or immediate financial results from your marketing efforts or investment*), I always tried to provide you with what I called a “buffet marketing menu.”

In other words, I’d present a succulent feast of different proven marketing concepts for you to initially choose from. My thinking here was that you would-first pick out the one or one’s that best appealed to your existing business situation, preferences, issues, capabilities, comfort levels, time, capital limitations, pressing problems or opportunities, etc.

Big Fat Windfall Profit Payoff

I wanted you to get a big fat windfall “profit payoff” of say \$10,000, \$100,000, even a quarter million dollar profit or more from your first Abraham-inspired marketing effort. That way, I felt you could THEN afford to take the time to put together a more cohesive combination of my marketing concepts. I expected you to systematically pick out the most appealing dozen to two dozen additional techniques to build a first-stage integrated marketing strategy for yourself.

But that didn't happen very often.

Unfortunately, instead of making it easy to parlay and “leverage-up” your financial successes—I think my buffet marketing menu overwhelmed a lot of you. Many people DID take a few powerful concepts, apply them successfully and made a bundle---initially. But then, you stopped way short of parlaying that initial *tactical marketing success* into a FULL-ON strategic marketing game plan. You never capitalized on combining many of my best marketing techniques together---organizing and multiplying their impact by getting them all to work as one uniform marketing army.

How to Multiply Your Results — Exponentially

Keep in mind that I'm the guy who teaches how to combine multiple marketing approaches, power pillars and incremental performance improvements together to produce geometric or exponential growth. So ironically, instead of making it easy for you to prosper and grow your business and profits/income geometrically---I think I unknowingly made it harder than it need be.

In Marketing --- Strategy Is Everything

You see, in marketing, STRATEGY REALLY IS EVERYTHING! Tactics are a distant, dismal second place. I took the time about six months ago to analyze nearly 100 spectacular marketing success stories I had personally engineered for past clients.

I realized that in 100% of those situations, I had FIRST totally reset or restructured that company's entire marketing master strategy (or SuperStrategy as I call it) --- BEFORE I ever developed any marketing programming, concepts or activities (all these are mere tactics) to deploy and achieve the strategic marketing game plan I'd come up with for them.

Once again: in the business building, moneymaking and sales boosting arena...**marketing strategy is everything!** Tactics---applied without a master marketing strategy driving them---severely limit your business' ability to produce breakthroughs, compound improvements or all those “monster” profit increases I'm always telling you to expect.

I'm Worried About You

I now believe that you probably DO NOT have any real, substantial and fully integrated master marketing strategy or GAME PLAN driving and guiding every

marketing action, effort and activity your business does. But it may be comforting to learn that you are not alone in this “compromised” marketing position.

As I said earlier, 98.7% of all businesses I’ve ever looked at...up to nearly \$50 million in sales...are purely tactical, when it comes to their marketing. Eighty-five per cent of all the people who’ve come to my programs or bought my tapes and written materials are still tactical marketers, too.

I can virtually guarantee that almost everyone else you compete against is totally tactically focused in their marketing efforts, also. So imagine the tremendous competitive and marketing advantage you will have the moment you refocus and organize all of your Abraham-inspired marketing efforts behind a sophisticated strategic marketing game plan.

That is precisely what I want to offer just fifty of you the opportunity to do in a live totally customized event I personally conduct here in Los Angeles, April 28th to May 2nd. And because I have deserving customers and clients all over the country and the world whose schedules or budgets can’t accommodate the live program---I’ve created an extraordinary Home Study Version that I’m offering just 1000 people, on an audacious three month, NO-RISK, trial arrangement.

Better still, the home study is attractively priced at just 20% of the live event—with everything included that the live participants experienced. But more on that later...right now let’s teach you a lot more about marketing strategy:

The creation of a Master Marketing Strategy is “the key” that unlocks the door to your massive success. How to create a Master Strategy and seamlessly integrate it with the right marketing tactics is a subject, which I have never definitively addressed in a “nuts & bolts,” “how-to,” “connect the dots,” “pick my brain clean” sort of fashion. **Yet, what you absolutely need to know is... how I create and sustain a Master Marketing Strategy for a private client.**

Bottom Line: To achieve the success you desire, a Master Marketing Strategy MUST seamlessly integrate throughout every fiber and filament of your business.

At the end of this report you’ll be offered two very attractive ways to have me structure a complete customized marketing “SuperStrategy” for your business by either the world’s “premier” Master Marketing Strategy Setting Super Summit or participating in a home study version.

But first, before I tell you anything more about my wildly exciting and totally unprecedented, brand new \$25,000 Marketing Strategy Setting Super Summit on April 28th to May 2nd, 2003, I need to present my breakthrough premise, lay some shocking strategic foundation, and share some of my brand new,

strategic, proprietary “principles” that I’ve never talked about with anyone.

My hope is that by merely reading this letter, you’ll experience a breakthrough in creating a master marketing strategy for your business....whether you attend my Super Summit or not.

A Short Course Primer on Forging Master Marketing STRATEGY

-- Chapter 1 --

What Is A Master Marketing Strategy & Why it’s Mandatory for Massive Success in Business

Let me *immediately* “gift” you several of my most closely guarded secrets, “organizing principles” and business beliefs which will set the stage, stimulate your thinking, and allow you to begin to assimilate my strategic mindset/attitude... Giving you an almost *immediate* competitive advantage and allow you the ability to apply them to your business. (I’ll explain these in much more defined, illustrative and critical detail at the Master Marketing Strategy Setting Super Summit):

- **Principle #1: STRATEGY is the most of important single driver** of my “Nine Drivers” Principles. **Nothing else** comes close to leveraging and maximizing every effort, every resource, every asset and every relationship.
- **Principle #2:** If you change your marketing STRATEGY you immediately change the results you are achieving. In other words, **change your marketing STRATEGY, change your results. It’s that simple.** A change in Marketing STRATEGY is the single most powerful “growth hormone” you can give to your business.
- **Principle #3:** Contrary to popular opinions, STRATEGY is all about being ETHICALLY opportunistic, manipulative, and exploitative at the highest levels of integrity. If you lookup the literal definition of these words, you will discover a vast difference between what they really mean and how they are negatively used in our business culture. You owe it to yourself to become more strategic-- to take on being opportunistic, manipulative and exploitative, ultimately for the benefit of your employees, suppliers and your clients.
- **Principle #4:** The best master marketing strategies frame and integrate every future situation or circumstance--- good, bad or indifferent--- as being an untapped opportunity... and ultimately an advantage. To a strategic marketer, there is never such a thing as a disaster or a failure. Everything is usable as a tactical weapon to drive your marketing STRATEGY.
- **Principle #5:** You can know ALL the great marketing tactics in the world--- **But fail miserably**--- Without a Marketing STRATEGY securely in place to Drive it all!

- **Principle #6:** Your entire business outcome rests more on the STRATEGY-based marketing that drives every revenue generating tactic you execute, than any other single success factor you have total control over. Of ALL the key leverage opportunities you have instantly available to you for multiplying sales and improving profits IMMEDIATELY— Nothing holds a candle to what you can do *JUST by changing the strategy* that should be guiding **AND DRIVING ALL** your marketing activities.
- **Principle #7:** Your Marketing STRATEGY is the real overlooked “key” that makes all MY proprietary marketing methods/tactics deliver the powerful payoffs you desire so much.
- **Principle #8:** In every business I’ve ever privately helped, I’ve always found it is far better to create the marketing STRATEGY FIRST... Then create masterful marketing programming and tactics to drive that STRATEGY to greatness.
- **Principle #9:** STRATEGY is a terribly undervalued and sinfully underutilized business growth factor...that almost no entrepreneur ever masters or properly understands (which gives me an unfair advantage). STRATEGIC MARKETING is a diametrically different concept than the idea of just throwing a bunch of different “hot-sounding” marketing tactics into the marketplace.
- **Principle #10:** STRATEGY stands out (to me, at least) as *the last great opportunity* for mammoth upside performance leverage that your business has left today. **The easiest, fastest, safest, simplest way for any business to engineer massive growth, boost profitability and gain decisive and immediate competitive advantage** is to first change the strategic marketing approach you are following. Only then, should you engineer truly great marketing tactics to deploy that strategy into the stratosphere!

These may seem like simple distinctions. **I urge you not to underestimate their importance and impact they can have on your business.** Trust me, after generating **over eight billion dollars** in revenue for my clients and associates, I can say **without hesitation** that the vast majority of those revenues were generated creating and deploying great marketing strategies, than any single other method, technique or tactic, including host beneficiary relationships (which is my all time favorite).

