

used by my private clients to amass \$1 million, \$10 million, \$100 million and \$1 billion fortunes and build formidable business successes.

If you're familiar with my work, you know that my previous programs have created literally hundreds of millionaires, and generated over \$6 billion in business increases for the people who attended them.

My newest discovery takes my earlier work to heights even I would never have believed possible. And it can take your business to previously unimagined levels of profit, power, and market dominance.

I'd like to invite you to discover the most powerful business-building, money-making, wealth-generating system I have ever known. Join me on the first weekend of October as I reveal, for the first time ever, the secrets of the...

MARKET FORCE MULTIPLIER

**The Billion Dollar Key To Explosive Profit Growth
And Complete Domination of Any Market You Choose!**

After three years of intensive, in-the-trenches work with some of the most cutting edge firms in the world, I've made a discovery that I simply can't keep to myself. *A concept that could create literally millions of dollars in extra profits for you, propel you to total domination of your market, and let you completely rewrite the rules for how business is done in your industry.*

This concept is so powerful, so profitable - and so bulletproof - that I'm backing it with the most extraordinary guarantee I've ever offered. If you aren't 100% certain that you'll increase your business by at least \$50,000 using this system - before you've even learned the first half of it - you'll receive 100% of your money back, and you'll get to keep up to \$10,000 dollars worth of special bonuses just for extending us your time and your trust to examine it!

Extremely Urgent: "Trailblazing" Business-Building Opportunity

Discover the only way to experience a brand-new breakthrough \$50,000 training program I've just developed, for about a dime on the dollar – and with zero risk!

Don't miss this one-time chance to be on ..

The First Train Out!

The very first chance – ever – to master the extraordinary business-building principles, money-making and wealth-generating methods of the most legendary business owners and entrepreneurs I've ever studied or worked with.

I have arranged a **"better-than-risk-free"** way you can experience – for about a dime on the dollar – a \$50,000, 18-month state-of-the-art training program I've just developed, but if it turns out these principles, concepts, methods and strategies aren't *"invaluable to you"* – you will receive **100%** of your money back *and* you will also get to keep thousands of dollars worth of special bonuses just for risking your valuable time – *and your trust*.

Dear Entrepreneur:

Can you be ethically "bribed" to become a member of the very first test group to participate in my all new, *"pilot version"* of the **\$50,000 eX! Factor Program**, a hands-on, *"break-away"* business-building program I've just developed?

**If so, a six, seven or eight figure financial windfall
could be your reward within 18 months!**

Besides a \$1 million-plus profit potential, I'm offering participants in this first "test-pilot" version of the eX! Factor Program the chance to attend and participate in the entire five-stage, 18-month-long program for just *ten cents on the dollar*.

The eX! Factor experience will provide you with hands-on advice and strategies. You will get specific ideas and applications for your individual business situation. You will **experience a complete paradigm shift** that takes you from linear to exponential in both thought *as well as action*. **You will get confidential concepts and strategies that have actually been**

Now That I've Developed the eX! Factor Program I'm Ready to "Get Back In the Ring"

I realize that it is my responsibility to teach and share this powerful business-building method with as many deserving people as I can. I also realize I have to do it in a manner that is economically feasible for both sides.

My hope is to ultimately have a waiting list of thousands of people vying to pay \$50,000 to get into groups that will be strictly limited to 100 participants, or less. Before I could command that high of a training fee, I realized that it would be **necessary for me to first do a "pilot program"** in order to document and demonstrate that massive, rapid profit and sales improvements are predictable for everyone who participates.

So you understand, I am not doing this pilot version for the money—rather, for the results. I need you to be massively successful. A \$5,000, \$10,000, \$25,000 or even \$50,000 profit result for you is meaningless at the level at which I want to conduct this program. I need you to get a six, seven or eight figure payoff within 18 months or I won't be able to charge the price I'm seeking.

This is important to note: The pilot version of the eX! Factor Program will not be intended to impress you with trappings! **Results, ideas, a massive expansion and shift of perspective and paradigm and an embodiment by you of all 26 of the critical success factors I will identify is what we are after.**

So if an opportunity of this magnitude and rarity interests you, then read on for details!

Announcing: The eX! Factor

The eX! Factor: The Most Powerful Business- and Wealth-Building Secrets Known:

The all new eX! Factor training process, which is the successor to my famous *MasterMind Marketing Program*, incorporates everything I've learned and implemented about **growing your business**, differentiating it from your competition, dramatically increasing your sales numbers, **improving the effectiveness of your advertising activities**, making marketing the most powerful and profitable business activity you engage in, and creating highly-leveraged strategic alliances, joint ventures, and non-exclusive distribution arrangements...*as well as a myriad of other critical, but simple, business-building points.*

In short, eX! Factor is, literally, many, many times more powerful and effective than any other business-building method or philosophy of operation I have ever lived by.

They don't teach the eX! Factor Program in college—otherwise over 250 Ph.D.'s and well over 500 MBAs of the world's foremost universities would not have paid me \$5,000 to \$25,000 to learn my business-building take on it.

eX! Factor is a unique amalgam of, heretofore, uncombined business-building forces. I took the last 18 months and researched, studied, analyzed and compared success principles that accounted for the most spectacular achievements of nearly 5,000 *super-successful* businesses I have worked with. They differed remarkably from business to business and from business owner to business owner.

In the process, I mastered the real laws of business building, arguably at the highest level you could possibly imagine. I learned to play the game of business in a way no other person has ever dared play it. **In short, I changed the rules almost every business and professional practice is able to play by.**

It was out of all this understanding of the immutable laws of business building that I ultimately created the **eX! Factor** method. *Thanks to this process, thousands of business owners and professionals worldwide stand to succeed like they never thought possible.*

Too Powerful To Be Taught Superficially

When I originally set out to create the **eX! Factor** training process, I thought it would just be a super-intensive, totally applications- and idea-based, interactive weekend process. After investing 90 days developing the training curriculum, it became evident to me that this money-making and business-building force was **too powerful and formidable to merely introduce superficially to business owners**. *It had to be taught in an integrated, strategically formulated, long-term manner to insure maximum results for every participant wishing to master it.*

The Problem With Most Training

The problem with most training programs, even the great ones, is that when you return home—as inspired and motivated as you are—you have no one to keep you on track. **But the eX! Factor experience will be different.** You'll have me as your coach (and mentor) for 18 continuous months. *I have more at stake in your being massively successful using the eX! Factor process than even you do.* Why? Because this is the pilot program. It is intended to produce so many success stories, I can easily justify the \$50,000 price I want to soon be charging.

eX! Factor is a Five-Phase Training Process

Because of the intensity of eX! Factor, I've put it together as a five-phase training process that takes 18 months to complete. The good news is, you can absolutely predict a massive windfall profit—**meaning a tremendous cash and sales improvement**—within weeks or

months of the initial three-day, live training portion. *But the successes and improvements will build exponentially if you allow the entire process to be installed in your mind and your business over a progressive period.*

Let me show you the power and force of the five-phase business-building program I have developed. You can experience this \$50,000 Program for ten cents on the dollar, if you participate in this very first pilot version:

Phase One: \$15,000 in Pre-Attendance Materials

The first step of the eX! Factor success achievement process starts with grounding you in the fundamental new belief systems that are the basis the eX! Factor Program uses. To start you on the path, as soon as you register I'll send you the first part—a grounding package of approximately \$15,000 in advice and perspective-altering, “pre-attendance” materials.

