



Meetings with the Masters of Marketing.

An exclusive interview series by Anthony Robbins with the world's leading Internet marketing experts sharing easy-to-apply strategies for making money now.

"The only way to become wealthy is to add more value to people's lives than anyone else is adding."

—Anthony Robbins

Anthony Robbins

THE NEW MONEY MASTERS

Giving Customers the Unbreakable Power of Trust Marketing with Authentic Service.

Push Button Money Machine:
Mike Koenigs

"How I Learned to Use Video to Turn Ideas Into Massive Traffic...and Cash"

Action Book

Contents

Profile: Mike Koenigs	3
Psychology, Not Technology	5
The System	6
Take Action	14
Your Action Plan	15
Do-Nothing Marketing: How to Outsource Social Marketing and Video Traffic Generation to Lower the Cost of Staffing	17

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Profile: Mike Koenigs

Surfer, marketer and video producer, Mike Koenigs is best known for creating the Web 2.0 syndication service, Traffic Geyser, a tool that helps market your business by distributing content to multiple social media sites simultaneously. He is credited for making the “Infomercial Toolkit” and inventing the “Internet Infomercial” for marketing and selling products or services with video on the Web.

Mike started off early, teaching himself code in his bedroom at the age of 14. He was able to gain some experience consulting while still in high school by working for local businesses in his small town, and eventually used that experience to start one of the world’s first interactive marketing agencies, Digital Café.



Mike has served as a producer, marketer and consultant for Sony Entertainment, 20th Century Fox, 3M, General Mills, Domino’s Pizza, Ralston, Mazda Motors and New York Times best-selling authors and celebrities including Deepak Chopra, Debbie Ford, Paula Abdul and Tony Robbins. He has created over 300 Web sites and more than 30 products.

Mike lives in San Diego, CA, with his wife and son. He has reopened a new Digital Café studio there and continues to innovate and create products that help change people’s lives and improve their businesses.

From Minnesota to Hollywood

Mike’s life represents the classic “if he can do it, so can you” story. Born in Eagle Lake, MN, a town of 763, Mike grew up with very limited resources and no mentors. His parents thought that computer technology was a waste of time (they’ve since apologized), so in addition to having to learn all by himself, he actually had to sneak it into his house. Luckily, his neighbor recognized his enthusiasm and let him babysit his Apple II computer for Christmas vacation one year. Mike didn’t sleep for a week.

Word got around town that Mike liked computers, so anytime someone needed help, they would consult him. As he taught himself through trial and error, he soon realized that the knowledge he was gaining was very valuable to other people. By the time he was 19, Mike had taken a job in a nearby town and was given the opportunity to write vehicle simulation software for General Motors and other large companies.

Around this time he became friends with a game developer who put him to the test. When Mike expressed a desire to write games for Macintosh, his friend challenged him to prove it. He stayed up for a month writing demos and doing everything he could to fulfill his dream as a game programmer.

In 1991, he started Digital Café, one of the first interactive multimedia agencies in the world. Mike and his partners started creating interactive content, hoping they would be able to sell their products to marketing agencies and make enough money to produce movies. They produced the world's first branded CD-ROM game, "Chex Quest," that shipped in more than six million boxes of General Mills cereal, and the very first commercials, screen savers, and eventually worked with Sony, Columbia-Tristar and 20th Century Fox, in Hollywood, on the world's first movie Web sites. Nine years after they started, they sold the company and finally created their first feature film.

After selling Digital Café, Mike went on to create multiple programs that combine his technological knowledge with his marketing skills. He is best known for creating Traffic Geyser, a distribution system that generates top ranking Web traffic and leads in minutes by sending video content to over 90 video sites, social bookmarking, social media, blog and podcasting directories.

Psychology, Not Technology

Although Mike has been on the cutting edge of technology since the Internet's inception, he still believes that the most important aspect of every business is its customers. It starts and ends with them. What a customer desires more than anything is to believe and feel that their needs are being anticipated. If you can do that, you will have a loyal customer forever. If someone actually feels cared for, they are going to trust you and look to you. Even if you're only entertaining them, because of the level of connection you have created, they will be more inclined to buy your product.