Look at it this way: In an industry and market place where marketing consultants abound, why do I, alone, hold the preeminent position among in the industry? Why can I, alone, consistently receive \$5,000 per hour against 25% of the profits?

Why? **Because I, alone**, implicitly understand the *superior and sustaining effects* that one single marketing strategy can have on a business compared to hundreds of marketing tactics, techniques and tips combined. And I know, without a doubt, and with all modesty, **how to create a Master Marketing Strategy** which will drive *ANY business* to greatness. Bar none.

-- Chapter 2 --

Let's Set the Record Straight About STRATEGY

Let me give you a clear example which should help matters immensely.

There is an extraordinary dentist from Australia named **Paddy Lund**. Paddy transformed his business strategically speaking, almost overnight (quadrupling his revenues in the process), by implementing a **Marketing Strategy** called... “**By Referral Only.**”

You may also remember/know that one of my many market tactics (what I used to call strategies) is to “*implement a referral system.*”

Now did Paddy implement a referral system? **Absolutely.** What was it? The simple system was that he asked that each of his new clients to refer 2 people “of the same quality as themselves” as a condition of doing business.

**But understand that the request for referrals was only a tactic
in the broader scheme of his Marketing Strategy.**

Let’s dissect and deconstruct some of what Paddy did so brilliantly...

- **Tactic #1:** He **STARTED** with the Strategy of “By Referral Only” and then “drilled down” to that specific marketing tactic of implementing a referral system. He could have implemented at least 92 other referral systems or tactics which I can think of, but that was the one he put *his* energy into.
- **Tactic #2:** He intensely focused on the word **ONLY**, in “By Referral **ONLY**.” He deliberately locked his door to “outsiders”/non-clients. No yellow pages. No advertising. No signage. Even if they were in pain, he referred outsiders away to other competent and qualified dentists every single time. No exceptions.
- **Tactic #3:** He transformed/upscaled the environment in which he performed his services into an exclusive salon. His staff baked delicious breads, muffins and cookies. And they served clients tea using the most precise English etiquette, silverware and porcelain china.
- **Tactic #4:** He strategically and seamlessly transformed his relationship with his client. They were no longer his patient. They were his near and dear friends. His clients. To them, he was not just a dentist, he was a trusted friend and advisor.

Do you get it yet? **Strategy is your plan and tactics are the means of implementing your plan.** *Referrals systems were just a tactic*, but Paddy giftedly took the concept of referrals and engineered it into seamless **Master Marketing Strategy**. His *specific* referral system of “consistently asking people to refer to people of the same quality as yourself” was just a tactic which he wove into his **Strategy of “By Referral Only.”** I can give you literally dozens of other tactics (marketing and otherwise) he and his staff implemented to enhance/sustain his “By Referral Only” Marketing Strategy.

**-- Chapter 3 --
Simple Strategy Shifts Can
Produce “Monster” Improvements
(Case Studies, Clarifying Examples and
Powerful Success Stories)**

Sometimes my Strategy changes are disarmingly simple and unorthodox— But again, don’t you dare underestimate them--- they are devastatingly effective. So effective, that **I have never ever, ever publicly shared some of these proprietary strategies with anyone to date.** That is, until now...

Like the one I gave **David Smith**, who brokered CPA practices for sale to other accountants. I got him to develop a simple and straightforward strategy I call the “*two-way valve*” strategy. First, it focused on contacting all the accountants in California to see if they wanted to buy

another practice if it was solidly profitable and could be purchased on attractive, deferred payment terms.

Then when we got 600 enthusiastic responses, we went to every accountant who didn't respond and told THEM we had 600 solid buyers for their practices today. Guess what? **We generated 600 motivated sellers.** Of course all the buyers didn't buy. Nor did all the sellers sell. But this "two-way valve" strategy (that we deployed through simple crafted "Expression-Of-Interest" based tactical letters) let David do a minimum amount of Abraham-based marketing a year and generate seven figures of fees for his small three person firm.

We came up with a business and marketing "Super-VIP Strategy" change for **Howard Ruff**, based on building lifetime V.I.P. subscribers, that added over ten million dollars EXTRA to his bottom line.

We came up with a "reclamation strategy" for the Internet that made 15 e-mail list owners more money from people they couldn't sell to than they made, in total, from everyone they directly sold to.

**Case Study: Investment Rarities...\$300,000 to \$500,000,000
in 18 months! You could do the same with a winning
master strategy I engineer for you!**

When I took on Investment Rarities as a client, their strategy was to sell people gold once, with one-call brokers---and do very little else. Their marketing "strategy was totally reactive and tactical. Sometimes they'd call a lead. Sometimes they'd send out a brochure or little flyer. Occasionally they'd get a recommendation in a financial newsletter and people would call them. Nothing was consistent, regular, purposeful or optimal. Nor was anything based on any master business vision and game plan---other than, I guess... "sell enough gold this month to pay our bills"... Which was a meager \$300,000 a year.

But then I totally restructured Investment Rarities' entire marketing strategy. I developed sophisticated multi-approached marketing programming to drive the new strategy out of the park. We systematically formulated fully integrated, continuous sequential marketing tactics that worked together brilliantly to drive a moneymaking machine the likes of which his industry had never seen before.

The result? Within 18 months we did over \$500,000,000 in sales and generated in excess of \$25,000,000 in commissions. (There's no way to accomplish that from a tactical mindset--- You must be strategic.)

**Case Study: Entrepreneur Magazine...
The \$800,000 to \$7,000,000 Boost Another
Strategy Made! What Could a
Strategy Like This One Do For You?**

When I did Entrepreneur Magazine, their previous strategy was to only sell subscriptions to an expensive newsletter. It barely paid the bills. My strategy was to use the newsletter to produce valuable content we could then combine into many repurposed forms like specialty reports, courses, manuals, seminars, tape sets. That let me reuse their sunk-cost past investment no less than seven more profitable ways to take massive financial advantage of all points on the pricing and buying curve.

My “*Repurposing Strategy*” was to market catalogues of reports and courses, offer a trial issue of the newsletter for just \$10 and back-end them both a subscription offer and an appropriate report package, then we progressed them into expensive seminars. If they couldn’t attend in person they could buy the tapes. And on...and on. Nothing we did was accidental, unintentional or purely tactical. Every action and effort we made had a sophisticated strategic purpose behind it. (Your every marketing action should be totally strategically driven, too!)

Did that make a difference? Well sales “exploded” in nine months from \$800,000 in the previous year to over \$7,000,000. Total number of buyers jumped from 16,000 to 155,000-plus. Growth continued at triple digits for three years after I put that replacement strategy into action. Then the company was finally sold for eight figures to a big publishing consortium.

Case Study: Which Tree Surgeon Would You Rather Be?

Speaking of differences, it’s like the two different tree surgeons I knew. One became a client, and I shifted the strategy for him—big time. But it was *a little shift* in mindset that transformed everything else... These are the stories of two totally separate companies. Both were selling one-time tree trimming services. No one in his or her right mind would ever buy a business that as unstable as these. Nor could either of the tree surgeons ever even depend on any consistent cash flow coming in any month. *Until I stepped in and slightly shifted strategies for one of them.*

His old strategy was to reactively take one-shot business whenever peopled called. My new marketing SuperStrategy was to educate his prospects and clients to realize every tree re-grow and needed to be trimmed two or more times a year—FOREVER!

So our NEW Master Strategy was to sell permanent, continuous, ongoing semi-annual automatically scheduled and performed tree trimming “maintenance” service. We would come out once every six months—or sooner, as needed and trim the trees---but let the client pay us a monthly service fee---forever.

Educating and Programming His Clients “Ethically” Was Worth Over A Million Dollars!

We got over sixty-five percent of tree surgeon A’s (my clients) clients on that program. My tree surgeon client now had solid, predictable, recurring revenues---month in and month out for the rest of his life. His tactically minded counter part in the South East (the other tree surgeon’s company) went out of business I later learned. He just couldn’t live on such unpredictable business peaks and valleys running it in a one-shot reactive/tactical way.

But in that one single, *surprisingly simple shift* of introducing a marketing strategy, we converted and transformed a worthless business. He more than tripled its revenues, quintupled its profits. It became a rock-solid, predictable long-term moneymaking enterprise he was able to sell for seven figures.

Case Study: George Wein Making Millions Giving Away Newsletters

My client, **George Wein** created a way to make millions of dollars off of newsletter subscriptions he got for free. But the trick was knowing what kind of marketing Strategy could make seemingly valueless newsletter be seen as priceless.