You'll receive an initial collection of over 400 pages of written material, and 33 hours of audio tapes. This information is not only intended to get you ready and focused for phase two (see below), but to give you tools and techniques you can immediately apply to your own business situation. When you do, you should make far more than enough profits to cover the cost of the entire program—even before you proceed to Phase Two, the live portion.

Don't Attend the Live Program Unless You Make A Jackpot Profit

In fact, unless you produce a substantial four, five or six-figure profit just from the change in philosophy, mind set and approaches the pre-attendance material causes you to adopt, **I don't want you to even go forward and attend the live portion.**

Just so you know the value and power of the grounding materials alone, there are dozens of documented stories of people using just these materials to produce massive profits in the hundreds of thousands of dollars, and even millions of dollars, prior to ever attending any live program. **Three cases in point:**

- 1.) Michael Quinn used the same materials to make a \$643,000 profit before he and I ever met.
- 2.) Sharon Hyatt, division manager at Oracle Computers, made \$400,000 in about six weeks using one idea she got from material less comprehensive than what I will be sending you — before she attended one of my earlier programs.
- 3.) Vic Conant and Kevin McEneely, partners in Nightingale-Conant Corporation, made \$900,000 on the first idea they implemented using the proprietary material from just my original MasterMind training program, three months before they even attended the live, three-day event. **The second idea they got from the advance material was worth \$10 million more.**

I could go on, but I think you get the general idea. Phase One is all about giving you grounding and advance materials to get you into the eX! Factor mind set.

Phase Two: A Wonderful Three-Day Journey for People With Ambition and Vision

This is the fabulous, high-energy, “live,” interactive, 36-hour eX! Factor Program I have just perfected. *I will personally lead you on an extraordinary, three-day journey that precisely explains how to grow any business, how to multiply your sales and profits, how to simplify and shorten your success time line, how to reduce or eliminate your risk and get the maximum result out of every effort, action, dollar and team member you ever employ.*

During this part of the program, you will receive these additional materials:

- A 250-page, action-oriented workbook.
- Over 400 pages of documented success case studies of how 300 actual business people actually used my processes to skyrocket their own businesses to success.
- A four-video, eight-hour presentation entitled “My Life in Marketing” that painstakingly details the best decisions I have made in the fields of business growth, and the worst decisions too. **After all, we all learn from our mistakes.**
- A two-hour video of my famous philosophy on Optimization, taped at Anthony Robbins’ famous \$5,000 Financial Mastery seminar held in Palm Springs.
- “*The Abraham Strategy*” portfolio. Complete, in-depth introduction to the core, foundational marketing principles and money-making business strategies that form the basis for the eX! Factor.
- “100 Powerful Marketing Solutions.” It’s an unbridled collection of 100 of the most frequently encountered marketing and business building problems, with the most powerful, elegant, predictable and profitable solutions you’ll ever find. **Chances are it addresses at least ten of the challenges you are facing right now in your own individual business.**
- “*Rapid Dollar Generators.*” I’ve put together a private report that explains high velocity, profit generating techniques for instantly pulling in \$10,000 to \$100,000 or more in new business and cash, virtually overnight! There are emergency strategies, instant cash flow boosters, bank loan “bypass” strategies, customer reactivation strategies, and much, much more.
- “*The Marketing Mind set for Maximum Profit.*” You need to learn how to out-market, out-profit, out-sell and out-think your competitors by developing the distinctive marketing mind set that allows you to see opportunities where no one else can, and capitalize on opportunities no one else notices. This report sets the stage.

- *“Twenty-two Quick Fix Prescriptions—Emergency Cures for Struggling Businesses.”*
This is self explanatory.

An Unbelievable Lineup

And because I wanted to add still another dimension to eX! Factor to make it come alive for your business, I persuaded five dear colleagues who are all considered to be **living business legends** to speak to you during the live segments, to answer your questions and interact with you during this exciting three days:

- **Fran Tarkenton**, NFL Hall of Fame Quarterback and Super-Successful Entrepreneur
- **Dr. Denis Waitley**, Best-selling author of “Psychology of Winning” and Esteemed Expert on Business Success
- **Michael Basch**, Founding Officer of Federal Express and Developer of the Federal Express Customer Service Standard
- **Angus McDonald**, Expert on the Art of Negotiation, Sales Strategies, and Building Success and Optimization Within Your Business
- **MacRae Ross**, Advertising and Direct Mail Sales Expert and Self-Styled Entrepreneurial “Citizen-of-the-World”

I’ll give you more information on the valuable insights and business-building action items that these gentlemen will teach you later in this letter, but it’s certain there will be...

No Boring Lectures Here—Totally Interactive

Most of the live program will be totally interactive. Four of the finest business-building, marketing and strategic minds in the entrepreneurial community will be there to help me help you, not just learn, but live the eX! Factor System as your own. I’ll be there to personally share with you every element I’ve discovered. I’ll connect them, explain them, illustrate them, demonstrate them, and then show you how to exactly and specifically apply each element of the philosophy to your own personal business situation.

Phase Three: Networking and Masterminding

You get to discuss strategies and learn about other attendees’ successes during this event. You will also take advantage of the most powerful elements that drive the eX! Factor Program...

Brainstorming, masterminding, networking, and brain trusting.

What I'm about to reveal to you is a remarkable discovery for me, but its power has been known for generations. Famed success researcher, Napoleon Hill, dedicated his whole life in the first half of the 20th century to studying the 500 greatest achievers in all the world. He analyzed industrialists, entrepreneurs, business magnates, political leaders, religious leaders, actors, military leaders and great humanitarians.

He focused his analysis on what common traits and factors were evident in each one of their spectacular, super-successful lives. To his fascination, the one factor most universally common was that every one of them had a huge mastermind group of advisors, mentors, and counselors to whom they would frequently turn to discuss problems, questions, issues, opportunities, strategies and approaches.

Every one of the 500 super achievers Napoleon Hill studied had at least one (and many had multiple) mastermind groups. Of particular note was Thomas Edison, Henry Ford, Harvey Firestone, and Andrew Carnegie. All these great men had tremendous groups of advisors outside of their industry they turned to.

Guess What 5,000 Super-Successful Entrepreneurs Have in Common, Too?

And when I studied the 5,000 successful entrepreneurs I used as the basis to develop my eX! Factor Program—guess what? They all had mastermind advisory groups too—**almost always people from outside their industry.** Why? Because, as I learned, it's much like traveling. When you travel outside your state or your country you visit places that have totally different perspectives.

