

CONQUER TODAY'S CHALLENGES. TAKE CONTROL NOW.

A Weekend Event That Will Transform Your Life.



ANTHONY ROBBINS LIVE
UNLEASH THE POWER WITHIN™

July 29 - Aug. 1, 2010 | Long Beach, CA

**BONUS
NEW!**
**STRATEGIES
TO THRIVE
IN TIMES OF
CHANGE**

**SAVE
UP TO
\$300
OFF**

"The World Can't
Get Enough Of
Anthony Robbins."

—The New York Times

Dear Friend,

There are a few moments that come once in a generation; when we are confronted with global changes on every front—economic, environmental, and political—that redefine forever who we are, where we are going, and what our lives are ultimately about. In over 30 years of working with more than 3½ million people from every walk of life, I have had the unbelievable privilege of being with people as they faced every kind of crossroads you can imagine—people who have overcome incredible obstacles, made tough decisions under pressure and crossed the threshold of greatness.

No matter where we are in life, we are always at or near a crossroads. It takes only one moment, or one decision to take a turn, alter our path, and reshape our destiny. A simple change in what we focus on, the meanings we create, and what we do as a result, can create a different life, regardless of what's happening in the external environment.

UNLEASH THE POWER WITHIN is an invitation for you to recognize, uncover and use the powerful resources you already possess—the courage, faith, determination and drive to change or create anything you want in your life. Whether you want to master your finances, reignite passion in your relationship, create unstoppable energy, take back control of your life or achieve peak performance, this program is guaranteed to produce the results you want.

I hope you will join me for 3½ days that will change your life forever; that will help you as you enter through your own crossroads of greatness. It will be my pleasure to serve you.

Until then Live Strong and as always,
Live With Passion!

ANTHONY ROBBINS
WORLD AUTHORITY ON LEADERSHIP PSYCHOLOGY



ALSO FEATURING:
JOSEPH MCCLENDON III
PEAK PERFORMANCE COACH

"Coach" Joseph McClendon III currently serves as Senior Head Trainer and instructor of Anthony Robbins' acclaimed Mastery University. He is also the founder of Succeleration Research Group, a leading peak performance coaching organization that serves political, entertainment and business communities. McClendon has also taught courses in human re-engineering, leadership, advanced communication and human influence at the University of California, Los Angeles.



4 STEPS TO TRANSFORMATION

THURSDAY | STEP 1

**TURN FEAR
INTO POWER**

The Firewalk Experience

Imagine that fear was suddenly no longer a factor in your life. What would you do? What would you change, give, be, or accomplish? Those who create an extraordinary life and achieve their highest vision share one fundamental power: the capacity to turn their fears and limitations into positive focused action.

- Learn the secret to peak performance that Anthony Robbins has used to transform the world's elite athletes, entertainers, and business leaders.
- Discover how to break the unconscious fears that are holding you back.
- Storm across a bed of hot coals between 1,200 and 2,000 degrees Fahrenheit. (You don't have to, but you'll want to!)

Once you start doing the impossible (or at least what you thought was impossible), you can conquer the other fires of your life with ease.



FRIDAY | STEP 2

**TURN DREAMS
INTO REALITY**

The Power Of Success Conditioning

Clarity is power. Leaders have it; followers are constantly looking for it. You'll acquire it in this session, no matter where you're starting from. You'll leave with a clear understanding of what it is you truly want most in your life, make fundamental decisions, build a plan and create strategies for sustained momentum.

- Discover the 3 steps to changing anything in your life permanently.
- Develop a clear target of what you want in your life and why—in your career, your body, your finances and your relationships.
- Master the powerful skills of rapport and influence to maximize your effectiveness as a parent, partner, business person and leader.
- Learn strategies that will help you protect your assets and capitalize on opportunities during the current economic climate.

"Anthony Robbins knows the rhythm of success. He is an incredible source of inspiration, and his methods have improved the quality of my life. I only work with the best...and Tony is the best!"

—Quincy Jones
Grammy Award-Winning
Musician and Producer



"Since Tony's programs, I've experienced a whole new relationship and marriage, a 79-pound weight loss, a 600% increase in my income, and a new position in a billion-dollar corporation. Thank you, Tony!"

—Polly Bauer
Subsidiary President/
CEO Home Shopping
Network Credit Corp

July 29 - Aug. 1, 2010 Long Beach, CA

SATURDAY | STEP 3

BREAK THROUGH TO YOUR NEW LIFE

Transformation Day

Now that you've conquered your fears, clarified what you want and made a plan for getting there, the only thing that's holding you back are the inevitable inner conflicts that prevent you from taking consistent action. On this day, you'll uncover beliefs that limit your life.

- Learn a step-by-step process for modeling the best strategies to consistently achieve any result you desire.
- Experience global change in your life by replacing beliefs that limit you with empowering beliefs that will drive you to get the results you want in any area of your life.
- Create and utilize triggers to get yourself (and others) to follow through.

SUNDAY | STEP 4

THE POWER OF PURE ENERGY

12 Master Principles of a Vital Life

What's the most important factor to creating an extraordinary quality of life? The answer is energy. Your health is the most important factor, yet in a time of constant demands, we often neglect what we know is most important. If you're going to take your life to the next level, it's vital to make a commitment to living a more energized and healthy life.

- Learn how to dramatically increase your energy.
- Learn effective nutritional and psychological strategies to bolster your immune system.
- Take the 10-day Challenge and put into action what you've learned and experience the vibrant energy, health and vitality you deserve.

ENROLL NOW FOR A SPECIAL GIFT: When you enroll you will receive one month's access into our newest product, **THE NEW MONEY MASTERS**. This exclusive series by Anthony Robbins, together with the leading Internet marketing experts and business consultants of our time, focuses on real people producing extraordinary results while making millions—even during the current economy.