Once we figured out how to strategically accomplish that, we then formulated the way to reach and attract the largest number of possible qualified prospects in the easiest, safest, least costly, way possible. I helped George strategically “give away” hundreds of thousands of

newsletter subscriptions and make millions in the process. The marketing tactics we developed were impressive. But they were absolutely secondary to the Strategy that made it all work so well and so long.

As you can see, STRATEGY drives all your successful marketing results to far higher levels of performance. (How fast and how high could YOUR business grow with the “right” Strategy engineered for your business?)

By the way, on day one of my Marketing Strategy Setting Super Summit, we’ll carefully review, dissect and thoroughly study (I call it the **Anatomy of a Strategy**) the successful strategic marketing makeovers I’ve done for dozens of different successes I’ve helped orchestrate.

**... I’ll Dissect, Analyze and Carefully Examine Every Example...
I’ll Spell Out Exactly What Elements, Factors and Drivers Were Instrumental to Each Strategic SUCCESS**

Millions of Dollars Worth of “Strategic” Case Studies

These include the 300% instant boost we got **Mike Basch’s** consulting business. The 275% growth we got **Irv Blackman’s** accounting practice. The ten million dollar windfall we got **Vic Conant**. The \$20,000,000 strategy secret I taught **Tony Robbins**. The \$800,000 profit boost strategy we gave **Ken Bowen’s** service business. The back-end strategy makeover that quadrupled Sean Connors publishing company.

Or--The brilliantly simple joint venture strategy **Roger McKee** used to make \$4.8 million in two years. And **Sandy Wheeler’s** licensing strategy that net him an additional million dollars the first year he did it.

Or **Larry Andrew’s** 800% Strategy breakthrough. And **James Nevin’s** tripling of his business. **Guy Rencher’s** \$500,000 income strategy. **John Preston’s** income doubling strategy. **Noël Cabell’s** strategy for turning expense areas into profit centers. **Danny Brockner’s** \$5,000,000 “*cast offs strategy*” of taking all his competitors “rejects” and turning them into his best clients.

We’ll also look at **Dr. Manohara’s** strategic marketing secret for building a \$2 million psychiatric practice. **Joel Nadel’s** Strategy for building an 88,000 subscriber publishing business with zero marketing cost. **David Hall’s** \$23 million “*parlay strategy*” for dominating a market in 18 months or less. **Nick Grovich’s** “*contrarian strategy*” for making seven figures buying back when all his competitors were trying to sell.

We won’t stop at just my clients; I’ll dissect the winning marketing strategies that you see every day on the front page of the Wall Street Journal, Investor’s Business Daily, Forbes and Fortune to see how they did it, what the secrets are to their marketing success – that you can apply or model.

We’ll analyze dozens of legendary strategic marketing makeovers that redefined what market domination could look like, including: Circuit City, Coca-Cola, Columbia House, Disney, Dominos, Dunn & Bradstreet, General Electric, Duncan Hines, Lean Cuisine, McDonald’s, Nordstrom’s, ReMax, Wal-Mart, Carnival Cruise Lines and fifty other important case study examples you’ll gain expansive perspective from studying.

As you can see, **the difference in performance, profitability, success and market value that a strategy can make to your marketing results is night and day.**

Yet in the final analysis, the business and marketing strategy that each company above came up with (more than anything else) contributed the most to their success or failure.

Marketing tactics can be very important. *Yet tactics-alone are always directly subordinate to your master or control strategy* that drives and determines why, how, when, where and how often and effectively any marketing tactic gets used.

Perhaps that's one of the main reasons you haven't achieved a lot more with all the great marketing concepts (tactics) I've shared with you in the past.

Let me say it once, again: **When you change your strategy you ALWAYS change your results.** Change your marketing strategy and then, ALL the tactics you intelligently choose to use will produce many times greater combined effect. Moreover you'll make any marketing system you've come up with before finally deliver the outcome you expected. **At long last.**

That's the real secret to my strategic marketing successes. Do it "right" and your sales and profits can realistically grow 3...5...10...20...even 1000 times better than they are today.

**-- Primer Strategy Summary --
(Let me say it differently,
in a few definitively simple ways)**

1. STRATEGY drives **all** your successful marketing results to far higher levels of performance. Not tactics.
2. A brilliant marketing strategy modestly executed WILL ALWAYS OUTPERFORM a bad or weak strategy masterfully executed.
3. If you keep on doing more of the same thing you've been doing, all you can possibly get is more of the exact same result.
4. The difference between marketing strategically or tactically is *mediocrity or millions.*
YOU DECIDE WHICH ONE IS FOR YOU.

Hopefully, I've expanded your strategic horizons, whetted your appetite and preliminarily grounded you in what my ultra-strategic mindset is all about. You can now see how essential it is to have "**Optimum**" **Marketing Strategies** powering every marketing activity you ever do. Now let's see if it makes sense for you and I to work together at the live Super Summit (or by home study equivalent) to engineer new, custom profit producing **strategies** for you and your company immediately.

**Work Personally, One on One for Five Solid Days and
Nights with the BEST Strategic Marketing Expert in The
World--- to Engineer The "Right" Marketing SuperStrategy
for You --- OR IT COSTS YOU NOTHING!**

Most people see me as a great marketing consultant, perhaps a marketing genius. But I see myself *first and foremost* as a **Strategic Marketing Expert---** someone capable of figuring out a

much higher and better performing overall master marketing vision that a given company or professional practice should use to guide, drive, and pilot all their key marketing actions, and activities to more stratospheric performance.

What I ABSOLUTELY do better, faster more skillfully and importantly for virtually every client I ever take on privately, is to FIRST AND FOREMOST change their marketing strategy (or at least overhaul and improve it) BEFORE I'll ever try and develop masterful marketing programming or tactics to go into the market with.

My success in doing this is impressive to say the least....

- ✓ I've boosted **12** companies onto **Inc. Magazine's "Fastest Growing Company"** or **"Entrepreneur-Of-The Year"** lists--primarily by first changing their business strategy, then masterminding a powerful new marketing SuperStrategy to make our new vision a wildly profitable reality. (Could you be next?)
- ✓ I've helped well over **500** small-medium sized companies **become the dominant force in their national, regional or local regional markets**---by getting THEM first a better business strategy, then creating a Marketing SuperStrategy to make certain that business strategy came true. (Could we create a similar marketing domination strategy for your company to follow?)
- ✓ **I've stimulated sales increases of over 100 times and generated profit improvements exceeding 10,000%-- just by changing the Marketing SuperStrategy a company was following (this, without even adding any new marketing tactics to their mix). A 10,000% profit improvement IS not the norm. But there's absolutely no reason your SuperStrategy couldn't produce even greater increases in you really apply it assiduously. .**

A Better Market SuperStrategy is the Key

All you have to do is build a better Marketing Strategy to achieve the same type of results. The marketing tactics you employ are secondary to the master marketing strategy those tactics are meant to deploy.

Let Me Help Do It For You in Person or at Home

I can help transform your business or practice into a totally strategic and ultra-formidable marketing force to reckon with. I can get you a strategic marketing makeover that could double and redouble again your sales and profit expectations. I can help re-engineer a complete Marketing Strategy overhaul that can make every future marketing activity you ever mount (in all 28 different areas of major marketing impact we've uncovered) perform up to 21 times more effectively.

I can mastermind a completely new (or significantly re-fortified) Master Marketing Strategy that can totally transform the way your marketplace and existing customers respond to you, buy, repurchase, refer and pay.

You change your marketing strategy AND YOU INSTANTLY CHANGE YOUR RESULTS!

Strategy should really drive everything you and your business does. And marketing strategy really ultimately drives and determines how effective, successful and profitable your tactical sales and marketing efforts will ever be.

Want to Be a Wal-Mart or a K-Mart?

Follow the wrong or a dangerous marketing strategy (or no marketing strategy at all) and your business does mediocre-or worse. But replace it with a superior **Marketing Strategy** and you make millions. Big difference here. It's the difference of being a Dell or a Gateway. It's the difference of being a Federal Express or an Airborne. It's the difference between Microsoft and Apple. Between Dominos and Shakey's.

Can You See The Power A Major Marketing Strategy Shift Can Make To Your Future Wealth And Success?

Are you starting to see the power a major or even modest shift of marketing strategy can have on your bottom line or ultimate net worth? Do you finally understand why I'm trying so hard here to differentiate in your mind the distinction between being strategic or merely reactively tactical?

