

SNAP OUT OF IT!

HOW TO **PROSPER**
IN YOUR BUSINESS - NOW
(IN UN-PROSPEROUS TIMES)

ENJOY EVEN GREATER SUCCESS
IN THE NEW ECONOMY TO COME

by **NBS**
Dan S. Kennedy

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Read Every Word Of This Little Book.
SNAP OUT OF IT.
Leave The Recession Doldrums Behind,
Long Before Everybody Else Can.

“...long overdue thank you...I have used your strategies to **triple** the size of my family’s insurance agency **in the past 36 months** – from \$3.4-million to \$10.5-million. We are now able to dominate our target markets **regardless of the economy.**”

- *Michael McClean*

“...as I left the trade show (that was almost cancelled due to low registration), having **written five large orders and reaching our goal**, the organizer of the show said, ‘You are my success story.’ My success is from your strategies, for **selling in difficult conditions, when others can’t.**”

- *Lisa Wilgus (B2B company owner)*

“In a world focused on lack, insecurity and doubt, your words are a shining beacon of **hope!**”

- *Dr. Chris Bonn, Women’s Wellness Center*

“I have always admired Dan Kennedy’s ability to see the vital truths in ANY business and to state these realities with straight language...his approach is direct, his ideas are controversial, **results** for clients unchallenged. What you discover... **will change your business life and income.**”

- *Brian Tracy, author, Turbo-Strategy:
21 Ways To Transform Your Business*

“Dan is a living genius at marketing – glaringly brilliant at showing you how to think differently about your marketing efforts...to **stop thinking there are any limitations...**”

- *Joe Vitale, author, The Attractor Factor: Seen in The Secret*

Chapter One:

IF-CANT-IMPOSSIBLE

I actually buried those words, with real gravestones, in my yard. In 1981. Then I set about the business of making myself rich and independent. (Are you in the business, right now, of making yourself rich or richer and truly independent? Or have you mentally, emotionally and actually compromised? Are you settling for working on mere survival?)

Right now, most people think it's IMPOSSIBLE to actually grow their business – and their net profits and personal incomes as well as their wealth – not by inches but by leaps, in a “negative” economy like this one. They are very, very wrong. To a great degree, just their acceptance of that premise, that it is ‘impossible,’ imprisons them. I like movie-magnate Sam Goldwyn's famous quote: *“It's an impossible situation, but it has possibilities.”* You see, this isn't my first recession rodeo. Seen worse in many ways. Been there, done that, rode that bull. And I *know* that there are reliable ways to boost business, despite strong headwinds from a bad economy. Surrender isn't one of them. Mental malaise isn't one of them. Waiting isn't one of them.

A lot of people are waiting for IF's. IF ONLY consumers were spending again as easily as they were before all the bubbles burst. IF ONLY banks were lending. IF ONLY that giant discount hadn't come

to town. IF ONLY... Others are paralyzed by IF uncertainties, worrying about what may happen next month or next year. WISHING FOR BETTER OR MORE CERTAIN CIRCUMSTANCES IS A LOSER'S GAME. *If wishes were horses, all the poor would ride; if turnips were gold watches I'd wear one by my side.* It's a very old poem. This wishing foolishness goes back a long way.

There is just one – only one – legitimate “IF ONLY.” Here it is. As big as our Membership is for what it is, and as much as my unique marketing and business-building strategies do represent a phenomenon sweeping the nation, it is still, in context of the millions of small businesses and practices and sales careers, **a nearly “Secret Society.”** We don't actually have a secret handshake. But our Members know certain things all other business owners do not, and IF ONLY you knew those things, you could make business a place for prosperity – regardless of what is going on outside, all around you. With about 25,000 Members and perhaps another 200,000 or so having elements of my System, we're having greater impact than any other force for real change strengthening of small businesses, and we're adding over 1,000 new Members a month, yet we are still the best-kept secret of business owners who are doing well, while most struggle and suffer, and are confused and uncertain about what to do – or worse, convinced there's nothing they can do. **IF ONLY you were privy to what those in our Secret Society know...**

If you're a skeptic or cynic, you may immediately scoff – “there are no SECRETS.” It's an understandable reaction, and I even think skepticism is healthy. Bernie

Madoff's victims would have benefited from a healthy dose of skepticism. Apparently, Tiger's wife and multiple mistresses might have benefited from a healthy dose of skepticism. **But given the circumstances, I hope you'll at least consider the possibility (and let me PROVE TO YOU) that there are business owners who have found or figured out strategies so "odd and unusual" that they are, in effect, secrets of few. IMAGINE FOR A MOMENT that the only thing holding you back from achieving your goals faster and more certainly than ever, unharmed by the economy, was a missing piece of information or strategy that you are simply unaware of. IF ONLY, you knew it.** Far-fetched?

Edison went through thousands of experiments before figuring out just one little thing missing, unknown to him but required to create incandescent light. Much more recently, in business, one idea rescued a nearly-dead, very slow selling kitchen product and, in less than 3 years, made it's owners multi-millionaires. Recently, one small change in the way web sites work doubled stakes for many of our Members.

If you're a skeptic, you'll next think "Fine – but no such secrets could possibly exist that are applicable to MY business." You may think your business too ordinary or mundane. Or too highly regulated. Or too commoditized. Or you may even think you are so-very-smart and such a grizzled veteran that you've seen it all. Page # shows a partial list of the kinds of businesses my methods have already produced radical change and sales breakthroughs – and I promise, will do so again. In fact, there are small but mighty number of *universally applicable* Secrets known by our Members. Just for example, I'm sure you know that you want to be doing

direct-response advertising and marketing, not ordinary name-rank-serial-number what-I-do-and-where-I-am advertising and marketing, and I'm sure you know that the difference is a compelling proposition or offer. You may already be familiar with the term Unique Selling Proposition (USP), although odds are, you haven't got one. But what I'm certain you don't know is that there are eleven direct proportion to the number of those eleven combined in your marketing message.

The crafting of the most powerful proposition possible is a quickly learned yet wizardly skill, a process you can follow once you possess it, a key to competitive advantage, a protector of price, and a "lever" to get customers, clients, patients, and prospects to buy and buy now – even if they are "sitting on their wallets." If I offer \$10,000.00 in cash to any 25 business owners you pick at random, the money handed over to any of them who can describe the eleven propositions and show me their own marketing message built with at least four – how much will I have to pay out? Right. Zero. That is just ONE example of what's behind my door. And IF ONLY you had this list of propositions and examples of them in actual use, then you could get more bang for your advertising buck and draw in more customers starting tomorrow. Another example can be found in Chapter 6. IF ONLY you spent just a little time behind my door, you would see your business very, very differently!

But, other than this one, single IF ONLY, all other IF's are B.S. – and letting yourself be limited, controlled or delayed by IF's is for the weak-minded.

Then there is CAN'T. The instant, knee-jerk, habit-

driven, conditioned response by 95% of all business owners to everything I present is to vomit up a long list of why *they* CAN'T use any of it. What's sad about that, and I guess it never occurs to them, is that any moron can make such a list. Most do. And it isn't even worth minimum wage. Now, of course, the ogre of The Economy tops most of these I CAN'T lists. A lot of people actually prefer good excuses to opportunity.

Personally, I gave this word last rites and buried it forever a long time ago – and doing so has been a key to a lot of my accomplishments. Sure, there are things I choose not to do that I could do. But **I'm loathe to hand control over to “circumstances beyond my control.” It's a concept I don't believe in** – that many hold as a religious faith. I stuttered uncontrollably as a kid; I became one of the highest paid, sought after professional speakers in the country, culminating with 9 consecutive years on the #1 seminar tour with audiences of 10,000 to 35,000 in 25+ cities a year. I have a high school education, no college; started in business from scratch with no family backing; built my first business during the Carter recession; and made myself into a multi-millionaire; serial entrepreneur with successes in different fields – and also became a trusted, incredibly high paid advisor to entrepreneurs and CEO's with far more academic education than mine. They pay a minimum of \$18,800.00 a day to come to my home and sit in a basement conference room and pick my brain – in 2010, forty-two such days. In my late 40's, I returned to an 'odd' teen-age passion: harness racing, and I didn't just buy racehorses, I went through the arduous process of becoming a fully licensed professional driver, and now drive in over 200 races a year.