The series works like this: Each month, a masterful money entrepreneur will share their exacting strategies for making money in a way that anyone can easily apply in a real and authentic way. In fact, you do not even need to be a business owner or sales person to implement these tools on the spot. Just by enrolling in the event you will have the opportunity to try out this new product absolutely free. **CALL 800.230.0423 TODAY!**



SELECT YOUR LEVEL OF COMMITMENT.

STANDARD PRICING	\$995	\$1295	\$1595	\$2095	\$2595
Featured Benefits	General Admission	Executive	VIP	Diamond	Diamond Premiere
Admission to 4-Day Event	✓	✓	✓	✓	✓
Course Materials	✓	✓	✓	✓	✓
Firewalk Experience	✓	✓	✓	✓	✓
Coaching Workshop (Sunday before general session)	✓	✓	✓	✓	✓
30-min. Phone Strategy Session With a Coaching Consultant		✓	✓	✓	✓
Platinum Partnership reception		✓	✓	✓	✓
Advance entry into main room daily			✓	✓	✓
Seating in Front Section				✓	✓
Private Diamond Room				✓	✓
Lunch on Friday and Saturday				✓	✓
Expedited Diamond registration and reception				✓	✓
Seating in First 3 Rows					✓
Ultimate Edge™ Newest Multimedia					✓
Buy One Ticket Save up to \$300	1 FOR \$895	1 FOR \$995	1 FOR \$1295	1 FOR \$2095	1 FOR \$2595

LIMITED TIME OFFERS, WHILE SEATS LAST!

TWO EASY WAYS TO REGISTER

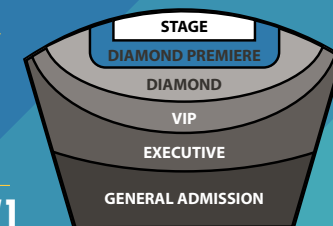
By Phone:

Call 800.230.0423

To speak with one of our Results Specialists

Via the Web:

TONYROBBINS.com/UPW1



100% SATISFACTION GUARANTEE We know from experience the impact that *Unleash the Power Within* will have on your life! That's why we're willing to take all the risk out of your decision to attend. Enroll now. You will be blown away. If you're not completely satisfied by Day 2 mealbreak, simply turn in your workbook and materials at the Customer Service desk. We'll mail you a full and complete refund. You have absolutely nothing to lose—and everything to gain in your life. The real risk is inaction. **BUT YOU MUST TAKE ACTION NOW!**

*First 3 seating levels only. Discount taken off of standard pricing.

Integrated Solutions for a World on Fire With Change

UNLEASH THE POWER WITHIN is Anthony Robbins' cornerstone program: a crash course in taking massive action to change the quality of your life forever. In 3½ of the most empowering, educational, and entertaining days of your life, you won't just deal with—you will vanquish—anything holding you back from utilizing the force that can instantly change your life. You will learn not merely how to survive global changes in the economy, environment and political arena, but how to thrive and prosper at a level beyond what you may have thought possible.

UNLEASH THE POWER WITHIN is about not waiting any longer. It's about seizing the power that is already within you and challenging you to lead a life of your own design, rather than one that's been scripted by your environment, society or anyone else.

AT UNLEASH THE POWER WITHIN you will:

- Break through the fears that hold you back (including unconscious fears).
- Create momentum in your life to make difficult things become effortless.
- Develop the physical vitality and energy you need to passionately follow through.
- **NEW!** Understand and take advantage of recent changes in the economy to secure and build your personal wealth.

We've all entered that state where everything flows perfectly; you're playing tennis and you can't miss a shot; you're in a meeting and the precise words come to you effortlessly; you feel that magical spark when you are with your partner.

For more than three decades now, peak performers in sports, business, politics and entertainment have called upon Anthony Robbins because they want to live in that zone—and to achieve those results—consistently and on demand.

Join the millions of people who have revolutionized the quality of their lives with Anthony Robbins' UNLEASH THE POWER WITHIN experience.

"Tony Robbins' coaching has made a remarkable difference in my life both on and off the court. He's helped me discover what I'm really made of, and I've taken my tennis game—and my life—to a whole new level!"

—Serena Williams, 8-Time Grand Slam Tennis Champion and Olympic Gold Medalist

"Since I started attending Tony's programs, my sales volume has gone from \$5 million to \$25 million in less than three years. The business success is exceptional—but the emotional growth, and everything that goes along with it, far surpasses the financial aspect."

—Rich Wager, Aspen Colorado's #1 Real Estate Broker

"No matter how great things are going on in your life, there's always something you can improve upon. And Tony Robbins can help you do that. He gives you the tools you need. When you apply those tools, then you'll see results."

—Brett Ratner, Action Film Director X-Men, Rush Hour

What do Grand Slam tennis champion **SERENA WILLIAMS**, Academy Award winner **ANTHONY HOPKINS**, UFC champion **CHUCK LIDDELL**, legendary clothing designer **DONNA KARAN**, Green Day lead singer **BILLIE JOE ARMSTRONG**, President **BILL CLINTON** and leaders from every walk of life have in common? During challenging times, they have turned to Anthony Robbins to take their lives to the next level.



ROBBINS RESEARCH INTERNATIONAL, INC.™
AN ANTHONY ROBBINS COMPANY

9888 CARROLL CENTRE ROAD, SUITE 100, SAN DIEGO, CA 92126
© 2010 Robbins Research International, Inc. All rights reserved. 137559



By Phone:

Call **800.230.0423**



By Web:

TONYROBBINS.com/UPW1



THIS EVENT WILL SELL OUT. TAKE ACTION NOW.