Just as traveling broadens the mind, traveling outside your industry and tapping into the ideas, experiences and perspectives of different entrepreneurs and professionals broadens your mind set.

Experience Brainstorming and Networking with the Best

The masterminding, brainstorming and networking segment of the eX! Factor will have you performing at a constant and high level in no time. It begins before you even attend because I will provide you with a way to connect with experts within and outside your industry before you come to eX! Factor. Before the seminar even begins, you could already have formed your own mastermind group of very diversified, successful, experienced, like-minded professionals with whom you can share ideas, ask advice and experience other perspectives.

When you get to the program itself (and through the whole process) you will be connected to at least 200 of the brightest, most agile-minded men and women you have ever encountered. Their job will be to share with everyone in the room their perspectives, their take, their ideas, their experiences, their suggestions, their points of view, their recommendations, their best-reasoned ideas—on better, more powerful, profitable and safer approaches you can take to the spe-

cific problems, challenges and opportunities you are currently facing in your industry or your business.

Once I share the eX! Factor mastermind group philosophy with you, you can do this for the rest of your life. Your fellow eX! Factor attendees are only the beginning. **At the program, I will teach you how to use the mastermind process to access thousands of brilliant thinkers freely and continuously for the rest of your business life.**

Phase Four: Every Minute Recorded for Your Future Review

I have hired a crack audio crew to record every word, minute, idea, strategy, distinction, explanation, illustration and specific application that comes out of all three days of a live program. While most seminar producers also tape their seminars, few offer the tapes as **one of the free benefits of attendance** like I do.

With your own full set of eX! Factor seminar tapes, you'll be able to relive the experience at any time. Every word uttered during the program, including the questions and answers, including Fran Tarkenton, Michael Basch, Denis Waitley, Angus McDonald, the hot seats, focus seats, Q&A sessions we will do throughout the process will be forever archived on tape. You can educate your employees, partners or sales people on the eX! Factor process by letting them listen to the tapes.

Three weeks after your return, you will be sent the complete, unedited 36-hour collection for your constant reference and review. In addition, you will receive a valuable networking sheet with the names, phone numbers, types of businesses of all those who participated in your pilot program, as well as additional materials for your enrichment and eX! Factor growth.

Phase Five: Ongoing Teleconferencing Follow-up for 18 Continuous Months

This final phase is probably the most important component of the entire eX! Factor. During this phase, you are placed on an ongoing group teleconferencing network where every month you will speak with me or my expert guest for up to one full hour.

During each month's session you can ask questions, pose problems, challenges or opportunities you need help with. I will give you my best-reasoned advice and recommendations. I will bring on other experts who are skilled specialists in key areas I think you need to master. **We'll plug into everybody's skill set and knowledge base and the results that occur are profound.**

The eX! Factor: A Whole Different Mindset That Will Stay With You for Life!

Before I go into depth about the 26 immutable factors for business success that I promised you earlier, let's review what the eX! Factor Program is all about. In **phase one**, you'll receive \$15,000 worth of advance conference materials to get you into the eX! Factor mind set. **Phase two** is the live segment of the program which is likely be the **most grueling, but most rewarding** 36 hours you have ever experienced in your entire business career. **Phase three** is the networking, masterminding and brainstorming that you will do with other eX! Factor attendees and your own specific mastermind group. **Phase four** is the comprehensive set of audio tapes that you will receive of the live eX! Factor experience—the knowledge of those three days will be your profit prisoner forever on tape! Finally, **phase five** is the monthly teleconferences that you will participate in with me or another expert.

12 Strategic Pillars + 14 Mindset Pillars = The eX! Factor 26 Pillars of Exponential Business Success

The **eX! Factor** method is built on 26 pillars of enduring business success I've formulated from my work over the last 25 years with super-achievers from all over the world! *I've organized the eX! Factor process into two segments: The strategic segment and the mindset segment.*

Let's talk about the 12 strategic pillars first. They include:

- 1.) Continuously identifying and discovering hidden assets in your business**
- 2.) Mining cash windfalls each and every month out of your business
- 3.) Engineering success into every action you take or decision you make**
- 4.) Building your business on a foundation of multiple profit sources instead of depending on one single revenue source
- 5.) Being different, special, unique and advantageous in the eyes of your customers.**
- 6.) Creating real value for your customers and employees for maximum loyalty and results
- 7.) Gaining the maximum personal leverage from every action, investment, time or energy commitment you ever make.**
- 8.) Networking/masterminding/brainstorming with like-minded, success-driven people who share real life experiences with you
- 9.) Turning yourself into an idea generator and recognized innovator within your industry or market**

- 10.) Making “growth-thinking” a natural part of your everyday business philosophy
- 11.) **Reversing the risk for both you and your customers in everything you do (so the downside is almost zero, and the upside potential nearly infinite)**
- 12.) Using small, safe tests to eliminate dangerous risks and adopting funnel vision instead of tunnel vision in your thinking.

The **eX! Factor** process produces more results, faster results, easier results and is more enjoyable and unerringly effective for the serious-minded business builder than any other method I’ve ever personally used or worked with.

Let me tell you about the mindset part of the process; because it probably is the secret that makes eX! Factor work so powerfully:

Learning the Mindset of Great Master Business Builders

I’ll teach you the mind set that all the great masters of business building have possessed. Sam Walton had it; so do Bill Gates, Peter Drucker, Tom Peters, and Warren Buffet, to name just a few. *All 5,000 entrepreneurs I studied possess it to some degree.*

The 14 Factors That Make Up the eX! Factor Mindset

I realized that in virtually every successful business I studied, **the following 14 factors were always present:**

- 1.) **People setting and achieving their own lofty goals and living their dreams.** The successful people I have studied did what they wanted—*the way they wanted to do it!* They didn’t hold back. Nor did they follow the status quo. Besides marching to the beat of their own drummer, **these fabulously successful men and women played business by their own rules.** They reinvented the game and made all their competitors follow their lead. *In the process, many achieved substantial wealth.* Others preferred scaling back their stress and ordering their lifestyles to achieve a state of total mental well being. But whether making more money or freeing up more quality time was their goal—**all the people I studied had the ability to form a clear vision of what was possible and pursue that vision unhedgingly!** I learned how they did it, and I’ve incorporated their secrets into my **eX! Factor** process.

But living your dreams and setting goals is only the beginning...

- 2.) **Everyone I studied learned how to easily and effectively overcome obstacles.** These obstacles included competitive challenges, financial setbacks, health problems, family problems, cash flow difficulties, sales weaknesses, ignorance of advertising or marketing, lack of education, etc. **Yet, they all managed to triumph over their**

obstacles through a common philosophy I've managed to learn and master. It's a key fundamental in the **eX! Factor Program**, also!