Social media brings that connection online. For the first time in human history, there are no communication barriers for someone who lacks resources, thanks to the connectivity of the World Wide Web. This avenue of communication not only fosters connections and relationships with consumers but also enables one to manage and maintain those relationships at almost no cost.

There are a billion and a half Internet-connected users worldwide. You could live in a third-world country in a closet and connect to the world if you lived next to someone with Wi-Fi access. Over 80% of the populated planet has mobile phone access. Even in the most poverty-stricken areas where there is no running water, no electricity, there is someone out there with a mobile phone that is receiving multimedia content. The growth of technology is obliterating the resource restrictions of the past.

“The purpose of learning is growth, and our minds, unlike our bodies, can continue growing as we continue to live.”

—Mortimer Adler

The System

Every business needs a system to make its products available and to attract customers. Mike has created a 30-day traffic generation system that takes you from the initial stages of gathering information all the way to closing the deal, in only six simple steps.

Step One: Promotion

You first need to determine if you are going to promote your own products or someone else's products (as an affiliate), and then if you are going to use other people, most likely clients, customers or affiliates, to promote your products.

Using Customers for Marketing

Every business ultimately revolves around the marketing of information. If you can entice and seduce your customers, until they become raving fans, and ensure they have the right information to promote you, then you have indirectly created the most powerful marketing tool in business today.

For example, if you are a wine dealer, you can make money not only by selling wine to a customer, but also by providing them with great information about the wine they are buying. The next time they are at the dinner table, they will be able to share the little tips you gave them with their family and friends. **If you make your customers feel smart and look like experts, they are not only going to love you, but they are also going to tell other people how great you are.** You will have created a marketing force that takes up none of your time and is more effective than a lot of traditional marketing techniques.

Blue Blocker Sunglasses: How to Use Testimonial Marketing in Your Business

One of the best examples of testimonial marketing is Joe Sugarman and the Blue Blocker Sunglasses. Joe sold over 20 million pairs of sunglasses, worth a billion dollars, on television. His whole technique was to capture people's reactions to his sunglasses. He would approach someone on the street, ask them to try on his sunglasses and then film their enthusiastic responses. People saw the authenticity of the reactions in the videos, and Joe was able to get past the credibility gap rapidly.

You can apply this strategy to your business. Give every employee a handheld video recorder and ask them to focus on creating the perfect customer experience for their clients. Then have them ask clients to give a quick testimonial before they leave. Have your employees ask what the client's life was like before your product or service, what their life is like now that they've used your product or service and what their life will be like in the future because of your product or service. Offer your employees bonuses or incentives for good testimonials.

Affiliate Marketing

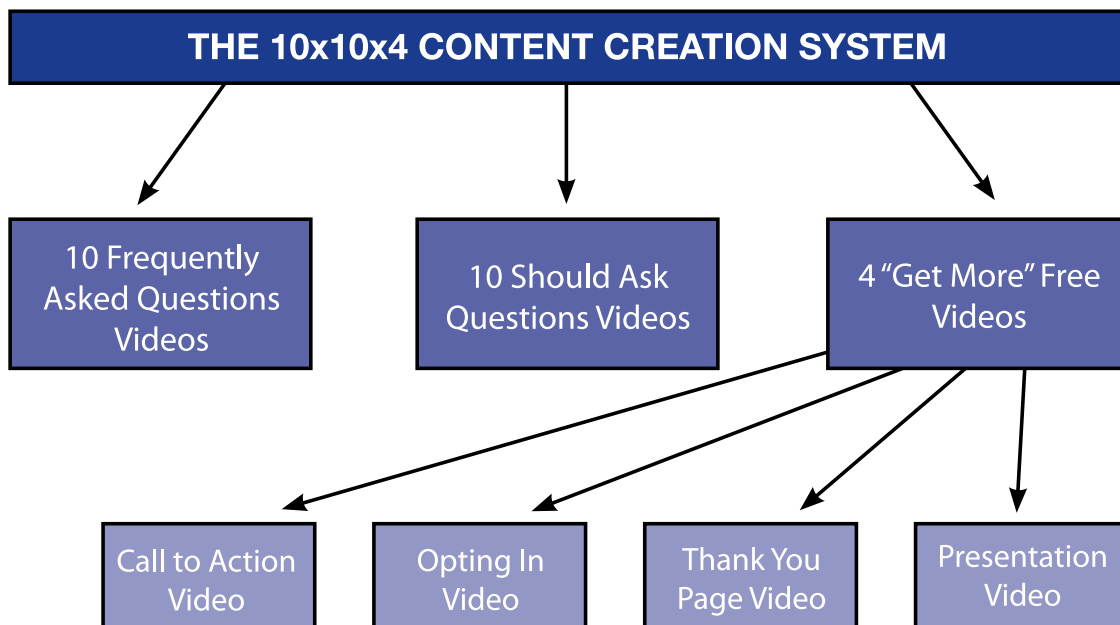
You can easily increase your income just by making review videos and posting them on a blog with affiliate links. Everyone uses products and services that have affiliate programs. All you have to do is create a case study and talk about why you love that product or service so much, show a couple of its benefits and in no time actually promote and market products using the proof model. You can use this same model to get other people to promote your products by offering your customers or leads a commission to sell your product.