Let me stop there, even though I could go on, but for the one more resume-item very relevant to you:

I *routinely* make business owners of every stripe and size see opportunities within their present businesses that they were blind to, and even trigger what I call ‘The Phenomenon’ – with which they make greater strides and make more money and create more stability and wealth in 12 months than they did in the previous 12 years. *This* is a shocking experience for them but a very ordinary one for me. This is what I am inviting you to step into and explore for yourself, without even putting a dime at risk. (My offer is on pages #-# of this little book.)

PLEASE READ THIS BOOK IN ITS ENTIRETY TODAY – there’s no time to waste. Assess everything I have to say here. Then decide if a bit of time behind my door, poking around and investigating and exploring and even test-driving my methods is something you owe it to yourself, your business and your family to do. If you decide yes, you’ll only, really, be deciding: maybe. You’ll take no risk. But you may wind up burying IF, CAN’T and IMPOSSIBLE once and for all.



This was Dean Martin’s Rolls-Royce, a 1986 Comiche II made for him, and driven by no one else until

I recently purchased it – not because I wanted a Rolls but because I’m a huge Dino fan. But I didn’t hesitate when I saw it. I bought it on impulse. Right smack in this recession. And my wife was fine with it! Why? Because I own the ability to MAKE MONEY AT WILL.

Yes, that's me in that sulky. And I have my business life organized for my convenience, so I can indulge my personal passions – and I believe you should too, and I know you can. This, in fact,



is the point of all our strategies, methods and work with our Members: making business owners true masters of their businesses and lives.

THIN-DIME GUARANTEE

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Dan K

Dan S. Kennedy

Chapter Two:

ACTIVITY VS. ACCOMPLISHMENT

Isn't that the summary of the daily battle?

Every day it seems you put on your armor and sally forth into a dragon-infested world. The goal is to avoid being consumed by activity and to actually get something done. Of course, most people can't tell the difference! Most salespeople confuse activity with accomplishment. Most business owners do, too.



They fail to apply this simple test of each day: *have I moved measurably closer to meaningful goals?* If not, what was the point?

As a matter of fact, most business owners report to their place of work and put in time all day, reacting to whatever comes their way...with “hope” as their chief strategy for attracting new or repeat customers... and working just like an employee – only difference, carrying a briefcase instead of a lunch pail! The average business owner is NOT proactively implementing a marketing

plan and a collection of tested and proven marketing and sales systems* engineered to accomplish specific objectives. The *average* business owner finds prosperity hard to come by, more by his own behaviors, than by any external enemies, including a troubled economy. There ARE CERTAIN ACTIONS that can be taken by any businessperson aware of them, right now, that are guaranteed to boost sales, profits, income and invigorate even the sleepest or most struggling of businesses. But apathy, surrender and pessimism prohibit finding out about them or taking them. To be fair, though, optimism and positive thought do not bring any better results either. It is the CERTAIN ACTIONS themselves that are important.

(*System means, by definition, something that delivers predictable, reliable, consistent results. Imagine how much better you'd sleep at night if you knew what the next day's sales would be..knew how many new customers or clients would call! That's the way people using my systems live! More about this, in Chapter 4.)

I met and got to know the “father” of “positive thinking”, Dr. Norman Vincent Peale and I liked him and have nothing against him, his philosophy, or the many he spawned who essentially preach optimism. But my first mentor told me: **you can't eat philosophy**. Optimism, positive thinking, positive expectation is like a smile and a shoeshine: good, but they'll only carry you so far, and they are fragile, alone, in face of stiff opposition and adversity. Another friend, the creator of Disney University and an intimate associate of Walt Disney's, Mike Vance, says it's a fine thing to be optimistic *if you have reasons*. *If you don't have reasons, get some*.

This is not an optimistic time. But regardless of the economic climate, Mike Vance's advice is rock solid. **You don't need to force yourself to be optimistic if you have good reasons for optimism. The businesspeople**

using my strategies and systems – the very same ones I’m happy to have you test-drive free of risk – have reasons to be optimistic, even at times when everybody around them is down. They know what to do and how to do it, to accomplish prosperity in any market. These things have nothing whatsoever to do with anyone’s core products, services, deliverables. Instead, they have to do with a scientific approach to selection and attraction of good customers, clients or patients....for whom price/lowest price is NEVER the chief purchase or patronage motivator....and positioning themselves and what they offer so as to be important to exactly those customers. I call this “Message To Market MATCH”, and it is one of the key ways anybody can quickly makeover their business to do well in tough times, and to out-strip all competitors in the best times. It is about being a “Meaningful Specific” rather than a “Vague Generality”, and that transforms you from one option of many to being the only choice of your kind. If this sounds foreign to you, don’t worry – you’ll quickly grasp it and know how to apply it to your business with my guidance. If you think your business too “ordinary” for any of this to apply, quite frankly, you’re wrong; please don’t disqualify yourself from the pathway to liberation from ordinary income and struggle!

Draw confidence from this fact: the main component included in my **Small Business Emergency Survival Prosperity System** is my Magnetic Marketing System, and in its long life of more than 20 years, it has been embraced and put to use in hundreds of thousands of businesses, and large numbers of those business owners – in over 172 different product, service, profession, industry, consumer and B2B categories – have

experienced such exceptional results with it and had their eyes opened to so many hidden opportunities by it, they've become "customers for life" and have stayed on "Planet Dan" for 5, 10, 15, 20 years! NO OTHER BUSINESS DEVELOPMENT SYSTEM published has ever created so many raving fans. This System has guided (and equipped with practical tools) business owners in good times and bad times. It has proven itself by standing the test of time – but it is fully up-dated and up to this day's challenges. I'm also gratified that it has been used as the foundation for fundamental changes in the way businesses and practices are marketed, at the center of a "movement" that has swept through countless industries and professions. It has always been sold with an UNCONDITIONAL money-back guarantee and, on average, fewer than 7% of its purchasers have returned it for refund. Of the 93% who haven't, nearly 3/4ths have made subsequent, additional investments in my resources, training, coaching...so if I do "get you" here, now, odds are very good that I'll "get you" again. Is that to be feared or celebrated? Well, why would you let yourself get got twice if the first time you got you didn't get profitable results? (Go ahead – try saying that 7 times out loud, fast.)

Here's the thing: you have no time right now for unproductive activity. No time for experiments. No time to bumble down blind alleys, to reverse from dead ends. No time for vague, ethereal 'positive thinking' without solid reason for positive *expectancy*. You need to invest your funds, your time, your effort, your faith in what works. You need proven tools and sound, experience-based advice.



You need things to do that you can do that efficiently and affordably attract good customers or clients.

I understand that all too well.



And I may be the most *ruthlessly* pragmatic, practical, tough-minded, results-demanding guy, period. You'll discover, as you get to know me (during your free test-drive period, for starters) that I have no patience for b.s. – that's why I adopted the NO B.S. theme for all my work; my newsletters, books, seminars, consulting and personal persona. This emblem actually means something. I began using NO B.S. as my business brand more than 20 years ago to telegraph a difference. *Reality.*

You can count on my respect for your intelligence, your time and the pressing needs of this moment in time we face together.

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Dan S. Kennedy

Chapter Three:

THE LONE POLAR BEAR

The Co-Founder of Glazer-Kennedy Insider's Circle™, Bill Glazer, says the entrepreneur is the loneliest person on the planet.



I don't know if that's true or not, but we certainly are very misunderstood by 'civilians' around us, even by family and friends. We're criticized as everything from foolish dreamers to obsessive workaholics. Employees see us as tyrants or fools. Vendors as unreasonable. There is a sense of isolation. It's not just lonely at the top, it's lonely getting to the top. My friend, Gene Landrum, one of the original founders of the Chuck E. Cheese pizza concept writes about the viewed-as-weird-and-dysfunctional entrepreneur at length in his books, like *The Superman Syndrome and Profiles of Power and Success*, which I recommend reading. As I'm saying this, if you're nodding, you're One Of Us, and out there, you probably feel – often – like the lone polar bear in a forest of brown grizzlies!

Just as example, if you're like me, you probably find socializing with a group of non-entrepreneurs, maybe at somebody's cocktail party, maybe with your spouse's friends from work....*excruciatingly painful*. Talking

about the price of snow tires and diapers doesn't interest you – and even somebody's question "What do you do?" offers no relief, because there's no way in hell they could really understand.

That's why people tell us discovering Glazer-Kennedy Insider's Circle™ is not just a moneymaking exercise, but a *homecoming*!