- 3.) **Turning negatives into positives.** The super achievers I've studied did one thing better than anyone else they competed against. *They took lemons and made lemonade*—reframing every problem or disappointment they faced into a solution or opportunity for greater success. It required the ability to do six simple steps. I'll teach all six as part of the **eX! Factor** process.
- 4.) **Persistence.** Everyone falls off the horse. But few people get back up and go on to win a blue ribbon. The people I've studied got right back up, dusted themselves off, and tried again and again until they succeeded. *The people that do this succeed—and succeed massively.* Their secret is a fascinating mindset...a mindset that is forged in a belief that a vision is real and deserved. These people found the best way to realize their vision and circumvented every obstacle in their path. You will, too, once you learn the **eX! Factor** method.
- 5.) **Ethics.** The people I've studied have the highest ethical standards of anyone I've been exposed to. They took firm stands on what they believed in and did what was right. *They didn't compromise, they didn't sell out, they didn't lower their standards.* They had the utmost of respect and reverence for the value and the contribution they made to their marketplace. They weren't cocky or arrogant or brash. **But they were super-confident in their beliefs.** Many of these people became very successful and felt good about the way they got there!

Taking the “high road” and operating in an ethical way intimidates competitors. It attracts the highest quality of employees, vendors, and professionals and it serves like a magnet to bond you to the community or the industry you operate in. And it lets you sleep like a baby at night. *I teach you how to do it naturally and continuously through the eX! Factor method.*

- 6.) **Belief and commitment.** Persistence does not work without a clear, strong belief in your unalienable right to have the goal and reward you're after. I've studied the best, highest-achieving business successes in the entrepreneurial world. I asked probing questions. Evaluated and dissected their mindset and operating philosophies. I know how they formed their beliefs, what their organizing principles and most important personal distinctions are and how they wielded such forceful commitment. *I teach their best methods as part of the eX! Factor Program.*
- 7.) **Focus and Unstoppable Drive.** Persistence, belief and commitment are all essential to success. *Yet, without clear focus and unstoppable drive, you'll only accomplish a fraction of your true potential.*

Focus is the ability to never let diversions get in your way. It's the ability to cut to the “bottom-line essence” in everything you do. Drive is the *force field* you generate in your mind and enterprise that lets nothing, no one and no excuse stand between you and achieving your goal.

And time doesn't hold you back, either. Because when your drive mechanism is properly engaged, you accomplish more in a day than your competitors can achieve in a month. Seriously, 30-or 50 to 1 improvement in productive achievement is not at all uncommon...once you learn the art of concentrated focus...**eX! Factor**-style.

- 8.) **Risk taking.** Super-successful entrepreneurs know when and where to take astute risks. They know how to take them for maximum yield **but minimum down side.** Most average business owners and professionals are afraid to take risks. They see them as dangerous speculations. But the super-achieving entrepreneurs I studied know that calculated risks have controllable downside—**but unlimited upside potential.** They recognize that unless you do things differently, better and more effectively, you can't produce the breakthrough results you're after.

Going From Fearful to Fearless

If you're fearful of trying new approaches or pursuing new opportunities—the **eX! Factor** method teaches a philosophy of calculating upside potential, and all but eliminating downside risk. It then shows you when to "*go for it*"—**and when to wait.** You'll know how to determine success probability and outcome—and operate by a unique success formula that only takes action if there is an 85% or better certainty that your calculated risk will pay off in spades!

- 9.) **Fearlessness.** The sky will not fall. The world's not collapsing. You won't go broke or look stupid. *Quite the opposite is the case once you master the eX! Factor process. Doom and failure only go to those who stay stuck in the status quo.* You'll grow and prosper once I teach you how to turn fear into fearlessness.

Imagine never fearing an economic downturn, or your competitors, or making payroll ever again. Imagine always having total certainty that you'll do just fine, because you've gained total, absolute control of your business fate and fortune, and can order it exactly the way you want it to be, exactly when you want it to occur! **That's what you'll know how to do within the 18 hours of phase two of the eX! Factor experience I'll personally be guiding you through.**

- 10.) **Learning from others' mistakes.** Why make any more of your own mistakes when there's a powerful, infallible method you can use to tap into the successful experiences of thousands of prosperous business minds. You can learn every major mistake they have already made and exactly how to avoid them—**and the lessons they learned from making them.** You can learn the key profit lessons they've gotten from these experiences, and you can learn the biggest opportunities these bright minds have discovered from all they have experienced.

The eX! Factor Plugs You Into the Ultimate Mastermind Brain Trust

The eX! Factor process will plug you into the ultimate imaginable brain trust and think tank. It will also show you how to get every question you have accurately answered. Every problem solved, every challenge overcome, and every opportunity fully capitalized upon—*by tapping into the successful experiences and lessons learned by all the bright minds around you.*

- 11.) **Daily motivation.** The inspiration to superachieve. Someone to mentor and coach you until you become the expert business builder you will become.

All the knowledge, the change of mindset and a clear path to super success aren't enough to get you there. You need one or more dedicated people to believe in you, guide you, encourage you. You need someone knowledgeable and authoritative to push, pull, prod, inspire, compel, propel and cajole you to super success **at the levels you and your enterprise are capable of achieving.**

I'm Volunteering For the Job As Your Mentor and Coach

I'd like to volunteer for the next 18 months to be your business coach, mentor, inspiration and guiding force that lights the way for you to follow.

I've discovered that success, more often than not, is usually born from a strong, inspirational force that serves as your catalyst for action. This inspiration is frequently provided by a mentor-figure. **One powerful mentor can influence a whole lifetime of achievement in you.** I don't want the glory. That's for you to enjoy. **If I can serve as your beacon and guidepost, I'll accomplish my purpose with this first pilot version of eX! Factor—this breakthrough business achievement program.**

- 12.) **Handling your newfound success.** Making a ton of money isn't really hard to do. *You'll know exactly how to do it by the end of the third day of the live training portion of the eX! Factor process.* But handling your success is a different matter. Once we get you achieving the level of business and financial results you're after, you have to be able to deal with the added power, prominence, responsibility, wealth, options and influence you'll have. You'll find yourself in a different position within your marketplace and your industry, and quite possibly with your family and friends, and humanity in general.

I've found some truly creative ways to stay grounded, happy and humble, and I'll teach them to you as your bank account starts rising. Because getting you a financial windfall is easy. **Keeping your ego and enterprise in check, once it happens, requires a strategy.** I've got the perfect strategy that allows you to achieve all the success you deserve and keep your ego and enterprise in perfect balance, so you can concentrate and enjoy the process to its most abundant potential.