It's profound. That's why I'm so eager to get your business a marketing strategy makeover--- before I try and teach you any more of my tactical marketing secrets.

We'll come up with more blockbuster strategy breakthroughs at my summit **than you have experienced in all your business life**. And remember if I'm wrong--- I'm the big loser in the deal. Not you. Also at the summit (**and in the home study version**) I'll be revealing the actual marketing strategy methods I've used to help make my clients almost eight billion dollars in profit and income windfalls. In detail. No holds barred.

I Spent a Year Analyzing How I Did Things...Strategy-Wise

For the past solid year, I have deliberately and intensely been preparing for this summit.

I've carefully analyzed everything I do and everything I have ever done, when I created my biggest strategy breakthroughs for my clients. I critically reviewed my questioning process... my marketing programming... the chronology of how my breakthrough strategies take form... how clients either react, accept, or reject my ideas... how we implemented and executed... and how we "parlayed" our success into exponential revenue and profits. I've taken the very best components and elements, that produced the biggest success stories and I'll be applying them to the strategy setting process I'll perform for your company at the summit.

Trust me when I say this---

I have never been so prepared for an event in... all... my... life.

I am so prepared, so passionate, so primed, so ready, so geared up, and so organized--- that this is the first time I refuse to call a "first time" event a "pilot" or even "beta test." Normally, I want to work the "bugs or glitches out." **Not this time.**

This time I am calling it a... **Premier**. And it really will be.

I truly feel and believe this summit, this event, this experience will outshine and outperform any other training endeavor I have ever created or been a part of. **Bar none.**

Have I got your ear and attention now? That's good. Let's look at restructuring your marketing strategy from a number of different points and see what I'm planning on giving you at the 5 day extraordinary strategy setting super summit--- *or in my home study version.*

My "Premier" Master Marketing Strategy Setting Super Summit

(And What It Will Do For You, To You, and For Your Business...)

I have told you in vivid detail why **engineering a SuperStrategy is the optimum, "results-certain" way for your business to thrive and prosper...** I've tried to describe some of my own *breakthrough* strategy case studies and strategy based success stories... I've told you why I believe **I am the best in the world** to help you to *strategically* get from where you are to where you want to be...

So now let me explain my brand new, 5 day, ground breaking program.

There are 8 critical phases, multiple benefits/advantages, lots of bonuses and a killer "toolbox" for you. Let's discuss them one-by-one, phase-by-phase.

PHASE I - BUSINESS STRATEGY VALIDATION

One of the most important aspects/facets of developing a **Marketing Master Strategy** is the assurance and confirmation that **your business strategy is appropriate for what you are trying to achieve.** Not only is it appropriate, but you and I must also be assured you are on a path to increasing its effectiveness on a daily basis.

Your business strategy is critical to your success.

That's why I consider it a essential "prerequisite" to your marketing success. (This also may be a reason why my marketing may not be as effective as it can be for you.) Here you'll have an opportunity to find out and remedy the situation if necessary.

A quick simple example is in order: In the 1990's the Internet spawned several innovative and successful marketing strategies, such as the "*permission marketing strategy*" and the "*viral marketing strategy.*" These -ARE- "killer" strategies, but when your business strategy says you are going sell products and services which cost more to deliver than you can realistically charge (and that was exactly the business strategy for many of the dot com flameouts), it is a recipe for disaster.

This is why I am bringing in my friend, and preeminent authority on business strategy--- **Brian Tracy.** Besides being a brilliant speaker, Brian Tracy has *a very successful* and sought after strategic advisory business and an outstanding track record counseling and guiding large and small corporations on their business vision, and strategy for achieving it. I have talked to Brian at length about this critical issue and he is one of the few people I trust implicitly to lead you in a discussion on the subject of overall business strategy (as opposed to marketing strategy). This is done prior to building your optimum marketing strategy.

To accomplish the Business Strategy Validation phase, we are going to put you and your business through following illuminating and clarifying processes:

- **Business Strategy Questionnaire:** You will receive a thorough questionnaire which will allow you to make a self diagnostic assessment as to whether your business strategy is “up to snuff” --- prior to attending the summit. Later, this questionnaire will also allow me to integrate your business strategy into any potential marketing strategy I may engineer for you.

Since my focus with you for this program is not reengineering your business strategy, this questionnaire and your corresponding homework is critical to your success. It will be up to you and your management to validate your business strategy and change it if necessary.

- **Pre-program Business Strategy Conference Call:** To give you some business strategy direction, provide some question and answer time and help you fill out the questionnaire accurately, Brian and I will host a pre-summit conference call. Brian and I will be exploring how to optimize your business strategy. During this call it’s important to ask your most pressing and important business strategy questions so that you can determine the appropriateness of your business strategy.
- **Business Strategy Presentation at The Conference:** Then just to make sure we have your business strategy “nailed,” Brian will kick-off our summit with a five hour presentation specifically on business strategy just to confirm that you have this aspect of your business securely understood and handled.

PHASE II - IMMERSION IN PRE-SUMMIT STRATEGY GROUNDING MATERIALS

In parallel with **the Business Strategy Validation Phase**, I’ll send you ahead of time a fact finding questionnaire called **Creating Your Ultimate Marketing Strategy**. It is designed to help you and I figure out exactly what your current marketing and sales are, so we can figure out the best strategic marketing to deploy that—or help you develop a better one.

I will be sending you other pre-summit strategy grounding materials such as checklists, audio files via web sites, white papers and reports based upon my exhausting year long effort to research this field of knowledge and document my mindset, strategic thinking and strategy generating process.

I will also host an extremely fast paced pre-summit orientation conference call to set your mindset so that you will be prepared for the event at the highest levels possible. It will allow me to come to the summit well-prepared in advance and have a pretty good initial idea of what you want to do and the direction to take your strategy makeover through.

PHASE III - THE ANATOMY OF A MASTER MARKETING STRATEGY

Directly after Brian Tracy’s presentation and probably after a short break, I am going to launch into the topic I have been preparing over a year for:

The Anatomy of a Master Marketing Strategy

During this phase I am going to give you the best, most definitively useful, most strategically valuable series of examples, concepts, distinctions and experiences which I have ever given a group. My goal is two-fold:

- **Goal #1:** To lay the conceptual and referential groundwork for your Strategy Makeover time with me, so that our time together on stage will move with clarity and velocity.
- **Goal #2:** To begin to re-orient your mindset from being an unknowing tactician to be a massively empowered and informed marketing strategist.

HERE ARE JUST SOME OF THE ACTIVITIES AND EXPERIENCES WHICH I WILL BE GIVING YOU:

- I will dissect, deconstruct and reconstruct, in detail, at least 50 different Breakthrough Marketing Strategies I've personally engineered for my clients' business, joint ventures and myself over the years. Some of these, perhaps a majority of these, are ones I have never publicly divulged or that you have never heard from me in the past.
- They will open your mind to tremendous strategic marketing possibilities we'll explore together for your business requirements.
- I am going to dissect the Marketing Strategies of 50 prominent companies. Companies which you've probably heard about but didn't quite understand how they became so successful. I can assure you, it wasn't just luck or timing. Some of these companies **succeeded in spite of** a lack of resources, bad timing or bad luck... Like Southwest Airlines.... The only consistently profitable AND growing airline in the entire industry.
- You've probably heard, been exposed to, or assimilated something for years what I've called the "**Abraham Mindset.**" Although the Abraham Mindset **is just as valuable as ever**, I am going to be adding to its depth and breadth significantly. So much so, I will be renaming it to... Can you guess?...

The "**Abraham Strategic Mindset!**"

During this phase, I will be teaching you a set of strategic concepts and principles which are critical for you to incorporate into your business life and strategical way of thinking about your business, your relationships, your resources, your capital, even your time.

I am going to "upload" to you all conceptual and theoretical framework regarding marketing strategy definitions/terminology, strategy evaluation, strategy creation, strategic integration, strategy implementation and sustaining a strategy. (If you've ever seen the movie The Matrix, when Neo is uploaded with all skills and information to become a Kung Fu Master, you have an idea of what I'm trying to accomplish.)

Although this topic might initially sound rather dry and impractical, you would underestimate its importance on your business. For me it's been a fascinating experience/process piecing and layering together what makes a great marketing strategy, such that I can quickly and easily transfer this information in one jam packed day, what's taken me literally decades to acquire and articulate. But it'll take you all of 10-12 hours to master most of it.