Within Glazer-Kennedy Insider's Circle™, we facilitate association by like-minded Members many ways. There is exchange of ideas through me and the monthly No B.S. Marketing Letter. Our Members are generous in sharing their "What's Working Best – Now" information and examples. There may be a local Chapter in your area now or soon – there are 51 now. We have several major national events each year where we all come together in person. But even from a distance, there's comfort in knowing you are not alone, and confidence to be drawn from knowing that others think as you do, share the ambition you do, and are prospering in their businesses now with replicatable, transferable methods you can use too.

One of the things – of many – that makes us the "strange" polar bears amidst the grizzlies is our very determination to succeed and prosper. You probably share my amazement and disappointment with many of the people around you who seem to be surrender-mode, day in, day out. Trudging off to jobs or even businesses of their own for which they have no enthusiasm. Endless complaining and excuse-making, but never doing anything different to effect positive change. This is the way most people live, which is something of a slap in the face to this nation of

opportunity they're fortunate enough to live in and to their Creator who most certainly intended more for them and expected more of them. I was told when a boy that the seats nearest the hottest fires in hell are reserved for those who squander talent, ability or opportunity. I was told: plot to win and play the very best game you can, every day. If this is what you're all about too, you're going to find the overall philosophy you find here encouraging.

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“I never realized there are others who think and feel as I do. I feel a lot more confident knowing that, while I may not be like ‘normal people’, that’s something to embrace!.....your books, monthly newsletter, tele-seminars, Chapter meetings in my area – I walk away with such a can-do attitude and supply of ideas relevant to MY business that I never would have thought of on my own, I swear I can see the light bulb come on, just like in the cartoons.”

- Kathee Italice, President, Memory Lane Photo Productions

Need Second Testimonial

Chapter Four:

DON'T SETTLE FOR LESS THAN YOU REALLY, REALLY, REALLY WANT.

NOT NOW, NOT EVER.

Face reality. You are a paycheck provider to your employees, a tax-paying target of government, the person bearing all the burden, with all the responsibility for your business and your family, the person out on the limb of risk all by your lonesome. Business is just not a team sport.



Too many businesspeople wind up slaves to their businesses. Owned by the business, not its owner and master. Incredibly, they wind up working to pay its

bills, to meet its obligations, governed by its “rules” and requirements. Caged birds in cages of their own making. How did this happen?

To be clear, the “micro” focus of the work I do with entrepreneurs and professionals, delivered to you beginning with the risk-free opportunity presented toward end of this little book, is all about advertising, marketing, and sales strategies, tactics, processes, procedures and tools – and these things are engineered to make you a lot more money, quickly, even in ugly, unfriendly, unhelpful economic circumstances. But if everything I did in my work with people like you was just about “more money,” I would be bored and you would be grossly under-served.

The “macro” focus is on prosperity as liberation, not enslavement. There plenty of business owners enslaved by their own success. You don’t have to be poor to be caged. You can be dominated by stress or struggle or the need to always-be-hunting for the next kill or the sleepless-night worry over where that next kill can be found.

Part of the liberation is attitudinal, philosophical, about self-determination, sense of deserving, and simple refusal to accept less than what you really want; to design or re-design your business and business life to suit yourself, and hold it accountable for meeting your personal goals. This is a concept most people, sadly, find hard to have faith in, as a realistic possibility for them. I stand as example. In my businesses, I do not take unscheduled incoming calls nor own or use a cell-phone; my clients all wait for scheduled phone appointments clumped on one or two days a month. I once thought I had to travel incessantly to go and get

my money; but I changed my beliefs then my reality, and now, 95% of the time, clients travel to me so I can be at home – in part, to drive professionally in harness-horse races over 200 times a year. I am paid for all services in advance, not after work is done; a hallmark of rich vs. poor. I have only respectful, compliant, appreciative clients. I could go on. I am describing “autonomy.” Real independence. At first blush, most think “maybe – but impossible in MY business.” But if you’ll give me the chance, I’ll introduce you to lots and lots of people in every imaginable business who have followed my lead (skeptically and timidly at first, boldly and certainly later) in creating not just financial prosperity but the ideal business life.

This is a Very Big Thing that I bring to you.

But another part of this liberation is very down-to-earth and pragmatic. It has to do with a “secret” found only in exceptionally prosperous, strong, secure, stress-minimized businesses. *Would you care to know the nature of this “secret”?*

It is: **SYSTEMS.**

Of course, most businesses, to varying degrees, do have Operating Systems. You have prescribed ‘systems’ for making whatever you make, providing whatever service you deliver, managing your personnel, facility, money. Think McDonalds, a restaurant with such superior, comprehensive operating systems it can be implemented primarily by pimply-faced, hormones-raging, attention-deficit teen-agers! Maybe you’ve read Michael Gerber’s books on this subject, beginning with the E-Myth. So you, like most, probably have great or good or least functional

Operating Systems.

But I'll bet you the biggest steak roaming the Omaha plains that **you DO NOT HAVE MARKETING SYSTEMS.**

No. For most, “marketing” is a heady mix of random acts, erratic behavior, even desperate measures at urgent times; of guesswork and hope; of much money wasted without even knowing what part wasted and what part not.....missing consistency, dependability, predictability. So there can be no liberation, because there is no stability and security. **Unless and until you have your means of attracting and acquiring good new customers in sufficient number and steady flow to meet your income goals so well organized and, to great degree, happening automatically and routinely, by media rather than manual labor**...you are captive of uncertainty, vulnerability, unstable income, and cannot possibly be or feel “lord and master”.

It is my contention you DESERVE THAT ‘LORD AND MASTER’ STATUS. You are the paycheck provider to your employees, the tax-paying target of government, the person bearing all the burden, with all the responsibility for your business and your family, the person out on the limb of risk all by your lonesome. To you, should go very rich rewards.

You may be familiar with an author by name of Napoleon Hill. Hill is famous for one of the most-read success books of all time, Think And Grow Rich. (If you haven't discovered it, please do.) I have been dubbed by others ‘the Napoleon Hill of the 21st Century’, a title

I cringe at when I hear it said of me for its grandiosity, yet acknowledge a shared modus-operandi with Hill in assembling the SYSTEMS THAT WORK that I provide. But a book Hill wrote late in life is not nearly as famous as *Think And Grow Rich*, yet I think much more important. Its title: *Grow Rich With Peace Of Mind*.

Money, income, wealth, prosperity is really not the point. It is what you are able to create for self and loved ones with it. And to truly call yourself a ‘success’, that has to include not just a vault filled with gold, but a life filled with peace – confidence, reasoned optimism; control; independence; stability and security.

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Chapter Five:

RADICAL ACTIONS REQUIRED

It may be unfair, but just being good or even great at what you do, what you deliver, just is NOT good enough anymore – especially in this unique economy.

For 35 years, I’ve been showing small business owners, entrepreneurs, self-employed



professionals and sales professionals my “Renegade Millionaire Way”, featuring absolute *defiance* of industry norms, peer opinions, usual and customary ways of doing things. One of my friends and fellow speakers, Mike Vance, former Dean of Disney University, who worked personally with Walt in the earliest conception of Epcot, says that if invention was left up to most people, we’d be lighting our homes with bigger candles! Walt Disney himself characterized most people as “lawn mowers” – merely plodding along, starting in one place, plodding to and fro, to arrive back where they started and repeat the whole exercise all over again, day after day after day. I’m afraid this describes MOST business owners, entrepreneurs, salespeople, private practice owners. Hopefully, I’m right about choosing you to get this – right that you are not a lawn mower.

Woody Allen famously said that 1/3rd of success is just showing up. True. *But*. It's the other 2/3rds that give us all the trouble! And today, definitely TODAY, just showing up, just having good or even great products, just doing a good or even great job, just delivering stellar service IS NO LONGER GOOD ENOUGH to guarantee a very good income.

Why not? Many reasons. Consumers have a bazillion more choices than even a few years ago. Shoe stores vs. Zappos.com. Bookstores vs. Amazon.com. Boundaries? None. I have steak and seafood delivered from distant, superior sources right to my door. In every category, competition is at an all-time high. Clutter, too. Just garnering anybody's attention is no easy feat. Everybody's wired up, wired in, watching, listening, surfing, texting, tweeting, receiving every single minute. Add to that our very, very, very grumpy economy. Consumers scared of spending, trying not to spend, at least trying to spend more carefully, thoughtfully, prudently – thus more demanding. There is little tolerance for ordinary.

Most are trying to combat all this by running faster, working harder, doing the same things better – but this like bailing water faster in a leaky boat.

The people who follow my lead, who use my strategies, do things differently and do different things, to convert ordinary businesses to stand-out extraordinary ones.... to advertise, market and sell more effectively, efficiently and creatively...to literally RE-INVENT their businesses. We're not overcoming adverse conditions. We are *escaping* them.