When the Flip Mino HD camcorder first came out, Mike created a video about why he thought it was a great value. He posted the video on YouTube and many other social media services, and under the video he had a link that was connected to his affiliate link for Amazon. Anytime anyone bought the Flip with his recommendation, he got paid. He made \$400 in the first month from affiliate commissions alone.

Affiliate marketing is not just something you can do online. If you are a local business, find a couple of other local business that complement your own and let them know that you have a good database of customers. Tell them that you will promote their businesses and give all of your customers a coupon to their products or services. For example, if you had a chiropractic practice down the street from the gym, you could give coupons for a free week or one free class. You could also create a video promoting the business and send it out to your e-mail list. In return for sending out coupons, the gym owner would sit down and create a video with the chiropractor, telling all his customers how he relieved his back pain in just one visit.

Step Two: The 10x10x4 System

This strategy is fundamental to anybody who wants to start a business or take their business to the next level. The ultimate goal is to take an educated prospect and make them into an actual customer by asking and answering questions.



10 Frequently Asked Questions

Determine the 10 questions you are asked by customers most frequently. Write those questions down, and then record yourself answering those questions in a short video. For example, if you were a chiropractor, one of the questions would be, “What is the number one reason people have back pain?” Then you would film yourself answering that question “Well, it’s because of improper lifting” or “Too much stress.”

10 “Should” Ask Questions

People who are unaware of what they don’t know won’t know what questions to ask that can bring them from ignorance to mastery. You have to help them figure that out. The next step is to determine the questions that people should be asking you. What differentiates you from your competitors, what makes you the expert, what is the reason people come back to you? Figure that out and put it into a question.

Let’s go back to the chiropractor example. Now the question becomes, “What is the number one way I can reduce my back pain?” And just like you did with the 10 frequently asked questions, you film yourself answering these “should” questions “It’s really simple. It’s just adjusting your alignment, and here’s how you fix it...”

Now people think you are an expert because they’ve heard you speak intelligently about 20 specific questions they are, and should be, asking. Your audience will appreciate that you are giving away this information, and it will build an instant rapport.

Another way to get content is through your blog. If you’re not sure what to blog about, ask your friends. Ask what you represent to them or what they think you have to share. Once you have a few blog posts up, you will start to generate traffic, and if you provoke your readers, they will leave you comments that give you more ideas of what to write about.

4 “Get More” Free

Once you’ve created these 20 mini-videos, there are four more steps you need to accomplish to complete this process.

1. Call to Action

At the end of each of these videos, create a direct marketing response. Ask the customer if they liked the video they just saw and if they do, to visit your Web site to get the rest of the 20 videos. Let them know that these videos will tell them everything they need to know about the benefits you provide.

For example, the chiropractor might say, “Hey, if you like this video, I would love to give you 20 free videos that will tell you everything you want to know about eliminating back pain. All you have to do is visit mrchiropractor.com/free.”

2. Opting In

Create another video, promoting the free videos, that the customer sees immediately when they land on the Web page. On this video, reiterate everything you’ve said in the call to action and ask customers to provide their e-mail address in return for access. Let them know that they can unsubscribe at any time, but that by signing up, they can receive all of this free content. This is your chance to connect with the visitor and explain your offer and why they should sign up for it.