An example: One major area of exploration I am going to divulge is the process of what I call "*Socratic Strategic Questioning.*" Asking very specific, very strategic, very precise, potentially open ended questions with a critical and strategic eye. This skill has taken me years to

perfect, such that I almost do it unconsciously. But for the first time, I am going to be stepping you through the process so you can harness its power, too.

At the end of this phase, my expectation is that you will have begun to see the “Strategic Marketing Light”... You’ll see how awesome and significant a strategic mindset is AND how having optimal marketing strategies is THE key creating the ultimate competitive advantage, massive profits, tremendous revenues and long term business growth.

And my hope and desire is for you to NEVER return to being and acting like a myopically minded tactician again.

The next step and the next Phase is for us to “personalize” and embed this information deep into your psyche by collaboratively, in real time, developing a Marketing Strategy for you and your company.

PHASE IV - YOUR MARKETING STRATEGY MAKEOVER

By now, I’m sure this is the part you’ve been dying to read. For all intents and purposes, **this is the crux, the crucible of the entire five day 86 hour Summit program.** All the pre-summit and preparatory work which has been performed, all leads naturally to this phase... The reengineering of your **Master Marketing Strategy** using my transformativ “Hot-seat” process.

This is where I want to roll up my sleeves and help you *personally* create a bigger, better, far more powerful and profitable Marketing SuperStrategy for your company or practice to use in place of the under performing strategy (or purely tactical marketing approach) you may currently be following now.

I think of myself sort of as the Peter Falk or Columbo of business marketing strategists. Since most business owners don’t even see (let alone harness) strategic marketing’s fullest moneymaking potential, I have to come in and uncover the real “strategy culprit” that’s causing your business to under perform. Then I have to identify the clues that help me find the best strategic marketing solution and mastermind a fully integrated breakthrough **Strategy** that solves your biggest upside growth opportunity.

After your makeover is over, you’ll finally end up with the Marketing Strategy your sales and marketing efforts have been missing --- again I absolutely guarantee it --- or it’s FREE for you.

I’m going to put your business through a “compression version” of what I’d do **for a six or seven figure fee** –if I had you to work with for a year or longer. No one else in marketing circles has ever wanted to do something this intensive and comprehensive in such an intimate encounter setting as this dynamic will create.

4 MARKETING STRATEGIES IN ADDITION TO YOUR MASTER STRATEGY

It’s one thing for me to engineer a Master Strategy for you, where I paint the broad vision, mission and method for your marketing. But I’m going to go a step farther, actually at least four steps farther.

I want to drill down to the next level of marketing and developing at least four, but possibly more, strategies which seamlessly integrate with the Master Marketing Strategy. These strategies will give you more detail on exactly how I see the marketing process unfolding at your company,

how I see you leveraging each of the command strategies, which then fuel the creation of additional strategies which you'll be able to develop on your own.

The question really is--- *“Will you walk away with a blockbuster marketing strategy breakthrough?”* The answer is...

Yes, everyone WILL get a blockbuster marketing strategy breakthrough!

PHASE V - SPECIAL SWAT TEAM OF STRATEGY EXPERTS

Besides Brian Tracy, I have also decided to bring in the **“A team”** to make certain your strategy makeover was the absolute best I could engineer. So I invited Master Strategists Mac Ross and Chet Holmes to be there at different parts of the process to help engineer the maximum strategy breakthrough for you that we can possibly create.

Let me tell you a little about them and what they'll focus on.

- **Macrae Ross:** To me, Mac Ross is the brightest 1000-watt halogen mind on strategic thinking and strategy setting that I know. His hectic schedule includes crisscrossing the country, performing Strategic Hot seats and strategy check-ups.

Mac Ross teaches companies how to become the top choice in their sectors. He shows you how paradoxical and sometimes even counterintuitive great strategy can really be... He gets you a reality check on how your business is strategically operating.... He analyzes your business velocity and momentum in a broad range of vital areas... He challenges you to broaden your strategic vision... He studies your financial picture; **Your true entrepreneurial quotient.** Then he teaches you the best new strategic paradigm to explore or embrace.

Mac and I will tag team the entire week together. Mac and I are very compatible and our minds and perspectives complement each other beautifully. The depth of perspective we plan on giving you at the summit is extensive. No one else has ever offered a high level strategy-setting process that goes this far, this deep, and this fast, to produce the outcomes I have planned for you.

- **Chet Holmes:** Chet Holmes believes master strategy implementation & execution is the critical key to all exponential performance. He should know--- Since he is my “go to” guy I rely on to take the Strategy I devise for a business and figure out the best way to implement it, maintain it, sustain it and incrementally improve it for years to come.

For years, he trained Fortune 500 companies how to execute and implement their marketing strategies with outstanding results. He is one of the those “strategic secret weapons” I talked about earlier, which companies use to “leapfrog their competition” and gain a commanding lead in their market.

I am planning several points in the week where Chet will be able to offer his expertise in how to “roll-out” your Strategy so that when you return home you can immediately implement it.

PHASE VI - HOW TO CREATE BREAKTHROUGH MASTER MARKETING STRATEGIES FOR YOURSELF

Now **for the first time ever**, (and maybe the only time given the highly proprietary nature of this information.) I will be pulling back the curtain, so to speak, to intimately reveal to you the

secrets to how I engineer breakthrough marketing strategies... strategic game plans... seamlessly integrated marketing programming... and various windfall generating hybrids.

I have never shared this knowledge and information publicly or privately with anybody. You won't find it in ANY of my current products, books or manuals.

With the help and support of Carl Turner, I am going **for the first time** to disclose to you:

- 1) My personal marketing seven step “meta-strategy” (meaning the strategy of how I create marketing strategy).**
- 2) My master marketing strategy creating “template” for you to use.**
- 3) The specific secret details and nuances on how I create strategic marketing breakthroughs.**

Why Carl?

Because Carl has worked with me “shoulder to shoulder” since 1994, and he has sat next to me in over 900 private consultations. Yes, 900. For nine years, he’s been the proverbial “fly on the wall” as well as my ally in dozens of successful marketing campaigns and endeavors. In other words, **HE GETS “IT.”** Theoretically, practically, executionally speaking.

Here’s the best part of this: Not only will I tell you how I do it... Not only will I break it down, step by step and point by point... But throughout the summit, **I am going to show you... 50 times... In fifty different ways.** You are going to see me in action where you can “connect the dots” and see how all the pieces of the puzzle fit together. (I’ll give you a hint: Think of those Russian dolls that fit one inside of another... Only reverse the sequence.)

I can’t wait to see your face when I reveal this information to you for the first time. The words, “Eureka!”... or “Aha!!... and “Oh my Gosh!” come to mind.

Once you have this new information in your hands, heart and brain... Coupled with the Master Marketing Strategy I engineer for you... Plus the Jay Abraham Strategic Marketing Encyclopedia (which allows you to deploy the strategy into specific marketing programming)....

This is *the piece* that left my competitors completely baffled for the last twenty five years as to how I do what I do. Now you get this intimate education, up-close and personal delivered included as a part of your participation in this new program.

PHASE VII – 12 MONTHS OF STRATEGY IMPLEMENTATION CONFERENCE CALLS

The Strategy Implementation Conference Calls are a specific time we all set aside every month to look at how you are doing--- implementing your SuperStrategy, game plan and marketing programming.

My goal is to provide you ideas and answers which are based upon how well you are implementing. The calls will all be digitally recorded and posted on a website afterwards so that you can review the call in detail. This makes them completely and immediately actionable.

So for the next 12 months, once a month for 90 fast paced minutes, you'll be able to "come home" and be re-invigorated and re-energized strategically speaking. You'll see that your current problems and challenges can be addressed easily strategically, rather than tactically.

The burden of always being tactical is extremely heavy, emotionally draining and at times, overwhelming. Conversely, looking at problems strategically can be an extremely liberating experience. I know you've yet to experience this, but you can count on it.

You deserve to have a place and time every month to re-focus and re-commit to executing and implementing your SuperStrategy. And this is it.

My hope is that you assertively participate on the conference calls because if you do, it's virtually impossible for you not to produce dramatic improvements in your business with all the strategic work we are doing together.

And please don't forget the value of what I am offering either: This part of the program could easily be valued at **\$90,000 ALONE** given my \$5000 per hour consulting fee, but again, based upon past experience, I think it's absolutely essential to assure your optimum success.

**PHASE VIII – AUDIO RECORDING OF THE ENTIRE EVENT
(THE AUDIO ASSET WHICH TRANSFORMS THIS SUMMIT FROM “ONE SHOT” EVENT
TRAINING TO
AN... EXPONENTIALLY EFFECTIVE PROCESS TRAINING PROGRAM)**

Because our time together will be non-stop and fast paced --- **AND** it will be impossible to consciously "take in" every concept, thought, and opinion which my --"A team"-- of strategists and I share with you, I am going to provide audio tapes and CDs of the entire mind blowing event.