Candidly, such RE-INVENTION is not for everybody. It requires a willingness to turn your back on “the way we’ve always done it” or “the way things are done around here” and be open, really, honestly, *daringly* open to big breakthroughs and business transformation. Not everybody’s up for such a thing. **Truth is, I’m “for” people only of a certain mind-set. Those who sign on, who use my strategies, who then write to me or meet me in person tell me that hearing from me was a MAJOR RELIEF....that they’d been privately, silently, secretly thinking ‘dangerous thoughts’ for some time; thinking that there must be A Better Way, that continuing on their present path no matter how hard they worked wasn’t going to get them far, that the conventional ideas and methods and advice of their industry, peers, colleagues was severely flawed – but that they felt so alone in these seditious thoughts, they feared they were “weird” and “wrong.”** Hearing me, they were relieved and reassured – *gee, I’m not nuts after all!* From me, they get permission to act boldly, aggressively, differently. From me, they get something genuinely new, fresh, different. By me, they are emboldened.

You’ll quickly know if that’s you. That rush of relief may even happen while reading this little introductory booklet. You’ll recognize both a kindred spirit and somebody with practical, real-world, blood ‘n guts entrepreneurial and selling experience willing to say that Just-About-Everybody’s WRONG about money, business and success. You’ll be excited about finally finding a determined truth-teller.

I have a small joke. A sour, frustrated business owner is

out for a walk, trying to clear his head of the dull-minded talk of all those he has dealt with all day, when he kicks a bottle and a genie appears. The genie offers him one wish, any wish, with only limitation that he can't wish for nor can she grant immortality. Of course, the minute she cites this prohibition, it's unending life that he wants. He asks: "Are you sure I can't ask for immortality?" "No," says the genie, "that is the one wish I cannot grant." After quick thought, he says, "Fine. Then let me live healthy and happy until everybody in my industry and all the business 'gurus' and experts get their heads out of their butts." And the genie says, "Crafty sonofagun."

Truth is, most "stuff" sold to businesspeople to improve their businesses is old wine with new labels; old ideas with new jargon; same old, same old. It is promulgated by so-called sales experts who've sold only in distant memory, so-called business experts who've never built or run successful businesses. It all just reinforces status quo. But **prosperity is actually a rare thing, not an ordinary thing. It is owned by 'radicals.'** That's me. Is that you? Let's find out.

THIN-DIME GUARANTEE

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You have up to THREE FULL MONTHS to be my judge, jury and – if you choose – executioner. Sample everything. Try my methods. See what being a Glazer-Kennedy Insider's Member is all about. You must be delighted with your experienced, amazed at your discoveries and profit from our recommendations, or just say the word and your money will be immediately refunded. *Every dime.*



Dan K

Dan S. Kennedy

Chapter Six:

THE AMAZING POWER OF PRICE ELASTICITY

Profits need protected.

In an economy like this, there's a great deal of anxiety about prices, and many business owners surrender to their own fears, pressure from competition, conversation with peers, and other influences and begin slashing prices, trumpeting discounts, and sacrificing their profits. They think desperate times call for desperate measures. I am here to tell you: STOP. Just because there may be desperate times does not mean YOU must be a desperate discounter! THERE ARE BETTER WAYS. **If you'll let me, I CAN SAVE YOUR PROFITABILITY.**

There is, as example, a famous clothing store chain that has, in short time, gone from promoting "buy one, get a second suit for 50% off" to "buy one, get a 2nd suit free" to "buy one, get a 2nd suit free AND a 3rd suit free". **Where will that end? Bankruptcy, that's where.** The President of Glazer-Kennedy Insider's Circle™, Bill Glazer, owned, for many years, the most successful independent menswear stores in Baltimore. He even fought off one of the biggest national discounters and sent it packing, tail between its legs. And Bill's advertising was so successful (and his business strategies so successful at protecting price and profit), he had more

than 3,000 other store owners paying to use his methods – many of whom are now, also, Glazer-Kennedy Insider's Circle™ Members. **BILL IS APPALLED at this chain's present, obviously desperate, destructive sacrifice of its profits. He and I are here to STOP YOU FROM SUCH MISTAKES** – or to rescue you and reverse such behavior if you're already engaged in it. So, let me share some AMAZING-BUT-TRUE STORIES as current as this morning's sunrise:

In a mostly blue-collar town, one of our Members operates a gourmet pizzeria, selling pizzas at \$22 to \$38...and she doubled the size of her business this past year! In a suburb of New Orleans, one of our Members operates a martial arts school surrounded by 7 competitors; his prices are more than double those of his closest competitors; in the midst of the 2010 recession and summer doldrums, his school had consecutive "best months ever". In Iowa, a commercial real estate broker controls over 70% of all transactions in his market, never cuts commissions and charges every buyer a fee just for access to his services. Starting in Cleveland, Ohio, a chiropractor took his three clinics and turned them into a national chain of over 280 clinics in just 36 months – and in virtually every market, his offices' fees are higher than all other area chiropractors. In the financial services field, an advisor who is a Member of ours has tripled attendance at his seminars (while most other advisors are suffering low attendance), has imposed a new fee for follow-up appointments (rather than doing them free and begging people to take them), and increased his personal income by over \$400,000.00 this year.

What all these Amazing Stories have in common is:

they're not amazing at all, if you know how to advertise and market effectively to attract customers, clients or patients for whom low, lower, lowest price is not a chief motivator or concern, and to position and present whatever you sell or do in a way that naturally makes its price elastic.

But do *you* instantly want to tell me that all the customers or clients available to you buy based on low price....demand lowest prices....are cheap-skates... and that the way you must cope with the tough economy is to slash prices and sacrifice profits just to stay afloat? If you weren't thinking that, congratulations. But most businesspeople think this way. And, man, are they wrong-headed! Ironclad, extensive research shows that even in recession, fewer than 20% of customers in any product/service category make their buying decisions with price as determining factor – except when nobody offers any other criteria for their decisions. **80% of the buyers available to you are NOT “price buyers”, unless you let them be, by your own false beliefs, poor marketing and salesmanship, and foolish surrender!**

You CAN sell successfully at prices substantially higher than your competition or that you imagine possible, if you know how. Yes, YOU. Yes, NOW.

People using my systems ...our Members are very often very skeptical and doubtful, but then pleasantly surprised at how much “price elasticity” exists in their business. What is “price elasticity”? It is YOUR opportunities, probably missed by you now, to charge higher prices and boost profits, to sell at prices higher than your direct competitors, to attract clientele for whom

many factors matter more than price. It's rarely as simple as just raising prices. That might get you slaughtered. But there are many creative, clever strategies for increasing the average transaction size, the initial, new customer value, and the reoccurring customer value and for inching up price and offering tiered price-value options...so that you make more money per customer or client. And listen carefully to this: at a time when each customer may be harder to come by, it is all the more important to achieve the maximum possible income from them.

You might be tempted to think of this as interesting – but not now, not in this economy. But actually, smart price and presentation-of-price strategies are most critical when consumer and B2B spending is down. Under that pressure, most un-creative businesspeople follow the crowd and cut, cut, cut prices, winding up working more for less, and even dangerously weakening quality of service or starving their advertising and marketing as profits evaporate. THIS IS VERY BAD MEDICINE. A PRESCRIPTION FOR DISASTER!

I will take you to the road less traveled, much less crowded, and much, much more profitable!

This is just one example of the kind of counter-intuitive, contrarian information you will be privy to – and have backed up with proof – and have translated into “how-to’s” and actionable strategies for immediate use.... if you simply say “MAYBE” and accept my zero-risk test-drive offer (at back of this book) and join me for the next 2 months. Examine my **Small Business Emergency Survival Prosperity System**. Pull an Action-Item out and try it for yourself, on your

own battlefield. Attend the webinars. Read the newsletter. **GASP!** – at much of what you discover and how much it differs from the ‘usual and customary’ ...how liberating it is from the doom-and-gloom and futility thinking surrounding you. Here I am, while everybody’s slashing their prices and trashing their profits, telling you to do the opposite. Wait until you see what else I tell you, that flies in the face of convention and norms. That dares to differ!

If you realize that cutting prices and cutting prices again and more, and discounting and discounting again and more to “buy activity” is a bridge to nowhere, you **WILL** let me bring to you a radically different way; a way to protect your profits and even increase them, recession be damned.