For example, “Hi, I’m Joe the chiropractor. I’ve just finished these 20 free videos that will tell you exactly how to eliminate back pain. I’ve spent 25 years studying and practicing this stuff, and I would like to give you this knowledge. The only thing I ask is that you provide your e-mail address so that I can stay in touch with you. Feel free to unsubscribe at any time. If you sign up now, I will send you these 20 free videos.”

3. Thank you Page

After they’ve filled in the e-mail form, create a video that thanks them for signing up, let them know their videos are on the way and give them a confirmation number. It should sound something like, “Thanks for signing up. You’ll want to check your e-mail for a confirmation message. As soon as you click the link, the first video will be sent to you right away! In addition, if you have any burning questions you’d like to ask, just type in your question along with your contact information and I’ll do my best to respond to you.”

4. Presentation

By the time you make this video, you have already established yourself as an expert and trusted advisor. After watching a few of your free videos, your customer is going to be so thrilled with what you’ve already given them, for free, that they are going to be asking what they can buy. Create another video that lets them know where you can be reached if they need a consultation. Include that video in the free 20 videos you send them.

Example: Presentation Video

Make sure you close with the most crucial video, the “Buy My Stuff!” video. Here is an example script for a new product made by a survey expert. Pay close attention to the tone of the video.

“Do you know you should be using surveys in your business but are confused as to where to begin? Do you know you’re losing money because customers aren’t coming back, you’re not getting referrals or you don’t know what your customers really think? Are you ready to take the first step in putting surveys to work to make more money, get referrals and improve the quality of your relationship with your customers?”

My name is Jeanne Hurlbert. I’m a Professor of Sociology at Louisiana State University and have developed surveys for the Anthony Robbins Companies, U.S. Army Corp of Engineers, the National Science Foundation and many large and small businesses and online marketers worldwide. My work and research have been featured or quoted in The Wall Street Journal, The New York Times, USA Today, Oprah and Friends, Forbes.com, U.S. News and World Report, National Public Radio, The History Channel and ABC News.

Most importantly, after 20 years, I know what works and what doesn’t when it comes to showing people like you how to make business surveys that will help you make more money.

I’ve put together a complete survey system that shows you how to use surveys in your business, how to write surveys and step-by-step templates you can use immediately that will give you instant results.

The system includes easy to understand and watch videos, step-by-step training videos that walk you through everything you need to know plus support so you can get results quickly. Everything is laid out so you can have an assistant or contractor watch the material and do it for you if you don’t have the time to do it yourself.

To get started and learn more, visit my site at www.MySurveyExpert.com.

Step Three: Broadcast It

Half of all the content that goes through the Internet is video. Once you've collected all this information and created videos, you have to broadcast it to the planet!

Traffic Geyser

You can manually upload the videos you made to multiple sites and create a system to capture names. Another option is to use Mike's system, Traffic Geyser. This product sends out your video to over 30 video sites, social bookmarking, social networking and podcasts directories. It will also upload your video to your blog, or multiple blogs, automatically. Once that occurs, Google naturally finds your video because it sees the massive distribution and all the connections you have created. Distributing your content manually could take days or even weeks of time—Traffic Geyser saves time and money.

Step Four: Capture the Lead

The next step in the system is to capture the leads from all the information you are broadcasting. This is the whole point of this process because with leads, or contacts, you now have customers. These are the people who are interested in what you are offering and will be interested in buying from you.

In addition to broadcasting your content, Traffic Geyser automatically captures names and builds a list for you and follows up automatically with e-mail, direct mail and mobile text messaging. Now you have all the information you need for potential customers without ever having worries about the process along the way.

Just like in the chiropractor example, step two, "Opting In," involves asking customers to give you their e-mail address before they can receive your content. This is a great tool to capture leads and start building your list. Here is an example of a lead capture page:

FREE! Get 20 Business Survey Videos, 3 Free Business Survey Templates and the Top 10 Best Business Survey Questions to Ask

Get 20 Free Business Survey Videos and a Special Report, FREE!

Get These Three Gifts When You Fill Out the Form!