- 13.) **Giving back.** It may seem unusual to talk about giving back when you haven't yet made all the money, success or wealth you're after. But I know how easy it is to do. **I have the utmost of confidence (and absolute certainty) in your ability to amass significant wealth and achieve success.** I can't tell whether you'll amass a six, seven or eight figure financial windfall during the initial 18 month period we work together—***but I promise, the windfall is there—if you perform the simplest of things I'll teach you.***

When the Success and Money Start to Flow

But when the success and money start to flow, you need to give back. It's part of the eX! Factor process I'll be teaching you. **You'll want to give back because there is an amazing compounding power in doing so.** Whether you give money or time or support—you'll find that your success compounds geometrically with every contribution of yourself you make. **This compounding force propels more people to stratospheric success than anything else I've studied.**

- 14.) **“Success-ion.”** The idea of “success-ion” is very powerful. It's the process of getting other, massively successful individuals to pass on their best kept secrets and key contacts to you. *It shortens the time line for you by years or decades.* Once you understand this concept, it's relatively easy to get dozens of prominent business successes to turn over their entire mindset to you with the most modest prodding. You'll learn how to think and act, what to do, say, and why it all works so predictably well. **Plus, actual examples of how other people I've studied did it and amassed millions of dollars in their business pursuits.**

The Basis of your Super-Achievement

I promise you that these 26 immutable pillars will form the basis of super-achievement you've been after for so long. They represent a critical segment in the eX! Factor five-phase process I'll be taking you through.

Now let's talk more about what my esteemed colleagues will bring to the process...and the valuable insights you'll take home.

Five Legendary Experts There to Help You Grasp and Implement What The eX! Factor Can Mean to Your Business

I believe that you will profit greatly from learning my 26 pillars of business success, but I believe in providing my clients with even more value and results than they bargained for. That's why I persuaded these four legendary business experts, each a recognized master in his own right (and each a dear friend of mine) to serve as resources for you during the eX! Factor process:

Fran Tarkenton, besides being a Hall of Fame football legend, has the distinction of starting eight separate entrepreneurial businesses, all from scratch—*“from the dirt,”* as he likes to refer to it. None of them were started with borrowed capital. He made each one cash-flow positive within the first 45 days of operation. He built them to formidable leaders in their respective fields. **And he sold them for a combined total in excess of \$200 million.**

Fran understands how to start businesses, how to grow businesses, how to make businesses extremely profitable, how to attract customers, how to gain loyalty amongst customers, vendors, and team members. He understands how to motivate. He understands how to sell, how to market, how to add value, how to come up with ideas that customers prize and appreciate.

He rarely has time to work privately with entrepreneurs from a variety of industries for a pilot, test program like this. When I called and asked him to play a part in the first pilot program, he couldn't say no! So during the first day of the seminar, while I am working with you on the **eX! Factor** process, Fran will be there too, working with you on specific strategies and tactics to make the process come alive. He'll share with you the insights he's learned through his lifelong entrepreneurial endeavors.

Dr. Denis Waitley is unquestionably the preeminent expert on the science of business achievement and winning. He is the author of the all-time best-selling program on the subject, called *“The Psychology of Winning.”* Denis has written numerous books and recorded many tape programs. You may have seen his latest book, *“The Empires of the Mind”*, on the best-seller lists. His predominant focus is teaching entrepreneurs how to lead and succeed at the highest levels possible in a competitive business environment.

Denis understands and is a master at changing the rules by which you operate your business. He will teach you how to develop conviction, and put yourself on a profit crusade that no one can stop.

He'll teach you what's important and what's not. He'll teach you how to only concentrate on where you can make the biggest impact—and delegate the rest. **You've heard a lot about peak performance, but Denis teaches you how to ratchet up the level of achievement you operate at by a factor of up to ten times.** He'll also teach you a fascinating concept he calls *“benchmarking.”* It lets you know exactly where you stand and how to get to much higher levels, much easier and faster and simpler through a powerful process that will take all of about 30 minutes to master.

Michael Basch is another friend of mine. Mike is a phenomenon in the fact that he was one of the original founders of Federal Express. Mike is the person generally acknowledged as having created Fed Ex's unique and heralded esprit de corps/customer service orientation. He can tell you about the conviction of belief in an idea that everyone thought was crazy, and how they grew that idea into the leader in the package delivery industry.

Mike is a master at moving people to great achievement. He is an expert on legendary leadership. He knows how to turn managers into leaders, how to turn sales people into sales wunderkinds, *and how to get every one of your customers or clients to become your greatest,*

full-time sales force. Mike has agreed to share his best ideas and strategies with you for one full day—as a critical part of the eX! Factor Program.

Angus McDonald, negotiator extraordinaire. Angus is one of my protégés and a master of selling and negotiation. Angus is often brought into intractable negotiations at the 11th hour and is able to come up with creative and seemingly simple solutions that leave the parties asking “Why didn’t I think of that?” He has taught with both the Harvard Negotiation Project and the former Soviet Union’s Diplomatic Academy.

Angus has developed a systematic and unique “pie-expanding” approach to negotiation. He will teach you how to view negotiation as a “creative collaboration.” Not only will your future negotiations go more smoothly, but both sides will be more satisfied with the outcome once you put Angus’ strategies to work.

MacRae “Mac” Ross is a unique character in the advertising and business community. He is a man of many skills and disciplines. He understands copywriting, he understands sales letters, he understands copy platforms, he understands unique selling propositions, he understands hot buttons, he understands very sophisticated nuances of salesmanship multiplied, which is the equivalent of what selling is in any kind of a mass media.

In addition, he has an incredibly broad spectrum of comprehension of the intricacies and nuances of probably 100 different highly diversified and sophisticated industries and issues. He is the equivalent of the “Bo Jackson” of entrepreneurship. Mac knows retailing. Mac knows wholesaling. Mac knows international selling. Mac knows distribution, etc., etc., etc. Mac has presented at nearly every training program I’ve devised and I’m pleased he’s agreed to be part of my newest eX! Factor Program.

Adding Dimension to the Process

I chose these five colleagues for a simple reason. They add the dimension I need to make the eX! Factor come alive in your business situation.

So, for three exhilarating, remarkable and unprecedented days, you will spend at least 36 hours having your whole strategic mindset be shifted, expanded, strengthened, toughened up, focused, supercharged, turbo charged, and then fine-tuned to a level and dimension of clarity and focus you’ve never experienced in your life. *Each hour you’ll have a breakthrough.* That, I absolutely promise.

**Are You Still Wondering if The eX! Factor Program is for You?
...If so, See If You Know The Answers to These Shocking Questions**

- How do you make money in your specific business?
- Do you really know the difference between making money and generating cash?

- Do you really understand where wealth comes from and how people in business today are getting rich?
- Do you fall victim to the ten major myths of management?
- Do you think you are in danger of being a nice person in a ruthless business?
- What do you think are the most crucial elements of being a leader?
- What is the best way to motivate your people and yourself?
- What is the biggest motivation you aren't taking advantage of?
- Have you ever experienced the feeling of winning at a truly high level of attainment?
- Do you have a clear understanding of the big picture?

In other words, do you know what the “real meaning” of business life is for your enterprise? Now, ask yourself...