It will be *critical* to your learning process to review the event via audio tape/CD **at least four times over the next two years**, so that you can embed your strategy learning, knowledge and distinctions even deeper... such that you absolutely will never ever revert back to your tactically oriented self AND you extract even more learning, training information and knowledge.

Remember what I have said in the many previous letters to you about the power of continuous "process training" OVER one time "event training": It is truly the "missing link" in achievement that every pilot... every doctor or surgeon... and every soldier comprehends intuitively. **You must, too.**

**My Strategic Vision in a Nutshell for the
Premier Marketing Strategy Setting Super Summit...**

Let me share with you my "25,000 foot overview" of what I will be trying to accomplish for you each day during this 5 day process. I can guarantee that other than eating and sleeping, **each and every hour** will be devoted to 3 vitally important strategic marketing goals:

- 1. Shifting Your Current Mindset From Tactical to Strategic**
- 2. Learning my Proprietary Methodology for Generating Super Successful Master Marketing Strategies**
- 3. Creating a Master Marketing Strategy and Game Plan for Your Business**

Here's My Outcome for You:

After the program, besides leaving behind your self limiting, tactical minded baggage, and emerging as a more astute, more cunning, more opportunistic, *strategic marketer*... You'll get...

- Your own customer tailored Marketing "SuperStrategy" re-structured and reengineered specifically for your business --- along with 4 other command/field marketing strategies.
- Your marketing super strategic integrated "Game Plan" you've always desired.
- My personal marketing "Meta-Strategy" (meaning exactly how I create wildly profitable marketing strategies for my clients).
- 200+ strategies and distinctions gleaned from 50 master marketing strategy makeovers.

But That's Not All --- I Am "Gifting" You the Premier Edition of The Jay Abraham Strategic Marketing Encyclopedia!

Once you have your new SuperStrategy and specific marketing strategies re-engineered by me, I am going to give the ultimate "toolbox" so that you can drive forward with all the tactical marketing programming to make your new strategy perform at the highest levels of profitable, preemptive capability and competitive advantage.

I'm including something to die for... In fact, it's priceless. Nobody has a copy of this ANYWHERE in the world. It will be premiered to our very select group on the last day in the program. It has been six man years in the making and it required 100,000+ pages of input and 5,000+ hours of audio to create. The intellectual capital investment exceeds 30 million dollars and we plan on selling it for a minimum of \$10,000 on the open market after the event.

Have I piqued your interest yet?

The **Jay Abraham Strategic Marketing Encyclopedia (JASME)** is a brand new, four volume, 6000+ pages and an estimated 25 pound... Literally an encyclopedia. It is the ultimate integrated, indexed, extremely organized, cross referenced, complete compendium of every important... strategic... tactical... philosophical... ideological... operational... conceptual idea and application I have ever come up with.

The **Jay Abraham Strategic Marketing Encyclopedia (JASME)** goes exponentially beyond the sum total of all published works because in the JASME are not only the sum total of ALL of my body of work, a great many previously unavailable, but literally hundreds, thousands of pages of letters, telephone conference call transcripts, conversations, consultation transcripts, ads, advertorials, etc. etc., nearly everything ever dictated, written, presented, or created by me, indexed and cross indexed by industry and application.

With the JASME at your fingertips, you have a ready reference to my lifetime body of work, and the means and the methods to apply to YOUR specific business or scenario.

With the JASME at your fingertips you will be able to draw upon the lifetime works of a marketing genius, with indexed and cross referenced examples of letters, transcripts, ads, advertorials, radio spots, telemarketing scripts, direct mail campaigns, consultation transcripts, etc., etc., culled from tens of thousands of pages of published and written works, hundreds of hours of audio tapes, stacks of floppy disks, CDs and computer files of my work, many hidden

away in archives in my basement and garage, storage vaults, others published but scattered about in so many formats and venues that their availability and therefore their usefulness has been limited.

This collector's reference set is priceless. We're actually going to sell it for \$10,000. That's just \$1.25 a page or \$2.50 per concept.

The JASME has been organized as a strategic marketing tool designed to facilitate the one aspect of work that is the absolute key to success and elusive to so many of us – the successful strategic implementation and execution of my marketing tactics that have direct application to your business.

There are four important sections in the JASME:

- **Section One:** A theory section where you can find the “Mastermind Marketing Foundational Principles,” the philosophical mind set that is the foundation of my work.
- **Section Two:** The “Marketing Mind Set” that forms the mental bridge connecting the Command Strategies to the tactics that you will actually use in your business.
- **Section Three:** The “Jay Abraham Hierarchy of Marketing Tactics Based on Leverage” where you will find in great detail the specific marketing actions, means, techniques and methods you will implement directly into your business. This tells you what to implement first, second, third, etc.
- **Section Four:** The “Marketing Implementation Tools” distinguishes the JASME from every other work ever published by Jay Abraham, it is the “Reference Works” of thousands of pages of letters, telephone conference call transcripts, conversations, consultation transcripts, ads, advertorials, books, papers, newsletters, etc.

The key here is that if you need a letter, ad, script, etc. you go here, pick one out and modify it as required for “YOUR SPECIFIC BUSINESS.”

This key allows you to implement your desired strategy in minutes (not days, weeks, or NEVER).

Everyone else on the open market will pay full price for this \$10,000 monster reference set starting in the summer when our outside promotional efforts get going... But I am gifting you a special first edition, library bound, collector's set — FREE.

The Extraordinary Benefits of the Program...

Now you will have a new, improved (or totally re-structured) master marketing strategy fully in place that allows you to more successfully do any, all or any realistic combination of the following:

- Not only can I promise that every future marketing action, activity, effort, expense you make and opportunity you take (from the day you return home)--- will deliver far greater impact and profit results... It will take far less time, cost far less money and require less risk on your part to do so much more.
- **Be More Competitive--just by designing preemptive positioning and greater repeat purchasing into your marketing SuperStrategy.**
- Thrive not just survive in fiercely price-conscious markets--by strategically engineering higher perceived value and added benefits into all your marketing propositions.
- **Link all your people to strategic performance---by clearly defining from the very get-go of your marketing strategy what performance standards you expect and how**

you'll constantly measure adjust, refine, and/or replace tactics that don't perform up to expectation.

- Grow continuously through the most turbulent economy---by engineering true growth thinking into both our master marketing SuperStrategy and all field strategies we develop from that.
- **Make all your direct marketing pay off better---by developing an overriding field strategy that drives every tactical area. So instead of just randomly doing a back-end tactic, we would first create a complete "backend" strategy game plan to guide every back-end strategy move or maneuver we ever did. We'd create a completely refined, defined strategy for as many of the 28 tactical leverage points I've identified as being strategically critical.**
- Build better marketing approaches using the concepts I've taught you tied to a far more strategic business game plan.

How can you accomplish all this---without even applying any of my great marketing ideas or concepts? By signing up to be one of the 50 companies whose entire marketing strategy I totally restructure and makeover at my April 28th to May 2nd, **Strategy Setting Super Summit.**

Over those five days and nights together, we will totally examine rework and then completely transform your current marketing strategy. We'll figure out the best master strategic marketing objectives for your business to be pursuing. Then, together, we'll build a SuperStrategy, by following an all new proprietary system I've developed.

There Are Few Guarantees In Business—Except This:

If you change your master marketing strategy, you will significantly change your marketing results. So here's a risk reversal Proposition "to die for"...

Test Drive \$10,000 Worth Of The Program- - - BEFORE You Have To Decide To Stay!

Look, there are very few guarantees in life. In business, there are next to none. Most people you compete against will find it hard to believe that changing mere marketing strategy can result in more; money, greater success...power...freedom... happiness...respect...control and competitive advantage. But I'm writing you this letter and inviting you to participate in my Strategy Setting Super Summit to prove that **it's absolutely true.**

In fact I'm absolutely, totally and positively guaranteeing it's true—and that you'll see it for yourself within the first two days of the event...OR YOU DON'T PAY!

So in order to overcome any uncertainty, apprehensions, worries that it will just be more of the tactical same---I'm making the boldest risk reversal offer I've ever extended: **Come experience the summit dynamic and process *first hand* for two full days and nights.** You'll see below all the invaluable topics and activities those 24 working hours. (We'll be at it no less than 12 hours a day to get you the marketing SuperStrategy you deserve.)