- 1 20 Free Business Survey Videos
- 2 The Top 10 Best Business Survey Questions to Ask
- 3 3 Sample Business Surveys

Press the Submit button below to gain instant access to 20 FREE videos, 3 business surveys and top 10 minute business survey questions!

Name :

Email :

Send Me My Videos Now!

When you register, you'll get instant access to 20 FREE business survey videos, 3 business survey templates and the top 10 business survey questions every business owner should ask.

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Step Five: Follow Up

Even though you now have the contacts that are interested in your product or service, you can't expect them to take action. You have to follow up with them, check in and see how they're doing. Depending on how many leads you were able to generate, that could take a very long time. Fortunately, with the Internet and systems like Traffic Geyser that are now available, you can send out e-mails with pre-written messages and prerecorded videos automatically. Having an automated system allows you to have the relationship with all your customers without taking up virtually all of your free time.

Step Six: The Close

Once you've followed up and have completed the sale, send your product or service to your customer, but don't forget your objective of getting testimonials. Let your client know that you just want to hear what they have to say. If they like the product, they will be happy to comply. Ultimately, you want to show proof that there is a real person who has used the product and it worked. Then you can use that testimonial to market to the rest of the world (using the broadcasting tips you've already received in step three!).

**“Communication ‘the human connection’ is the key
to personal and career success.”
—Paul J. Meyer**

Take Action

It all comes down to taking action. The first step is to find a coach or mentor that you really resonate with. Seek out an expert to partner with, someone that you can model and learn from. The second step is simply deciding to do something. If you don't know how to do it, go on Craigslist and hire someone who does (use the advertisement and system at the end of this guide). And if you don't have money, hire them on the basis that if it works, they will get a percentage of the profits. People are hungry right now for any opportunity, and you just have to give it to them.

You also have to educate yourself and do each little step. You have to enter this world and find out how to share the gift that you have. Turn that into a business gradually, let it expand and eventually figure out the best way to replicate it so that you're not required to be there to actually share the gift anymore.

“A real decision is measured by the fact that you've taken a new action. If there's no action, you haven't truly decided.”

—Anthony Robbins

Your Action Plan

Tony Robbins ends his programs by having you take immediate action on what you've learned. Remember, the first step to lasting momentum is taking massive and specific action in the moment. Take a minute now to think about Mike's strategies and how they can apply to your own business or life. Answer the following questions:

- 1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?**

- 2. What are two actions (one big, one small) you can take right now? What will you immediately apply/change/do/decide today to make the biggest difference in your life?**

Money Masters Article: Mike Koenigs

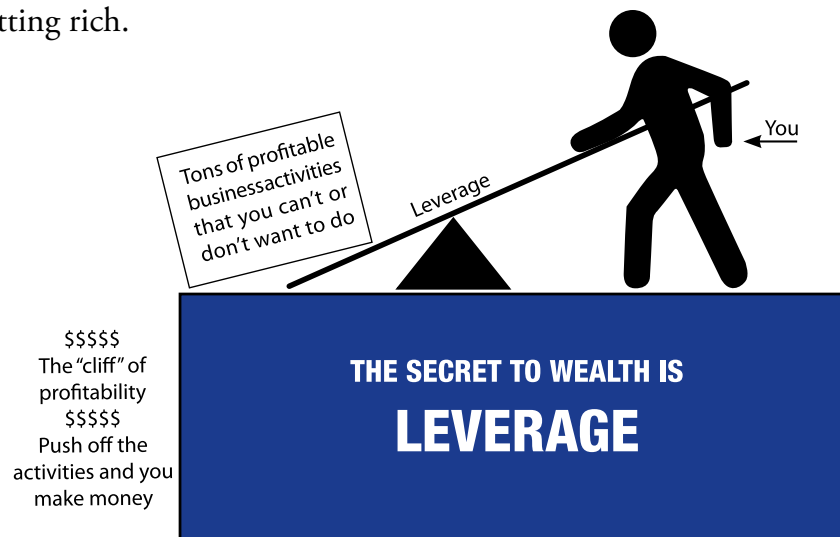
“Do-nothing Marketing: How to Outsource Social Marketing and Video Traffic Generation to Lower the cost of Staffing”

Leverage. Customers. Continuity. Passive income.