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Dan K

Dan S. Kennedy

Chapter Seven: **BY ALL MEANS, BE A SKEPTIC**

If you'll permit a quote from a lofty source, Buddha: "Believe nothing, no matter where you read it or who has said it, not even if I have said it, unless it agrees with your own reason and your own common sense." But I'll go further and dare to say I'll improve on his advice – "unless it is proven to you to be true and reliable."

There is a whole lot of nonsense out there. And you've probably been to seminars and woke up the next day struggling to recall anything you heard that you can actually use. Gotten business books or taken courses and found them full of "ideas" and vague, ambiguous advice – kind of like horoscopes. So I don't blame you one bit for being very, very skeptical of me, my promises here, my **Small Business Emergency Survival Prosperity System**, and Membership. You may have heard of me before this or you may not, but either way, I'm basically standing on your doorstep asking you to trust that I can make a real, positive, profitable difference in your business – and your life – and that's a damn big leap of faith. Especially now.

So, by all means, be a skeptic.

But. A wise man investigates what a fool ignores.

I say: be a skeptic, but don't fail to investigate opportunity, in search of proof.

So, how can you prove to yourself that I'm full of b.s. and can be cheerfully ignored...or I really am "NO B.S." and ought to be welcomed as your ally, as your new best friend, as advisor and guide and mentor and coach, and will, in fact, make your income leap to new heights and your life better?

There is the proof provided by many businesspeople singing my praises – some of those included in this little book, on pages # to #. But, still, other peoples' experience is NOT your experience. There is the factual and statistical proof: my longevity as entrepreneurs' guide (30+ years), my status – evidenced by books' recognition by INC., Entrepreneur, Business Week, by our own 25,000+ Members, by those Members' achievements. But all of that is still abstract. You need something concrete. Nothing but your own experience is real proof.

That's why we are offering you 90 days, 3 full months, to take me and everything we provide out for an extended test-drive, and if you are disappointed in any way whatsoever, you pay nothing, lose nothing. Not one thin dime.

Your proof will be YOUR proof.

Now, how often is a made-from-scratch, multi-millionaire, serial entrepreneur, who has built businesses during recession and booms, in multiple fields, and is

looked upon as a prized strategic advisor by key private clients and some 25,000 business owners going to arrive at your door and offer you unlimited access to his “very best stuff” and his guidance, at absolutely no risk to you?

This is not something that happens every day.

I know, these days, that a lot of people don't put much stock in credibility. Those younger than 35 are perfectly at ease with banking with unseen banks started last week in cyberspace. They know no history. They give moral equivalency to long-established, leading news organizations and a “blogger” officed in his mother's basement. But I think you may have better sense. So, a few brief statements about my credibility:

My private clients include leading and innovative companies in varied fields. Like the Guthy-Renker Corporation, famous for its celebrity-rich TV infomercials, commercials, print ads and direct-mail for products like Proactiv®, the leading acne brand. They are nearly a \$2-billion business built from zero, and I have been consulting with them from the beginning, since 1987, and am right now, today. In financial fields, I work with one of the fastest growing annuity organizations, Excel Advisors and its more than 1,000 agents, and another independent marketing group serving about 2,000 financial planners and insurance brokers. In real estate, my longest continuous client, Craig Proctor, was one of the top 10 ReMax® agents in the entire world for more than 10 years. My clients include or have included (in health) Weight-Watchers International and MiracleEar, and HealthSource – it recognized as the fastest growth franchisor in its category. I have also literally birthed

leading business training and coaching companies and highly respected thought-leaders and advisors in hundreds of industries, including Restaurant Marketing Systems (working with 3,000 independent restaurants); Ed O’Keefe’s Dental Profits consultancy, Dr. Tom Orent’s coaching program, and others, in dentistry; to name but a few. CREDIBILITY.

85% of all my clients use me repeatedly or constantly. These clients pay \$18,800.00 per day as a base rate, and routinely \$100,000.00 to \$1-million in project fees plus royalties tied to results.

My passion, though, is getting the strategies these clients pay so dearly for into the hands of small business owners (who could never justify my gargantuan fees)...in practical formats they can put to good use themselves. As I’ve said elsewhere, I believe the small business owners, the self-employed professionals, the salesmen and women are the heroes of our entire economy. My life’s work has been supporting them. And, frankly, they have supported me in turn, in very good style. My friend and decade-long speaking colleague Zig Ziglar’s most famous line is: you can get everything in life you want if you help enough people get what they want. That has certainly been true for me. People just like you have made me wealthy – and I’d like you to join them! But you get to apply the acid test. You get to see and experience results or waste not even a dime. **I earn what I get and I want nothing I don’t earn.**

Most importantly, this is **not** about you being *entertained*. **Not** about me giving you information or ideas that are *interesting*. This is about useful action items that put

money in the bank. That solve new or chronic business problems. That turn-around troubled businesses. That make good businesses stronger, more agile, more profitable. This is about RESULTS.

I'm proud of the fact that I have so many "lifers". Business owners who made their first purchase of some how-to resource from me 7, 10, 12, 15, even 20 years ago and are still coming back for more, not because I'm all that loveable, but because, as they so often put it: "Every time I give Dan Kennedy money, I make a lot more." You can, paraphrasing the old saying, fool a lot of folks once, some folks often, but you can't have as many "lifers" as I have and as long and successful a career as I've had by fooling people. *I deliver.*



But to be redundantly, emphatically clear: I do not ask that you believe I can boost your business, improve your income, insulate you from recession's threats and better your life. I only suggest you put me to the test for yourself, in your own business. Take two full months to do so. Then decide for yourself whether I'm for real or not, an asset to you or not, whether you want an on-going relationship or not. And if your answer's "no", not a dime will be lost from your piggy-bank.

So, sensible skepticism about me is NOT a good reason to refuse this invitation.

If you are skeptical *about you*, as hard as that may be to confess, you may have reason. Maybe you are a chronic

procrastinator. Maybe you have a habit of poor follow-through. Maybe you doubt your own abilities. Maybe you excuse your lack of progress by clinging to the concept of ‘circumstances beyond your control’. There are lots of people who even prefer good excuses to opportunity – like the character in *The Hobbit* who says he dislikes “adventure” because it makes one late for dinner. If you’re “stuck” and running in place or worse, just going through the motions, only you can decide whether to stay there or give it a shot and see if I really can give you a transformative experience. With my no-risk 3-month test drive offer, I’ve shown you *my* self-esteem. Now you’ll show yourself and me yours.

Just one thing: if you turn your back on this, *a zero risk opportunity*, you forfeit all rights to any future complaining about your business, income, finances, or business life.

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Dan K

Dan S. Kennedy

Chapter Eight: **ONE LAST THING**

One last thing. I know **you don't WANT what I am offering you here.**

You don't WANT *any* of it.

You are very busy. Pre-occupied with the daily fight. Coping with the conspiracy of the incompetent and recalcitrant. In need of more customers, better customers, more income, yes, but with no good feelings about having to STUDY to LEARN new, different and superior strategies for getting them.

What you *want* – and I don't blame you one damn bit – is that Easy Button they advertise on TV. Better, a dozen new customers or clients delivered to your doorstep each Monday morning without you have to alter anything, take on any added work, or, most importantly, learn anything new or sharp-focus any skills in new ways. I know *that* is what you *want*. And that's *not* what I offer here. I would if I could. It would make my selling to you and getting you as my client a whole lot easier, and I'm no fan of unnecessary heavy lifting. But I can't. Sorry.



But here's what I can tell you. In every population – whether that's everybody in your industry or in your



industry in your town or any other defined group, **the people and the money wind up arranged as a pyramid.** As an aside, no government meddling or forced social engineering or re-distribution of wealth ever flattens the pyramid for long. **The Money And Success Pyramid is an**

absolute, unalterable fact. The only question is where on the pyramid you place yourself, which you do based on your own behavioral choices.

And, despite the rise of “instant” media and technology, the human attention span’s shrinkage to that of fleas on agitated dogs roaming about in high winds, the complexity of daily business life. . . . **the relative few at the top of the pyramid are *still serious students***, daily engaged in knowing more and being smarter and getting more capable. Thus, one of my favorite challenges, a question for self at each day’s end: *what do you know now, about prospering in your business, that you didn’t know this morning?* People with bad answers or no answers usually have bad incomes, bad bank balances and bad attitudes. There’s correlation.

An old mentor of mine taught me that, at some point, you have to get mature enough so your Wants don’t hurt you. This is advice Tiger Woods would have profited enormously by heeding! Lindsay Lohan, too. So we all want just the happy results. We all want the Easy Button. At the top of every pyramid, you find only those not hurt by their Wants.