- **What is the larger purpose behind what you are doing?**
- *Do you know how to effectively move people to action; people like your staff, team members, customers, clients —family members and vendors?*
- **Do you know how to take the negative emotions and stress out of your business?**
- *Do you hold yourself and your business to a high enough standard?*
- **Do you respect the value your product or service adds to people's business or personal lives?**
- *Do you fear your competition?*
- **Do you fear the future?**
- *What is the best, most effective way to get your customers to buy?*
- **What are the biggest hurdles you face and how can you overcome them in the most profitable, productive and easy way?**
- *Is your thinking short-term or long-term? What is the importance of both? What is the disadvantage of thinking one or the other?*
- **What is the highest level of thinking and action from which you can operate your business?**
- *How can you create new, more lucrative opportunities for profit?*
- **Are you having FUN?**

We Answer These Questions and Tons More For You Through The eX! Factor Program

These are only a few of the questions I set out to answer after I stopped conducting my business training activities and I started researching and analyzing why some entrepreneurs are so much successful than others. These are the problems I decided to help people solve roughly 25 years ago when I first began my career as a business advisor and marketing expert.

Admittedly, at first, my expertise was limited, but \$4 billion worth of successes and thousands of clients spanning 400 different industries later, I probably learned more about business building, sales training, the ingredients of an effective ad, masterful marketing, strategic alliances, joint ventures, negotiations, distribution, street-smart entrepreneurship and wealth creation than arguably anyone else in the world.

The millions of dollars I have spent and the tens of millions of dollars that each company I studied has spent to test and refine these proprietary principles and concepts is something you would never in ten lifetimes be able to do on your own.

At my pilot eX! Factor Program, I will teach every participant these unwritten rules and business laws that I have uncovered through my research and experience.

Then, we will build on that knowledge and take everybody all the way through the complexities of strategy building, formulating a unique selling proposition to ensure competitive advantage, positioning, maximizing assets, gaining leverage on yourself and your business, all the way to business-building breakthroughs you can easily apply and sustain.

After you've finished the full 18-month program, you'll be able to answer each of these questions confidently and without hesitation.

200 "Over Achievers" Wanted!

I'm looking for at least 200 proven, growth-minded, over-achiever business owners or professionals with a history of successful accomplishment—and a *prejudice towards action*—to participate in my **eX! Factor** pilot program. You cannot be wedded to tradition. Nor afraid of innovation, marketing breakthroughs or unconventional thinking. The thought of a ten fold growth in business profits cannot intimidate you. Out-thinking, out-marketing, out-negotiating, out-strategizing and out-maneuvering your competition should be your aspiration.

So, I only want you to participate if:

- 1.) You are dead serious about multiplying your results exponentially.
- 2.) You have the capacity for achievement and performance and you are going to follow through and perform all the methods I will share with you.

- 3.) You want to accomplish much more from less time, effort and investment in your business.
- 4.) You are not wedded to tradition. You want to innovate, be creative, engineer and orchestrate industry breakthroughs. You are open to lateral thinking that's "*outside the box.*"
- 5.) You crave providing more value to your customers, being different, differentiating and distinguishing your company above all your competitors.
- 6.) You are tired of operating your life and your business by your industry's rules and you are ready to change the way you play the game.
- 7.) You will follow through on a regular weekly basis with all the instructions and knowledge you are given. And you promise to document and report back your achievements and let me use your success stories in all my future promotions and sales efforts.
- 8.) You want to learn how to turn your business' hidden assets and overlooked opportunities into windfall profits and multiple streams of income for life.

While I cannot predict the bottom line pay-off your specific business or practice can expect, I can tell you that minimum six figure bottom line improvements should be the norm, not the exception, **and I fully expect a number of the pilot participants to report seven and eight-figure 18-month improvements.**

That is why I lovingly refer to the three-day live portion of the training process as the "*million dollar weekend.*"

Do you qualify?

The "million-dollar weekend" and 18-month eX! Factor Program experience is a nearly non-stop, highly-focused, no-nonsense, year-and-a-half private group consultation with some of the highest-paid, most successful business experts in the United States.

Approximately 200 like-minded people made up of super achieving, success-driven individuals, growth-oriented entrepreneurs and professionals from all over North America will meet June 28-30, 1996 in Irvine, California for this intensive, three-day weekend—focused on innovative and unconventional business growth strategies. Then the eX! Factor experience will continue over the following 18 months to ensure that participants experience all the success they are capable of.

So here's the question: Are you content to remain where you are in your business or practice growth...or are you ready for a breakthrough? Are you ready for a high velocity exponential growth? Are you ready to multiply your results, simplify your life and make every-

thing you do pay off more profitably? If the answer is yes, I encourage you to be one of the 200 people I am inviting to participate in the first ever eX! Factor Program.

The eX! Factor Philosophy

If you accept my invitation you will walk away much enriched for having embraced the eX! Factor philosophy. It boils down to an “*everything is possible*,” “**nothing can stand in your way**,” “*do things your own way*,” and “**have fun doing it**” way of conducting your business and personal life that gives you supreme control over your fate, total confidence in what you’re doing, ***and a remarkable liberation from the stress and problems that weigh down everyone else in your industry.*** It’s all about seeing opportunities where you once saw obstacles. *Best of all, it eliminates the boundaries of what and how much you can now achieve!*

I’ll teach you how to make your own rules and play your own game of business—the way **you want to play it**. You no longer need to feel relegated to the role of a commodity. You will be special, different, superior, unique, *and above all, you will be seen a full head above all your competition—if you embrace only a fraction of the mindset and philosophy the eX! Factor method teaches.*

I Promise You a Windfall

In other words, I can promise you a windfall for just immersing yourself in the three-day training process. But if I work with you continuously, once a month, for 18 progressive months, *I can promise you the breakthrough of a lifetime.* Why? Because just introducing the powerful method and concepts to you is like a kid in a candy store.

You’ll get excited, you’ll get delighted, you’ll sample a lot of the options, and for a short while you’ll satiate your appetite—but **you won’t begin to relish (or reap) anywhere close to the cumulative potential this powerful process holds for you until you integrate and incorporate its magnitude in a strategic and formalized manner.**

My Motivation in Giving You a 90% Discount

If you are agreeable to allow me to use your success stories as documentation for my future \$50,000 eX! Factor Program, it is more than worth my while to offer you the opportunity of participating in this entire “test pilot” 18-month eX! Factor Program experience for only \$5,000 instead of the \$50,000 I intend on ultimately charging.

By the way, \$50,000 is a modest price to ultimately pay when the program is fully refined and perfected because the R.O.I. (return on investment) this extraordinary 18-month training program promises to produce should be higher and more immediate than any other business investment you have ever made.

A Whole Different Mindset

What lies at the heart of the eX! Factor Program is a surprisingly simple proposition. It is this...