If You Don't Stay, Then You Don't Pay!

If you don't totally and completely see **on or before 9:00 p.m. on day two**, how much of a major impact this strategy restructuring makeover will be worth to your business---don't stay

AND DON'T PAY! **It's Really That Simple.** And because I can only work with a maximum of **50** participating companies at the summit—and, since when I do this privately, it's only for long-term clients who pay me six or seven figure fees---I'm charging participants only \$25,000 each to attend.

Here's the Deal of a Lifetime... **Terms So Generous You'd Have to Be Crazy to Say "No!"**

Here's a deal which allows my summit to pay for itself: I'm only asking you for a modest "good faith" payment of \$3000 up-front to come and experience a Strategic Marketing Makeover first hand. Then...only if you decide to stay and pay, I'll let you pay the remaining fee in small monthly installments of \$1000 over the next 25 months. That way it really ends up costing you absolutely nothing to have me successfully restructure your entire marketing SuperStrategy for your business.

If I don't prove I can do what I promise within the first two days of the event---you're out of there. And I would be, too! But you'll have gotten a \$10,000 experience for free --- (that's two days of a five day \$25,000 summit) on me. If you stay and pay, it'll only be for one reason. **Because you finally realized that changing your tactical marketing approach over to a Strategic marketing one will virtually guarantee that all your moneymaking business activities produce multiplied results.**

Stated differently, you'll start multiplying marketing results, increasing sales and doubling or redoubling profits. And, quite frankly unless you're only doing a few hundred thousand dollars a year—or less, **THERE IS NO BUSINESS OR PROFESSIONAL PRACTICE OUT THERE I CAN'T DRAMATICALLY TRANSFORM WITH A Marketing SuperStrategy Makeover...YOURS PARTICULARLY!**

But rather than sell you abstractly on coming to the summit, let's look at what exactly I'll be doing there—and why each element is critical to getting you a strategic marketing breakthrough now, and teaching you how to create your own marketing super strategies for the future:

But If You Can't Come to the Live Event, Do It At Home

But if your schedule can't afford the lengthy time away, or your budget can't accommodate the program fee, I'm deliberating creating an outstanding way for you to get the vast majority of the benefits, fantastic reference products and results for you to execute on your own (for a pennies on the dollar and fraction of the \$25,000 price and generous payment terms), via the...

The Home Study "Option"

Let me go from being candid, to being blunt:

I want to get this summit, this first-ever strategic marketing training program, my static mindset, and these mind blowing reference tools into your hands immediately! Why? Because your business will be forever changed by having experienced it.

And I'm willing to do almost whatever it takes **ethically** to do it.

Being a long standing client, customer or email list subscriber, I believe you *deserve* to have “first rights” to my new “**Abraham Strategic Mindset**”... You *deserve* to have your business strategically altered and engineered for MAXIMUM profits/revenue and MAMMOTH market dominating success. The consequences of not doing so are too dreadful for me to contemplate...

I’m afraid of you being left behind... Being an unknowing, and unintentional mediocre tactical marketer, instead of a STRATEGIC marketing super “success.”

So, if you have any kind of affinity for me and my work, if I have sustained ANY kind of a bond with you--- for any length of time... I truly can’t just leave you “hang out to dry”... while I have figured out a new way, a vastly superior way, to structure your business’ or practice’s marketing for the success you desire.

My Commitment to Your Strategic Marketing Success

Listen, I’m absolutely committed to you. Our relationship is just too precious for me to leave you behind **while I (with my other clients) am forging ahead**...developing new breakthroughs, new products and new strategies for your business. That’s why I want to make it extraordinarily easy and extremely attractive, and almost painless, for you to purchase the home study version of the **Strategy Setting Super Summit** if you can’t attend in person.

Here’s my “preferred client” deal of MY lifetime: How to get a \$500,000 strategic education for under one penny on the dollar!

Even though I’m going to spend a minimum of **50** solid hours on stage during the summit... Even though I’ll spend another **30** hours in follow-up SuperStrategy makeovers... And even though I’ll spend another **20** hours in orientation and group conference calls... For a total of 100 intense, illuminating hours... When you factor in my standard consulting of \$5,000/hour (Not including my equity participation percentage)...

**That’s \$500,000 of my time. Realistically speaking!
Of course you’d probably never be able or willing to pay that fee.
But that’s really what it’s worth.**

But **because** you are a customer/client, and I’m so committed to you and your business’ growth--- I am willing, in fact, even ecstatic, to offer you the home study version...

**For an unheard of “rock bottom” price of JUST \$5,000!
On the same 100% performance-based basis.
(But It Gets Ten Times Better Below)**

And I’ll give you generous terms! Just pay a “good faith” \$500 deposit, plus \$45 for Shipping (\$95 for international shipping) and \$500 a month for the next 10 months (after the program arrives), and the home study course which the live participants pay \$25,000 for will be yours. My expectation and your should be that the course will pay for itself tens, probably hundreds of times over for the next two years, and go on steering your company to massive success, growth, revenue and profits for as long as you desire!

AND perhaps best of all... If you are one of the FIRST 300 home study buyers, you’ll receive the

Premier \$10,000 Jay Abraham Strategic Marketing Encyclopedia ABSOLUTELY FREE.

Let Me Invest \$10,000 More in Your Strategic Marketing Success

Yes, that's right. For people who KNOW this program is absolutely right for them, I'm willing to invest in your success by gifting you the **\$10,000** premier edition of my Abraham Strategic Marketing Encyclopedia--- **absolutely FREE.**

(Please understand what this implicitly means to YOU: If you are one of the first **300** home study buyers--- you'll get my encyclopedia **free**, but if you are the 301st buyer, **all bets are off. I am not kidding.** Now here's where it gets interesting... You may think that 300 people is a lot of people and that you'll have plenty of time to make a decision and still receive this absolutely "once in a lifetime" gift from me.

Don't count on it. Please. If you at all are committed to thinking and marketing strategically, do not delay. Let me tell you why:

At the **December 2002 Mastermind Marketing Training Program**, we had **650** attendees and additional **721** home studies. That's an immediate **1,371** HOT possible buyers. And I haven't even told you about my **4,000** buyers on my active "A list," or my **120,000** full customer/client list. And as you can probably guess, I've got a "killer" host beneficiary letter brewing in my brain which I expect will generate huge numbers of new customers.

Are you starting to get the picture?

I truly believe that once this letter hits the mailboxes and email inboxes, you'll have maybe at best, **ONLY 5** business days... Probably much less. So it really behooves you to act immediately to secure your encyclopedia. Please, if you are going to sign up... Do it right NOW!

Let's be realistic here, so that you can make the best strategic decision...

- The chances of you being 1 of the 2 remaining lucky participants to register in my maximum 50 participant summit, is almost zero. You might have better odds in a lottery. And it's going to be on a "first come, first served" basis too. That's the only fair way to do it.
- And there's absolutely no guarantee there will be another summit, even though I probably have the audience interest to support several. I have just too many "opportunity" irons in the fire at this time to even consider another program of this magnitude. I only did one Market Domination Workshop. I only did one Billion Dollar Internet Summit. I only did one Club 48. I'm only doing one AMA — and I plan on only doing this one Marketing Strategy Setting Super Summit.
- And if you are expecting me to roll out a program like this for 100 to 500 people at a crack to take advantage of volume participation and such, well you're dreaming! Because it's impossible for me to personally restructure the SuperStrategies of 100+ companies in a week. Do the math. It's exhausting, demoralizing, demanding. It just ain't gonna happen!

That's why if/when you find out the program is maxed out, you should immediately register to receive the home study version --- or you'll be left out in the cold.

And let's recap the home study option-- For \$5,000 **OR** \$500 down, plus \$45 shipping (\$95 International shipping) and just \$500 a month for the next 10 months, you'll get...

1. **Access to all the pre-summit business strategy validation materials and pre-summit strategy orientation materials.**
2. You'll get the audio recordings of the entire program on audio cassette tape and CD.
3. **You'll get all the program materials from the summit.**
4. You'll be able to listen to the audio files of the all orientation and group conference calls via the private web site.

From there, you'll have everything you need to create the strategic business, profit producing and money making transformation you want and desire for your business, at a TINY fraction of the price, and on a risk free, 100% performance based, 90 day money back basis – for the home study version.

Your Immediate Next Steps...

To register for this extraordinary program, **please fill out the attached registration form and fax it immediately to Carl Turner at 1(310) 944-3958.** Or you can call Carl now with your credit card information.