Sounds good so far, doesn't it? But how? How do you get all that?

It's simple, really. All you have to do is get people to do things that make you money (that you can't or don't want to do). Then use that free time to focus on valuable activities and strategies that make you more money.

That's the secret to getting rich.



Wouldn't it be great if you had a low-cost social media expert that could generate tons of rankings, traffic and leads for your Web site and business and then convert them into customers? Someone who didn't require a ton of education and management?

With the right tools and training, it's possible to build a virtual army of affordable talent that requires a minimal amount of hands-on management (and gets results!). We all need more customers, and this is the fastest way to get organic traffic for any business, both online and offline.

The first step is to make sure you have a product or service that you already know makes money.

Replicate that product or repeat that service over and over and then automate or outsource the "grunt" work to someone or something that costs you less than you're already making.

Here's what you'll need to do to get results:

- Post an ad on Craigslist (we've included a sample ad on the next page)
- Hire the best person for the job
- Provide your new assistant training videos to learn what to do
- Give him/her an offer to promote
- Sell or promote something to the leads your new assistant has generated

Once you've hired him/her, your new assistant will study the training videos, take your offer, make some videos and drive traffic to your site. It's up to you to plug in some kind of offer then drive that traffic to something to buy so you make money.

Finding Talent

The first step to outsourcing is creating an ad that draws attention and prequalifies any potential hires. Be specific; tell them what the job is and what skills and qualities they need to have in order to perform well. Ask for something more than just a resume and cover letter—this will help to prescreen your candidates.

Here is a sample ad:

Work at Home Internet Marketing Position available— Training Included!

This is an exciting opportunity that can turn into a career for the right candidate. Our company needs a student, intern or work-at-home mom or dad to edit and submit content on the Internet to generate leads and traffic. Training is included, but you must have your own computer and high-speed Internet access.

Skills and Qualifications:

- Basic typing skills (Microsoft Office)
- Good spelling and grammar skills
- Willing to learn new software
- Some video experience
- Ability to multitask and learn quickly, and must have a strong attention to detail
- Must be a self-starter who can execute direction without being micromanaged
- Graphics and design experience a huge plus
- Excellent research skills

sample ad cont. :

Responsibilities:

- Following instructions, managing details and completing tasks
- Listening to, watching and learning audio and video programs
- Doing online keyword research
- Creating basic scripts
- Turning pictures into video
- Submitting and distributing videos online
- Checking and reporting results

You will work from your own home or office. We are anticipating 15–30 hours a week initially, with the opportunity to grow into a full-time position. Access to software systems to submit content is included. Starting pay is \$12 an hour. Bonuses will be provided to the candidate who measurably increases revenue. If you, or someone you know, has these skills, please send your resume, references and five reasons why you think you'll be great for this position to YourE-mailAddress@gmail.com.

You will probably get between 20 and 80 responses a week, but only a third of those people will actually be qualified. Review the candidates, interview the ones you think are qualified and decide who your best option is. Wait a few days before making a decision; that will give you the opportunity to think about your choice and also eliminate any other possible candidates. **Hire slow, fire fast.**

Once you've found the right candidate and hired him/her, be aware that although you are outsourcing, you still need to manage your new assistant. Talent needs attention. You know the old saying, "While the cat's away, the mice will play."

Make sure you establish a realistic minimum quota that your assistant must generate in order to keep his/her job. If they don't perform or aren't consistent, get rid of them. When you find someone who does an outstanding job, bonus them based on performance. Tie it to traffic and leads. But note: The sales process is yours—if you aren't converting those leads into sales, it's your fault, not theirs.

The Training Process

The easiest way to train your new assistant is to use training programs that are already out there. In the Platinum version of Traffic Geysers, all the training materials you need to generate traffic and get top rankings and leads are outlined in a proven step-by-step strategy. Other products are available through StomperNet and various other Internet marketing gurus.

If you want to do this process yourself, just create a series of basic screencam videos that walk your assistant through the tasks you want them to do, step-by-step. Again, detail here is critical. The more explicit you are, the easier it is for a new hire to learn quickly. If you have a Mac, Camtasia or ScreenFlow are great programs to use to create these videos.