- a.) You owe it to yourself, your family, your employees and your customers to get the highest and best use of every opportunity, asset, effort, financial and human capital investment you make, both now and in the future.
- b.) You cannot be content to do anything that does not produce the greatest results or returns possible from the effort or expenditure that you make.
- c.) Marketing is the ultimate business building leverage that you have available. You should be able to improve your current sales results by a multiple of 100%. Everything you do can be reduced down to a process. As such, you can measure, quantify and improve each facet of that process by 5% to 1000%. (I learned this from W. Edwards Deming.)
- d.) You are the one who is probably limiting and restricting the number of people who could be buying from you, the size of the purchase people make and the frequency of purchase that people could be making. **A few simple shifts in the approach you take and the attitude you adopt can make eX! Factor improvements in your results.**
- e.) Business should be fun, certain and profitable. You should be able to order your business the way you want it to be.

And best of all, it is easy!

The most efficient, most profitable way to operate your business is to put the interest of your customer first and foremost. Most people fall in love with their company or product. My eX! Factor Program participants will learn to fall in love with their customer or client—and only do what is right for them. *This change in attitude creates an enormously valuable distinction that differentiates your performance from virtually everyone else you compete against and will increase your level of influence and persuasion over your customers.*

Life is too short to be spent under a lot of stress. It is too short to be out of control either. So I will help eX! Factor participants reorder their lives.

We will turn business into a joyous game everybody in your company can enthusiastically and successfully learn to play. Business will become fun. But it is more than that. It will allow you to tap into the universal desire to win; this is a desire that not only you, but all of your customers, vendors and team members feel, too! Once you marshal that combined desire into a powerful force, you have a competitive advantage no outside competitor can penetrate and it will manifest itself into greater productivity for everyone involved...*and thus greater profits.*

Using the eX! Factor principles has a great reward; that is, constant and massive improvement of your life, livelihood and your business or professional practice.

Once Things Become Clear, It Is Easy To Take Action!

The more you understand about the eX! Factor Program, the better your company will perform. *This is an iron-clad promise.* You will absolutely be more successful in your business by applying and sharing this new philosophy with everyone you come in contact with.

No Participation: No Reward

Certainly you will get the most out of this program if you participate first-hand, as a direct eX! Factor attendee. However, the next best thing to being there is to become a self-study participant if it's more convenient for you. Though this program is not as comprehensive and intense as the eX! Factor live process, it is extremely valuable and less costly than the live segment. (I am offering just 200 people the chance to participate via home study (see details on page 29 of this prospectus).)

Firsthand Examples

I differ from most every other mentor I know (and I've trained 50 of the world's foremost trainers in my previous MasterMind program). I use principles as tools to teach people to be more productive, resourceful and results-oriented. I use metaphors to easily and graphically illustrate exactly how to do it in your own specific situation. **The pay-off comes to you the moment you start seeing all of the ways you, individually, can improve what you are doing.**

You Will Leave With a Complete Personal Game Plan

You will leave the live part of the program at the end of Day 3 with a complete outline of your game plan: A set of highly-specific strategies and tactical actions you expect to enact month by month, for the 18 months that we will be working on together.

But there is more.

I want to add an exciting, irresistible, "first chance" participation twist.

You see, I decided that merely offering you attendance at my very first, most experimental eX! Factor Program risk-free with all the other valuable bonuses on top simply wasn't enough to do *to entice the quality of participants I need to perfect the process and produce the quantity of documented successes I need to command the \$50,000 I will ultimately charge.*

And My Shamelessly Irresistible, Double "Better-Than-Risk-Free" Proposition.

If you are qualified to participate in the 18-month program and attend the three-day live segment, I want to make you a proposition that is irresistible. *Here it is.* Call my office and

reserve your participation. Give them your credit card number and we'll immediately confirm your place. Your participation is guaranteed, but you are under no obligation to attend. Here is why. Once you sign up, we will immediately send you the first massive package of grounding materials—(*you will receive even more grounding materials at the seminar itself*). Listen to them, watch them, read them, immerse yourself in each idea, concept and strategy—then put them to the ultimate test.

Try a few out. Pick out the most immediately usable and appealing idea or strategy and see if it works in your business. **Either it pays off for you or it doesn't.** If one or more concepts fail to produce a dramatic cash pay-off for you long before you leave to attend the three-day program, I do not deserve to keep your money. If that is the case, merely call my office up, tell them you did not get a pay-off, send back the pre-grounding package by June 10th and keep the blue-bound grounding materials for your trouble—and we will cancel your participation and issue you a refund check on the spot. *No questions will be asked. There will be no hard feelings on my part either.*

The likelihood of you making a significant profit on the pre-grounding materials is exceedingly high. Otherwise, why would I dare make such a bold proposition or risk free guarantee?

Risk-Free Protection Number Two

But your participation protection does not stop there. Because even though you probably will already have made a profit that exceeds the entire participation price I am asking, I still want to be "*on-the-hook*" to perform for you at the live segment. So, unless I give you a tangible pay-off in the form of usable ideas and specific strategies you can directly apply in your individual business situation (that represent in your conservative estimation a minimum profit to you of at least ten times the reduced attendance price you are paying)—I will not expect you to remain in the program.

So if you fail to receive a pay-off you feel is worth at least \$50,000 or higher by 2:00 on the second day of the program, you are welcome to leave the program discreetly, returning your live program materials, and receive a complete refund of your fee without any questions on our part.

Again, obviously, I know the power and profitability of this process. I know the kind of geometric profits people have made using only a fraction of the information I will be sharing with you at this program. So when I say you will make \$50,000 or more before 2:00 the second day, I am not very worried about that statement proving true. **Because if it doesn't, I'm the loser, not you.** You will go to the back of the room, you will ask for a refund and you will leave. That is the way it should be because I vowed I would not go back to a live training programs until and unless I had a program that was many times more powerful and profitable than my legendary MasterMind Marketing Program.

The eX! Factor Program is literally many, many times superior in its money-making, rapid achievement and in its predictability to any business-building method I've ever taught or been exposed to. Once you sign up, I'll make you a believer!

Because This Program Will Pay For Itself, I'll Give You Generous Payment Terms!

In order to make saying "yes" easier than saying no, I have decided to offer you one final advantage I think you will find irresistible. Even though I plan on charging future participants \$50,000 (as soon as I get the program fully finalized), I am willing to allow you to participate in the entire 18-month process, including participation in the three-day intensive interactive portion for just one-tenth of my intended fee—just \$5,000. *But I am not as interested in getting all your money now as I am receiving your full commitment and follow through.*

So I would like to offer you a very sporting proposition. If capital is an issue, feel free to pay me in easy monthly installments. Send me just \$1,000 today in good faith to bind your participation commitment, and I am more than willing to allow you to pay the remaining \$4,000 over an eight-month period in modest \$500 installments after you return home from the live training. **That means that if you follow through on what I teach you, you should easily be able to pay for the bulk of the training out of a mere fraction of the increased profits I help you realize.**

I can also provide the same easy payment terms if you would like to bring a partner with you to the eX! Factor experience.