Your *impulse* will probably be to REJECT ME AND MY OFFER, for any number of “reasons” – you’re too busy, you don’t have time to learn, simply you don’t want to learn. But the making of excuses and the making of money don’t mix well, and, at the top of every pyramid, you find only those not hurt by their Wants.

A story: I was backstage with Donald Trump at a client’s event. Trump asked me three questions: one, how the money worked – something every real entrepreneur is curious about every place they go. Two, what, exactly, I did. Three, *what three books are you reading now?* He didn’t ask that as casual conversation. As social pleasantries. He asked in case I’d found something he wasn’t yet aware of, that he should inspect. And because he *studies* every single day. In his field; actually in several, he is at the top of the pyramid.

I had an almost identical conversation backstage with Gene Simmons of KISS, a brilliant entrepreneur. The last time I went to High Point University (where I am on the Advisory Board of the School of Communications) and had lunch with its President, Nido Qubein – who is also on the Boards of The Great Harvest Bread Company and of Lazy-Boy Furniture – we had almost the identical conversation; each inquiring of the other, what are you reading? Who are you studying? What are you doing differently in your business now vs. a year ago? Why?

This is Top of Pyramid behavior. And you don’t get to – or say at – the top of the pyramid with any other kind of behavior. A quote about that I like, from Logan Pearsall Smith: “To suppose that we could all be rich and

NOT behave as the rich behave is like supposing we could all drink all day and stay sober.”

Now, one piece of **good news**: I’ve done a whole lot of the searching, investigating and studying *for you*. And I’m a clearinghouse now of the most powerful, profitable moneymaking strategies to be found in any and every business category, thanks to constant contact with and input from thousands of our Glazer-Kennedy Insider’s Circle™ Members (I get things sent to me by them, hundreds every week) and thanks to my neck-deep, in-trenches work with my private clients and the different businesses I have active interests in (including a franchised chain of service businesses, a software company, publishing businesses and, in development, a mail-order ice cream company). **WHAT I OFFER YOU is synthesized, condensed, concentrated, focused “Best Of” successful advertising, marketing and moneymaking know-how, strategies, examples and tools, delivered for *efficiency* for you.** Still, to be candid and blunt, if you are not, by nature or deliberate conditioning, a top-of-pyramid type person, thus a willing, serious student (when you discover something and someone deserving of your serious study), you should NOT accept my offer made in this book.

So your action regarding my invitation here, now, speaks loudly and reveals much about whether you are or will ever be at the top of the pyramid. The top of the money pyramid. No, money’s not everything and you may not even have top of the pyramid ambition. But every one here has things they would do if they were further up the pyramid that they aren’t doing only because of being unable or unwilling to spend the money. So everybody

here would benefit by moving up the pyramid. You have, here, now, a *guaranteed* means of doing so.

It may interest you: in reaching out this way, with direct-mail like this, we can reasonably expect only about 1% to no more than 5% of the carefully chosen people reading this to accept my offer – even though it’s a risk-free, cost-free test-drive. Money Pyramids in every industry, profession, population are structured as follows: 1% at peak, another 4% on top, for a total of 5% who have 80% of all the income and wealth. (Another 15% who do quite well, then a precipitous drop for the big, broad, bottom base.) *Not* coincidence.

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Dan K

Dan S. Kennedy

What Sort Of An Entrepreneur Finds Glazer-Kennedy Insider's Circle™ Membership Valuable, Important and Meaningful?

Entrepreneurs who feel misunderstood, under-appreciated, dis-respected, and fatigued. If you find yourself often in the role of motivator, but rarely being on the receiving end from those around you – and the anti-business, anti-prosperity rhetoric you encounter in the media daily wears you down – you'll welcome a kind word from somebody who really understands your daily experience and appreciates your contributions! What you'll discover in Insider's Circle is leadership....Dan Kennedy, Bill Glazer, our other carefully selected experts and our top Members.... are champions of the independent entrepreneur. If you find yourself having to “talk yourself out of the tree” fairly frequently, we get it! In fact, we do too. We know the conversations you now must have only with yourself. Now, probably for the first time in your business experience, you'll step into an Insider's Circle where that can be open discussion, exchange of truth-based ideas and experiences, an energizing, encouraging “visit” twice a month plus many other opportunities to gather, connect and exchange ideas.

Entrepreneurs who are ready for a true NO BS approach. If you read most business books and wonder what planet their authors live on 'cuz it sure isn't yours, you will find us very different. We do battle daily on the same battlefield you're on. No ivory tower, academic theory. If most of what you find to read or listen to, to help you in business, seems as if it is for “somebody else” – either for big, big corporations, or utter nonsense, and you wish you could find legitimate experts who understand you and are blunt truth-tellers, focused on practical not theoretical, you'll instantly know you've arrived in the right place – a unique place - with your very first Member package. (Guaranteed.)

Entrepreneurs of real ambition. To be candid, the ordinary,

the average small business owner who merely wants to go to his shop or office and “be their own boss”, happy with bills paid plus a little left over, and satisfied with small, incremental improvement or even just staying even, is uncomfortable at Insider’s Circle. The people who gravitate to us, rejoice in what they discover and never leave are big thinkers, creative idea innovators, eager for growth and expansion, interested in (and not intimidated by) new opportunities.

Entrepreneurs willing to defy industry norms and long-held beliefs when shown proof of better ways, however unconventional, even radical. Here, you’ll find what Dan calls “RENEGADE millionaires” – and he has, in fact, spent his entire business life in and assisting this “tribe”; first generation, from-scratch millionaire and multi-millionaire and 7-figure income entrepreneurs, most of whom turn ordinary businesses into extraordinary, stand-out, exceptionally profitable enterprises. Bill is the nation’s reigning expert in “OUTRAGEOUS Advertising.” Our Members are very willing, even eager to follow roads less traveled, and eager to explore little-known and uncommon concepts and strategies. Just as example, our Members discover how to break the Work-Money Link, how to create Price Elasticity in their business (ANY business), how to move from the vulnerability of commoditization to the security and strength of category-of-one positioning, how to employ Magnetic Marketing/Attraction rather than primitive prospecting/pursuing of prospects and customers..... You have to already be certain THERE MUST BE A BETTER WAY! – and open to it when you find it.

Finally, entrepreneurs with a profound philosophical core. We are unabashedly pro-business, pro-free enterprise, pro-merit system, pro-wealth. We believe in creating great businesses that benefit their customers, clients or patients and provide wealth development for their owners – and that you should be proud of your achievements and that you are entitled to every earned reward.

Available NOW for your
Risk-Free Trial

the New SMALL BUSINESS EMERGENCY ~~SURVIVAL~~ PROSPERITY SYSTEM

Here is a brief explanation
of the three parts of the System
and the Free Trial Invitation

1. MAGNETIC MARKETING SYSTEM (For The New Economy)

Huge “Tool-Kit Notebook” with
Actual Samples, Examples &
Templates for Retail Businesses,
Service Businesses, Sales Careers,
Professional Practices, B2B/
Industrial and Sales Careers.

OVER 200 EXHIBITS –
including: The ‘Miracle’ Ad
that brought in 400 customers; a



lawyer's 14-step e-mail campaign that feeds a waiting-list practice, the service biz marketing that produced \$66,419.00 from \$5,287.00 invested; the prospecting letter that pulls an unheard of 30% response. **SOMETHING TO USE, for any business.**

12 Audio CD's. With Dan Kennedy & Friends: How NINE WORDS launched & built a from-scratch business empire and how to use this strategy. The 3-Step System that brings lost customers back and attracts new customers as consistently as clockwork. With Bill Glazer & Friends: ONLINE marketing opportunities. INTERVIEWS WITH MASTERS OF MARKETING. (See: ____). Tour of System & Fast Start CD with Dan.