Promoting your Offer

Once you've found a new assistant and trained them, you have to give them an offer to start promoting. Coming up with the offer is easy—just give away some free information, for example, a trial or sample when they visit a lead page on your Web site. Whatever you do, FREE is best.

Here are some fantastic offer ideas you can steal:

- Coupons or discounts
- Buy one, get one free
- Free report
- Live or recorded Webinars or teleseminars
- Video and audio recordings
- Free software
- Free consultation
- Free trials of software, membership sites

Get your assistant busy making promotional videos and content surrounding the promotion and then submitting them to the video sites, social bookmarking, social networking, blogs, podcasts and podcasting directories to generate traffic. Have them direct all that traffic to either your Web site or a video lead page to capture leads, and then have them follow up.

If you are really on top of your game, have your assistant follow up by phone. Postcards or greeting cards are also a nice touch. Traffic Geysers automates this entire process.

Return on Investment

It's virtually impossible to predict what will happen for you, but the basic rule of thumb is that for every 1,000 views your videos get, you will in turn get 200–500 visits to your Web site.

And if you have a GOOD offer on your lead page, your opt-in ratio (the people that will give you their e-mail and sign up for more content, a product, etc.) is between 20% and 50%.

Now, assuming your follow-up sequence and sales pages are good, you should see a 3%–8% sales conversion. That rate is much higher when you offer free or very cheap trial products or services.

Let's turn that into real-life numbers. We'll stay on the conservative side to keep things realistic.

Assuming your final product is \$200 and your videos were seen 2,000 times, that translates into:

$$\begin{aligned} 2,000 \text{ views} \times 30\% \text{ view to visits} &= 600 \text{ visitors} \\ 600 \text{ visitors} \times 40\% \text{ lead page} \\ &\text{ conversions} = 240 \text{ opt-ins} \\ 240 \text{ opt-ins} \times 5\% \text{ sales conversions} &= 12 \text{ sales} \\ 12 \text{ sales} @ \$200 &= \mathbf{\$2,400 \text{ in sales}} \end{aligned}$$

Not bad!

Assuming you pay your assistant \$12 per hour and they work 40 hours, your cost is \$480.

That's a 500% return on investment!

And that traffic isn't going away—it's organic! So unlike Google AdWords, those videos stay up forever and continue generating traffic and rankings! If your assistant continues cranking out content and videos for you over time, the results are going to accumulate.

Managing your expectations

Keep in mind, traffic generation is a tricky business. If you're looking for guarantees of any kind, put your money in a bank and earn 3% interest.

But if you made it this far into this article, it means you're not sitting around waiting for Ed McMahon to drop by with a \$1,000,000 Publisher's Clearing House check while you sit on your butt eating a bag of Doritos, drinking a Miller Lite and wondering why your ship hasn't come in.

Find a niche, get traffic monitor views, leads and sales. Whether it's for an online or offline business or an affiliate product, there are thousands of ways to make money with this strategy. When you find something, specialize and DOMINATE!

ANTHONY ROBBINS

BUSINESS MASTERY

AN EXCLUSIVE NETWORKING OPPORTUNITY WITH ANTHONY ROBBINS

Business Mastery is an innovative program for entrepreneurs designed by Anthony Robbins: It is a culmination of all that he has learned and assimilated in the last 30 years consulting for the most accomplished organizations and business leaders on earth. It is designed to empower you with the cutting-edge systems, skills and strategies you need for creating an invincible advantage, especially during uncertain and challenging times.

In this groundbreaking program, you will work alongside Anthony Robbins and other leading business experts of our time to model, distill and employ the best business practices that create long-term success.

You can expect these results:

- Understand the critical factors that are impacting your business right now.
- Know exactly where your business *really* is—not where you think it is.
- Access and employ bulletproofing strategies against the economy.
- Understand the impact of your organization's current "stage of life."
- Design a powerful vision for your enterprise.
- Ramp up every aspect of your marketing with innovations that will reshape the landscape of your business.

If you are prepared to step up and commit with the passion and focus that this program demands, your rewards will be enormous.

**Call 800-594-4566 to speak with one of our Sales Executives
or go to TonyRobbins.com/BusinessMastery**



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