However, if cash is no problem, I frankly don't want to be a banker so I will make you an equally appealing full single-payment proposition. Pay up-front and I'll let you bring a colleague, friend or partner along for just \$1,000 additional, same risk reversal covers both participants. Either way, your participation payment is fully protected by the double "better-than-risk-free" proposition.

If you want the opportunity to participate in the first-ever "*pilot version*" of the most comprehensive, encyclopedic overview of my most profitable business-building discovery ever—plus receive separate bonuses worth many times the modest \$5,000 discount price I am asking, this may be the only opportunity you will ever get.

Please review the complete reservation form, then respond—if you desire the competitive advantage and increased performance levels I believe this program, more than any other I have ever conducted, will provide this advantage. Call 1-800-844-1946 today.

Warmly,



Jay Abraham

P.S. Vitally important, last and final point:

It should be obvious, I am mercilessly attempting to induce you to attend this program at my company's risk. It is not to separate you from the modest \$5,000. **Quite the contrary.** I know many of you will never (left on your own) fully utilize the highest and best profit growth potential your business or practice has to offer you—without the help of these powerful ideas, methods and principles.

I doubt you ever would pay my current private consultation rate of \$5,000 for an hour of my advice. I suspect it's because you cannot comprehend how any one man could possibly possess money-making business techniques that would have actual application in your specific business situation. The eX! Factor Program and the philosophy it develops are the best road maps to applying my money-making mind set I have ever offered at any price—and I have offered programs up to \$25,000.

Selling Out at the Full \$50,000 Price

Once your success story is in and documented, this program will probably sell out at \$50,000+. Why shouldn't it? After this pilot program, the eX! Factor Program will have a documented history of producing hundreds of pay-offs in the multiples of ten to a hundred times that amount.

Right now, I need your success, your follow through and your commitment much more than I need a lot of your money.

What I have discovered and can teach entrepreneurs to do *in and with their businesses* during the next 18 months are totally different from ideas or strategies any other business expert can teach you. A bold statement, I agree; **but a truthful one, nevertheless.**

The eX! Factor Program is decidedly different from any previous training program I have ever offered. I truly want you to have this body of my fresh new work—particularly if I can offer it to you today at \$5,000 instead of \$50,000.

If the cost to me is to sell you a \$50,000 valued program this one initial time for only \$5,000 on a double money back basis, **I am willing to lose the \$45,000 profit.** If I have to convince you by adding bonus videos, audio sets and never-before offered private recordings of invaluable consultations I have performed containing nearly \$15,000 worth of my principles using charts, illustrations, live questions to demonstrate the applications, etc. and make it yours free, I will do that too!

The Icing On The Cake

Finally, the icing on the cake is a collection of private recordings of two of the legendary entrepreneurs of all time. I have private recordings of two separate people who together built businesses with sales exceeding \$1 billion from scratch without any outside capital investment. I want to include full-length cassette interviews with both of these entrepreneurs free as an added bonus as well.

Look—I could sell any one of the bonus items of my material for \$500 to \$1,000 and more than justify the value—and you would profit greatly solely by watching, reading or listening to it. **The eX! Factor Program then almost becomes a free bonus, but don't minimize its potency.** This mindset-shifting and perspective-changing experience has the capacity to dramatically multiply the results, profitability and wealth of your business forever. It has done that for 5,000 other people I have worked with and studied.

If a program presenting \$50,000 of breakthrough business-building ideas along with 18 months of hands-on private group coaching, mentoring and teleconference consulting has any value to you, **sign up for the pilot program today without risk.** And, with full payment, you can bring a partner along for a nominal \$1,000 additional (the same no-quibble risk reversal applies). The only difference is you will share the bonuses. Or if easy terms are more appealing, feel free to pay only the \$1,000 down and take eight full months after attending to pay the remainder.

If eX! Factor is everything I say, you wouldn't part with what you are about to learn for 100 times the modest fee I am asking of you. If it's less than I promise—cancel your attendance before or during the live program, without risk or disappointment on my part. Either way, I want you to keep most of the bonuses for your faith and effort. This way I am certain my eX! Factor message will be clear and ever present in your mind and actions.

Urgent Addition

Even though the eX! Factor Program has been specifically designed for business owners and professionals, it has tremendous implication to everyone's life, including family members, relatives, employees and colleagues.

To demonstrate in advance this universal power, I have created 19 special condensed reports on tape I would like to send you when you enroll in the pilot program. (The Reports are separate from your \$15,000 bonus package.) **Here are the titles of the reports you will receive in a condensed tape format:**

- 1. Starting a Part-Time Business from Scratch Without Any Capital;*
- 2. How to Turn a Small Business Into a Large One Without Any Risk;*
- 3. How to Get a Raise or Promotion Even if Your Company is Laying People Off;*
- 4. How to Get More Power and Money Out of Your Career;*
- 5. How to Start or Buy a Profitable Business With No Money Down;*
- 6. How to Help Your Kids Become Self-Reliant: Money-Making Opportunities for Kids on the Weekends, Evenings and Summers;*

7. *Money Hobbies: All Kinds of Ways to Take Things You are Interested In or Good at and Make Them Profit Centers in Your Life;*
8. *Dollar Generators: 25 Ways to Generate Cash Flow and Increase Income Without Doing It Yourself;*
9. *How to Increase Your Standard of Living Without Changing Jobs;*
10. *How to Know What You are Really Worth: A Simple Formula for Determining Your True Value in Your Relationship to Your Wife, to Your Children, to Your Employer, in Your Business, to Your Customers or Clients;*
11. *Your Biggest Source of Future Wealth: Identifying Where Your Biggest Opportunities Lie in the Years Ahead;*
12. *The Truth About Franchises (Many people buy franchises blindly and most franchises have no system for getting new customers and sales. Here's the missing element);*
13. *Finding the Right Money-Making or Business Opportunity for You;*
14. *The Smartest Thing You Can Do with Your Life and Opportunities;*
15. *The Dumb Mistakes Smart People Make;*
16. *How to Create Money-Making Ideas;*
17. *Smart Money — Easy Money: The Two Laziest Methods for Creating Wealth;*
18. *Making Money Made Easy: The Psychology of Money Making, Deal Making, and Wealth Creating Made Simple; and*
19. *How to Get Any Job You Want to Go After — Even If the Other Applicants Seem Better Qualified.*

I would like to “gift” these 19 short condensed reports on tape just to introduce you to the enormous magnitude of power your loved ones will have at their fingertips once you learn to master the infinite potential the eX! Factor has for you.

I ask only one favor in return. These 19 reports, along with \$15,000 in business-building bonuses, are offered in a spirit of trust and good faith. I ask that you reciprocate in kind. So as long as you are sincere and genuine in your desire and commitment to participate in the program as long as the program delivers on its promise, please feel free to sign up and I will rush you out the entire bonus package. I ask only that you not take advantage of me or the intentions this very generous offer is based upon.