4 CD Seminar Package. In these Audio Sessions with Dan Kennedy you'll DISCOVER:

1. FIVE CHOICES of "Golden Opportunity" in Unique TARGET MARKETS for YOU to apply MAGNETIC MARKETING to...
2. To-Consumer AND Business-To-Business Target Marketing EXAMPLES described in complete detail... UNIVERSALLY applicable, transferable
3. "Confessions Of An Ad Agency Man": WHY so many of YOUR ad dollars are wasted... how to STOP BEING AN 'ADVERTISING VICTIM' once and for all
4. How NINE WORDS Launched And Built One Of The Most Famous Business Empires Of Our Time, by a college drop-out... and the vital 'Tool' YOU Can Create For Your Business Or Sales Career based on this life-altering example
5. A New, Breakthrough Approach To ATTRACTING Top-Quality Prospective Clients Or Customers To You
6. The "Homework Assignment" That Will Finally Empower You To Craft and Convey An IRRESISTABLE Message about yourself, your product or service – that makes advertising, marketing, selling infinitely easier once it's done
7. Dan's Most Famous "3-Step Sales/Prospecting Letter System" – that works for all those people who say, "but I tried direct-mail and it doesn't work in my business." THIS is THE breakthrough for TOTAL CONTROL of new customer attraction
8. The Simplest TEST Ever for Good Ad or Bad Ad, before you spend a penny
9. 3 Steps to Multiplied, Maximum Referrals

2. RENEGADE MILLIONAIRE MARKETING (The DAY WITH DAN & BILL)

From behind closed doors: in-depth discussions by Dan Kennedy and Bill Glazer reveal how Renegade Millionaires fundamentally, creatively and determinedly think about business differently, market differently, and create wealth (in *ANY* business) differently than everybody else. Eavesdrop on these highlights from an entire day of free-wheeling conversation. You'll discover 5 ways to radically reinvent an ordinary or "slow" or limited or economy-troubled business; how to replace 'growing a business' with a better strategy; how to create the most dynamic and least-understood competitive advantage; moneymaking/marketing language – like a single sentence Dan was paid \$25,000.00 to create, three words added to any offer that customers can't ignore; how to out-perform your resources. 8 Audio CD's accompanied by a unique Reference Manual with examples you can use and written transcripts.



3. GLAZER-KENNEDY INSIDER'S CIRCLE MEMBERSHIP™ – 2 MONTH TRIAL/Complete Member Experience



- Two issues of the NO B.S. MARKETING LETTER
- Two "Swipe&Deploy" Ready-To-Use Marketing Tools
 - Two issues of the Gold Letter
 - Two issues of the Gold Audio CD with Exclusive Interviews

- Access to Members' Only Online Resources

PLUS NEW MEMBER HIGH-SPEED PROFIT-NOW TRAINING EXPERIENCE

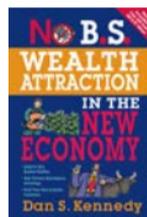
- Three Webinars: (1) 10 Big Breakthroughs/Dan Kennedy, (2) Increase Selling Power of Advertising & Marketing, Offline/Online/Bill Glazer, (3) Peak Productivity and Implementation/Lee Milteer. ATTEND AT HOME AS SOON AS YOU JOIN.
- New Member-Fast Start Tele-Seminar - ATTEND AT HOME AS SOON AS YOU JOIN.
- New Member Income Explosion Guide – RUSHED TO YOU AS SOON AS YOU JOIN

If you purchase these items separately, you'll pay Publisher's Prices of \$497.00 for The Magnetic Marketing System, \$497.00 for Renegade Millionaire Marketing, \$000.00 for 2 months' Membership, and \$613.91 for the Webinars, Tele-Seminar and Guide: \$1,607.91 TOTAL. ONLY THROUGH THIS EXCLUSIVE DIRECT-MAIL OFFER, YOU **GET THE ENTIRE SYSTEM FOR JUST TWO PAYMENTS OF \$59.97.**

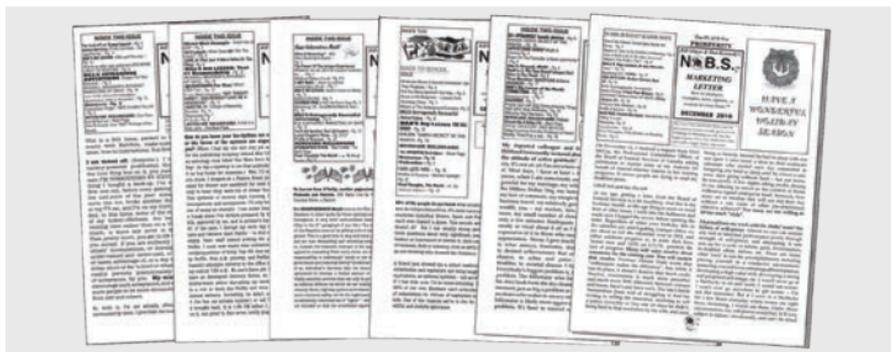
If you aren't thrilled with everything, you may return it all anytime within the two months. Beginning with the third month, you'll be automatically billed the \$59.97 monthly Gold Membership fee and continue receiving your monthly Membership materials and services, although you may cancel at any time. Members appreciate the convenience of the automatic credit card charge, so they never need worry about renewals or missing any monthly newsletters, audio CDs, other benefits or special events.

& EXTRA GIFTS YOU KEEP NO MATTER WHAT...

Even if you decide we aren't right for each other, and you return your System for refund and cancel your Membership; even if you FIRE US! - you can still keep copies of my *bestseller* book OUTRAGEOUS ADVERTISING THAT'S OUTRAGEOUSLY EFFECTIVE and Dan's newest book NO BS WEALTH ATTRACTION IN THE NEW ECONOMY with our compliments, for your trouble!



About The NO B.S. Marketing Letter



You're in for an eye-opening, jaw-dropping, mind-expanding, optimism-reviving mix of ideas, opinion, motivation, hard-hitting insider information (no one else will touch), hard core how-to strategies and tactics entirely (and bravely) aimed at **MAKING MORE MONEY**, and even **READY TO USE TOOLS** – a new one every month – for bringing in customers, boosting sales, squeezing profits out of every investment in advertising or marketing. You'll be amazed at the raw courage and "no b.s." bluntness and political incorrectness of the business advice..... unimaginably excited about the very specific, actionable strategies and the money they produce....and fascinated by the hidden opportunities you didn't even know you had, revealed in your business!

We're betting – by letting you test-drive free – that this is your kind of newsletter: smart, informative, fact-filled, idea-rich, all from 'expensive EXPERIENCE'. Brash, blunt, to the point. For entrepreneurs by entrepreneurs, **NOT** by just-out-of-college journalism students, writers, editors, professors and bean-counters and b.s.'ers who couldn't last a week really running a business.

We're betting – by letting you test-drive free – that ours is your kind of association. Chances are, you're not, by nature, a "joiner", and you're probably horribly disappointed in your own trade associations, bored by ordinary business networking groups. This is different. Very different. We are unapologetically about **YOU MAKING MORE MONEY** – and having more things your way. Members of Glazer-Kennedy Insider's Circle **HATE** having their time wasted. They want "NO BS", what works.

There is **NO COST TO TRY IT ALL OUT** and no obligation. You come in, judge for yourself, and then decide to stay or go...to have us as your advisors and coaches, working to boost your income, or to fire us without wasting even a dime.

You're About to Become Part of Something **Very, Very Big!**

This **IS** the Entrepreneurial Movement that's sweeping America!

Glazer-Kennedy INSIDER'S CIRCLE™ is the largest and fastest-growing association of independent, marketing-focused entrepreneurs, small business owners, solo practice owners and sales professionals. Dubbed THE Place For Prosperity by its own Members, it is the safe harbor in the stormiest economy in decades – as INSIDER'S CIRCLE™ Members continue to achieve and report gains even while most struggle and suffer. Its portfolio of publications, resources, online courses and resources, the monthly No B.S. Marketing Letter, Marketing Gold Letter and Audio CD, major events and support services are second to none. At its core is the application of exceptionally powerful Direct Marketing strategies to NON-direct marketing businesses, a process that is literally transforming businesses in hundreds of categories coast-to-coast. But beyond that, our Members share a passion and determination for success – not just measured in financial terms, but in lifestyle and satisfaction as well. Ours is a movement changing the very meaning of business. Catch The Prosperity Wave! Join the only organization entirely devoted to your success in your business of choice!



Gene Simmons



Joan Rivers



George Foreman



Ivanka Trump



Cal Ripken, Jr.

Twice yearly thousands of Members gather for multi-day conferences – which include celebrity-entrepreneurs like Gene Simmons (KISS), Joan Rivers, Ivanka Trump, George Foreman...but feature the most in-depth, how-to business building seminars and sessions...plus networking, Expo of most carefully chosen vendors, and much more. You'll receive an invitation to the Spring 2011 SuperConferenceSM as a Member. And, immediately on joining, you are able to attend three Webinars from the comfort of your home or office. It's extraordinary experiences like these that empower our Members to "spit in the eye of the recession" and continue moving their businesses forward in every way, without interruption.