It's vitally important that you contact Carl because we only have 2 spaces open as the result of a massive post Mastermind, pre-event registration.--- No kidding, we REALLY have only 2 seats left. And when they're gone, they... are... GONE!!

If you are committed to being one of the lucky few to have their Master Marketing Strategy completely makeover then do not delay---register today for the live event.

Because this is a premier event, your questions are very important to us. If you have any questions or need to see exactly how the program would best help you, please feel free to contact Carl right away at **1(888) 818-8878 (USA) or 1(310) 944-9106.** I am sure he'll be glad to assist in whatever way he can.

In Summary...

I've conducted over fifty different types and forms of group training programs, seminars and workshops in the last fifteen years. But **none of them** compare to the content and pay-off value that fifty fortunate people will get from participating in my April 28th through May 2nd, Marketing Strategy-Setting Super Summit.

I have never held an event of this magnitude and importance... I have never imbued a seminar with such immediate and enduring value... and I have never supported an event like this by including so much grounding material, so much educational and referential material... and so much of my personal time.

**I am literally going make a Herculean effort to achieve
the results you and I desire for yourself and your business
in the five-day live or in the 90-days by home study participant.**

I wish I had come to the realization of marketing strategy's supremely greater importance over mere tactics years ago. But I didn't. Lately, I've been doing an enormous amount of work on my own personal growth and self actualization. Only because I stopped being tactical myself, did

I suddenly realize how essential it is for me to turn you into more of a strategic marketer--- **immediately**. Thus this long, informative and (I hope) compelling invitation to join me in Los Angeles to experience what a Strategy Setting Makeover is really like.

A year from now, (if you take me up on my “irresistibly fair,” \$10,000 “try before you buy” offer), you’ll be looking back on today as possibly one of the soundest and best business and personal decisions you’ve ever made. **You will be well on your way to building a market dominating business complete with a sense of purpose, deliberateness, maximum velocity and passion and a marketing strategy “to die for.”**

I wish you the best of success with your business and I sincerely hope to see you in at the end of April in Los Angeles — or on the list of the first 300 people buying a home study set.

Warmly,



Jay L. Abraham, President
The Abraham Group, Inc.

P.S. Call Carl at **1(888) 818-8878 (USA)** or **1(310) 944-9106** to register today, or to have him answer any questions you may still have before you sign up. Or fax the registration order form to him immediately at **1(310) 944-3958**.

P.P.S. Just as a reminder: What Will You “Take Away” From This Program Specifically?
Answer: 8 powerfully integrated benefits, tools and experiences...

- 1. You’ll receive your “Master Marketing Strategy” for your business.**
- 2. You’ll be given at least four different customized, complementing and seamlessly integrated “command” strategies which all seamlessly integrate your ultimate “Strategic Game Plan.”**
- 3. You’ll learn my own proprietary and personal “Meta-Strategy” and The Anatomy of a Strategy --- You’ll be trained in exactly how to create a SuperStrategy and Strategic Game Plan for your business using my personal unique methodology that I’ll teach you throughout our 5 days together.**
- 4. You’ll receive the Jay Abraham Strategic Marketing Encyclopedia.** This \$10,000, multi-volume, 6000+ page, 25+ lb. encyclopedia that is cross referenced and indexed “ten ways from Sunday” gives you instantaneous access to my complete body of work/knowledge on marketing.
- 5. You’ll learn how to implement your strategy from Master Strategy Implementer Chet Holmes. He’ll coach you exactly how to execute your strategy implementation such that you receive your revenue and profit on a results-certain basis.**
- 6. You’ll learn over 200+ critical strategic distinctions, components, command and field strategies generated from our work with 50 businesses.**
- 7. You’ll have twelve 90 Minute Monthly Conference Calls to track/monitor progress and fine tune your strategic execution and business performance.**
- 8. You’ll have every minute of the entire event audio recorded, especially your specific Master Marketing Strategy Makeover session, so that you can re-listen as much as you want, when you want, as many times, to insure that you implement with precision--- word for word, thought for thought, what my unique and compelling**

vision, Master Marketing Strategy, game plan and implementation is for you and your company.

P.P.P.S. I'm giving you two options, **or rather two imperatives** to fundamentally achieve your strategic success objectives which may have alluded you for too long. Either *immediately* register to be 1 of the last 2 out of a maximum 50 people to attend the live ground breaking Master Marketing Strategy Setting Super Summit... **Or immediately register for the complete, penny on the dollar, home study version**. Either way, you and I can't afford for you to be left behind, strategically speaking.

P.P.P.P.S. Remember, the first 300 people who sign up for the **home study option**, will receive the **\$10,000 Jay Abraham Strategic Marketing Encyclopedia absolutely FREE**. (Let me pass on a secret: Carl sold 721 December 2002 Mastermind Marketing Training home studies without even trying. Let me assure you: You don't have much time.)

Stated differently, if you are at all interested being strategic instead of tactical, it would be in your best interest to read this letter immediately--- and then call Carl with your credit card information at **1(888) 818-8878 (USA)** or **1(310) 944-9106** to register today, or fax the registration form to him immediately at **1(310) 944-3958**.

Strategy Setting Super Summit – ORDER FORM

Complete your registration form immediately and fax it to 1 (310) 944-3958 or email your contact information to cturner@covad.net (Checks can be mailed separately.) Or for faster registration, call Carl Turner at 1 (888) 818-8878 (USA) or 1 (310) 944-9106.

Live Participation in Los Angeles, CA on April 28 - May 2, 2003

BETTER THAN RISK FREE GUARANTEE, PRE-ATTENDANCE MATERIALS AND WORKSHOP AUDIO CASSETTE TAPES, AUDIO CD'S, AND MATERIALS. PLUS, THE "ALL-NEW" \$10,000 JAY ABRAHAM STRATEGIC MARKETING ENCYCLOPEDIA

100% Money Back Guarantee "Better-Than-Risk-Free" Offer. I understand that if I am not convinced that I will make many times the fee for the program by 5 p.m. on the second day

I can ask for my money back. No Questions, Hassle, Or Hesitation!

- I want to pay for my live participation up front. My single-payment cash price is () \$25000. (CA Residents add 8.25% Sales Tax.) () I will bring 2 associates at no additional charge. (Checks or Credit Cards accepted.)
- I'm taking the participation terms where you'll bill my credit card \$3000 initially and then \$1000 per month for the next 25 months starting June 1, 2003 (\$28000 total). (CA Residents add 8.25% Sales Tax.) (Credit Cards Only.)
- I want to bring an associate and pay on terms. You'll bill my credit card \$4000 initially and then \$1000 per month for the next 25 months (\$29000 total). (CA Residents add 8.25% Sales Tax.) (Credit Cards Only.)

Home Study Participation

BETTER THAN RISK FREE GUARANTEE, PRE-ATTENDANCE MATERIALS WORKSHOP AUDIO CASSETTE TAPES, AUDIO CD'S, AND MATERIALS. PLUS, THE "ALL-NEW" \$10,000 JAY ABRAHAM STRATEGIC MARKETING ENCYCLOPEDIA

100% Money Back Guarantee. I understand that if, by the end of 90 days, I am not convinced that I will make many times the fee for the program, I can return the program and ask for my money back — No Questions, Hassle, Or Hesitation!

Plus even if I decide to cancel my home study program, I still get to keep \$20,000 in bonuses in the initial package as my good faith effort for trying the Program.

- I want to pay for my "at-home" participation up front. My single-payment cash price is \$5000 plus \$45* shipping and Handling (\$5045 Total). (CA Residents add 8.25% Sales Tax.) (Checks or Credit Cards accepted.)
- I'm taking the "at-home" participation terms where you'll bill my credit card \$500 (plus \$45* Shipping and Handling) initially and then \$500 per month for the next 10 months starting June 1, 2003 (\$5545 Total). (CA Residents add 8.25% Sales Tax.) (Credit Cards Only.)

Please complete the following information below:

Name _____ Company _____

Address _____

City, State, Zip _____

Phone _____ Fax _____ E-mail _____

My check (in US funds) for \$ _____ payable to Abraham Publishing Group, Inc. is enclosed.

Please charge my () Amex () Visa () MasterCard () Discover

Credit Card # _____ Exp. Date _____

Signature _____ Date _____

Payment Should Be Mailed To: Abraham Publishing Group, Inc., Attn. Carl Turner
27520 Hawthorne Blvd., Suite 263
Rolling Hills Estates, CA 90274

*\$95 for International Shipping and Handling.