Find Yourself Here -

partial list of business where Dan has had major impact and we have Members who ARE prospering in these UN-prosperous times!

Insert Alpha List

Advertising Specialties

Carpet Cleaning

Chiropractic

Cosmetic Surgery

Dentistry

E-Commerce

Internet Marketing

Financial Services

Etc.

"I co-own Diana's Gourmet Pizzeria in Winnipeg, Canada. As Dan says – it's not Beverly Hills. **I took a failing business (entirely my fault) to huge success in just 3 years** by applying every Glazer-Kennedy strategy I could. From one strategy, I get a 700% to 1100% return on investment every month, and have for 39 months. In my city, we have over 120 pizza places including 2-for-1 and 3-for-1, but we have single pizza pricing, and **I learned how to use target marketing and MAGNETIC MARKETING to attract customers more interested in quality than quantity or discounts.** I've actually created more demand than we can handle at peak times, like Friday nights, and this year – despite other peoples' recession – we've moved to a bigger space and doubled sales while protecting profits. As I'm writing this, I'm, returning home from Italy, where I represented Canada in the World Pizza Championship Games – where other pizzeria owners just about begged me to consult with them on marketing! THANK YOU DAN, for doing what you do."

- *DIANA COUTO (LOCATION)*

"I'm based in Ireland, and I've been a **Glazer-Kennedy Member since 2004.** I own a B2B (business to business) marketing company supplying various goods and services – most recently adding a print brokerage, Hurricane Print. One of the most important things I've **learned from you is how to avoid being a commodity business** where you wind up competing on price. I am able to **protect my profits** thanks to Glazer-Kennedy strategies."

- *JOHN HAYES (WATERFORD, IRELAND)*

Alpha List Continued...

"My name is Scott Seifferlein, PGA Gold Instructor – Extraordinaire! I wanted to report on some "outrageous advertising". I recently exhibited at a golf trade show, and rented an 800-pound gorilla to pass out my literature – wearing the biggest, nastiest gorilla costume I could find. (Video of my gorilla in action attached to this e-mail.) Headline: *Hey Slicers, Get The 800 Pound Gorilla Off Your Back!* I took the idea from a Dan Kennedy audio-CD. **While most instructors are selling \$50.00 lessons one at a time, I am successfully selling \$999.00 golf lesson packages, with my sales letters and e-mails done the Glazer-Kennedy Way.** At this show, I collected 97 prospects and immediately made sales with my follow-up e-mail."

- SCOTT SEIFFERLEIN (LOCATION)

"I am in the financial advisory field. In my 2 years as a Glazer-Kennedy Member, **my income has risen 435%**. My peers feel lucky to get 1% response to their seminar invitations; I get 11% to 14% on a regular basis. I never make 'cold calls' anymore. I have even created my own 'dream' firm. Most recently, I've begun coaching other financial advisors. Your encouragement has inspired me to take on these **new opportunities.**"

- SHAWN BARRETT (LOCATION)

"**I can specifically attribute a \$2.8-million expansion of our core business THIS YEAR to just one strategy I drew from the *No BS Marketing Letter*.** The total range of ideas and information I receive as a Glazer-Kennedy Member has completely transformed my thinking about my business – from being an importer of CNC machinery to being a marketer of manufacturing solutions. From you, I get both strategic thinking and tactical methods. My only complaint: more than I can implement!"

- JEFF WALZ (LOCATION)

Alpha List Continued...

“Take two people of equal smarts, motivation and work ethic. Give one a Harvard MBA, the other Dan Kennedy’s *No BS Marketing Letter* and other resources and, in no small number, the Kennedy-ite could go far ahead in personal control over destiny, lifestyle and wealth. To provide context for this assertion, I happen to have a Harvard MBA. I taught at Stanford Business School for ten years, been a Forbes columnist, and have been paid **over \$100-million dollars during my career** by major corporations and government institutions for my expert advice. I am an avid Kennedy student.”

– **STEPHEN ROULAC (LOCATION)**

“Looking back over the years – **since 1996!** – that I have worked with your strategies and purchased just about every resource you’ve offered, there has been dramatic and continuous in my family’s financial situation, which revolves around my CPA practice. Back then, I had a struggling practice, quickly made profitable and prosperous. **I learned how to be confident and able at being selective about the clients** we serve, and being able to turn away inappropriate clients. My wife and I have upgraded our home without ever refinancing or incurring debt. I have created a secure, substantial pension plan. My wife and I have enjoyed vacations in Europe, Hawaii, Cancun, cruises. We are debt-free. I am still, consistently overwhelmed by the Glazer-Kennedy experience and the disproportionate value I receive. This is NOT an expense at all.”

– **MICHAEL GRAY, C.P.A. (LOCATION)**

NEED ANOTHER TESTIMONIAL

About Your Leadership at Glazer-Kennedy Insider's Circle™



BILL GLAZER, President of Glazer-Kennedy Insider's Circle™, has 30 years' in the trenches experience with his own hugely successful businesses (in retail), that he ultimately took to record-breaking levels and sales/profit performance far beyond his industry's norms with the very same strategies he now shares with Members.

He first saw Dan Kennedy speak in 1995 and at that event purchased an earlier edition of THE MAGNETIC MARKETING SYSTEM you'll get in The Small Business Emergency ~~Survival~~ Prosperity System....and was so successful at implementing it in his business, he subsequently created his own retail business-building system used by over 3,600 retailers, and then took the reins at Insider's Circle™. Bill is the author of the bestseller book *Outrageous Advertising That's Outrageously Successful*, has won top industry awards for his advertising, and is a popular, sought after speaker on advertising.



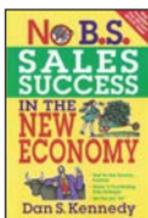
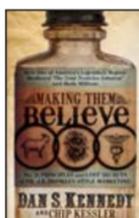
As Seen In INC. Magazine, SUCCESS Magazine, ENTREPRENEUR Magazine, INVESTORS BUSINESS DAILY..... DAN KENNEDY is widely recognized, respected and celebrated as a thought-leader, bestselling author, strategic



marketing advisor and passionate champion of small business. His books have graced amazon.com and BUSINESS WEEK bestseller lists and the INC. List of 100 Best Business Books. His weekly opinion column appears at BusinessAndMedia.org, part of the prestigious Media Research Center in Washington DC.

As Seen By Audiences as large as 35,000, as a speaker, Dan has repeatedly appeared on programs with Zig Ziglar, Brian Tracy, Tom Hopkins, Tony Robbins....legendary celebrity-entrepreneurs Ben & Jerry, Debby Fields (Mrs. Fields Cookies), Joan Rivers, Ivanka Trump, Donald Trump, Gene Simmons (KISS)...plus four former U.S. Presidents, Gen. Norman Schwarzkopf and Gen. Colin Powell.

As a direct marketing consultant, he serves start-ups, entrepreneurial ventures and large corporations, routinely commanding from \$100,000.00 to \$2-million per consulting project, in fees plus royalties linked to extraordinary results. MORE IMPORTANTLY, Dan communicates with over 1-million business owners annually in hundreds of different product, service, business and professional categories annually, and he is relied on directly by tens of thousands of Members of Glazer-Kennedy Insider's Circle™ for a continuous, constant stream of powerful moneymaking strategies as well as coaching and encouragement – many of whom have been with Dan for 5, 7, 10, even 20 years!



Snap Out Of It

- **Get The Small Business Emergency Survival Prosperity System** – that IS re-invigorating and transforming businesses LIKE YOURS coast to coast
- Choose and use strategies and tools to **boost sales and profits right now**
- Join tens of thousand of Insider's Circle™ Members and experience the entrepreneurial movement sweeping America – beginning with your **risk-free Trial Membership**
- Let Dan, Bill, and other top experts “**visit**” you every **month**, with fresh ideas, actual “what’s working now” strategies and examples, timely information, inspiration and encouragement
- **Re-gain confidence, optimism and enthusiasm for your business**
- Leave the ‘bad economy’ to others!
- **Accept this risk-free, fully guaranteed offer...**
- **Respond right now, before the offer ends, or you get drug back into the “swamp” of routine activity and swirling negativity!**

**RETURN THE ORDER FORM ON
THE FOLLOWING PAGE BY FAX FOR
FASTEST SERVICE
OR BY MAIL
OR ACCEPT ONLINE AT
<INSERT ORDER SITE>
OR CALL 1-800-825-8600**

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GOES HERE