



ANTHONY ROBBINS

BUSINESS MASTERY

Lead Your Business Effectively, Efficiently & Profitably To Thrive In Any Economic Time

Core Business Strategies



Tony Robbins named one of the top 6 advisors to help clients take their business to the next level.



Tony Robbins ranks as one of the "Top 50 Business Intellectuals in the World."



**Harvard
Business
Review**

Tony Robbins ranks among the "Top 200 Business Gurus."

What if you could learn the secrets behind some of the world's most successful businesses directly from Anthony Robbins and the entrepreneurs who created them?

Anthony Robbins has invested more than 35 years consulting to the most accomplished organizations and business leaders on earth. His exclusive *Business Mastery* program is the culmination of all that he has learned and assimilated in that process. It is designed to empower you with the cutting-edge systems, skills, and strategies you need for creating an invincible business advantage—especially during uncertain and ever-changing economic times.

In this groundbreaking program, **you will work along side Anthony Robbins and other leading business experts and entrepreneurs** to model, distill and employ their best business practices to create record growth and long-term success in your own businesses.



"No one outside of your company can provide you with the answers. If they say they can, they're lying. The solutions that will make your business a long-term success must be arrived at internally."

—Anthony Robbins



We guarantee you will get tools and strategies you can use to grow your business by 30–100% and increase your profitability by 50% within the next 12 months! This is not just a promise, our graduates are doing this again and again...

You will understand the critical factors that are impacting your business right now. Learn a systematic method to uncover and resolve every business problem that has not yet been solved by you and your team. By looking at your business through a new filter, you will discover what needs to be solved first and how to capture, categorize, and sequence your approach to build momentum and maximize success.

What if you could grow your business by 30 to 100% and increase your profitability by 50% within the next 12 months?

This is not just a hypothetical question.

Business Mastery graduates routinely achieve these types of results, because they understand that world-class businesses are created and continue to dominate only through constant improvement in the 7 Forces of Business Mastery.

- 1. Know Where You Really Are and Create an Effective Business Map.** The world is changing too fast for a traditional business plan. You need a map that will guide you from where you are to where you want to be, and give you the flexibility to anticipate and capitalize on change. When you can successfully adapt to changing conditions, you'll grow your business faster.
- 2. Constant Strategic Innovation: Products, Services and Delivery.** What is your X-Factor? What is your company great at? Find ways to add more value than anybody else does, and you'll always have loyal clients.
- 3. World-Class Strategic Marketing.** Your marketing must be as great as your product or service. You'll get clarity on your Unique Selling Proposition and learn how to build a Core Story that gives you an automatic advantage over your competitors.
- 4. Sales Mastery Systems.** Learn the secret to finding the very best sales people and how to inspire, train, reward and manage them to become an extraordinary force for growing your sales.
- 5. Constant Anticipation: the Power of Legal and Financial Analysis.** We all have blind spots. How do you ensure that your business stays financially sound? You can't just hire a CFO and forget it. You need the tools to understand and manage your cash, not just your bottom line.
- 6. Optimization and Maximization.** How do you grow your business 30, 60 or 100% or more in a way that doesn't require extra investment in marketing? You get even smarter about how you deploy your resources. Learn to optimize your business with a series of micro-improvements and how that creates a geometric change.
- 7. Raving Fan Clients and Culture.** Learn how to get your team to make the psychological and emotional shift that will set you apart and enable you to create raving fan clients who generate referrals and repeat business.

Due to the exclusive nature of this opportunity, this program will sell out. | Call 800.898.8669 / 001.858.535.9900 today.

During this unprecedented time, only a wise few will truly strategically innovate their businesses in order to take advantage of the changing economy, strengthen their position, and amass a fortune.

The question is...will you be one of them?

WHAT BUSINESS LEADERS ARE SAYING ABOUT TONY ROBBINS' ENTREPRENEURIAL PROGRAMS

"I have done many courses in the past and can honestly say that there is nothing like this out there. This program is on an entirely different level. Tony has truly delivered on ALL his promises and exceeded even my wildest expectations. AMAZING, AMAZING, AMAZING!"

—**Matthew Januszek, Partner, Escape Fitness Equipment LTD**

"My company has been implementing so many of the ideas and strategies we learned and they are really paying off. Just this week, we reached quite a milestone: we were listed as one of the fastest growing companies in Atlantic Canada—Did someone say there was a recession?!"

—**Jeff Theriault, Owner, Theriault Financial**

"Thanks to our core story and innovative approach to sales and positioning, we have not lost a potential contract to any competitor since Business Mastery. If you are in our industry competing head to head against us, you will lose!"

—**Gary Valkenburg, CEO, Superior Service**

"The kind of training you get at Business Mastery is profound. Using the ideas we learned there, we were able to increase our advertising results 16,000% on radio and 539% on television. Our entire company—all 3,000 salespeople – has adopted the "Seven Steps to Selling" System and our closing ratio has continued to increase every month... This has helped us to grow, despite one of the most challenging and competitive economies in Mexico's history."

—**Gerardo DeNicolas, CEO Homex**

ONE MILLION DOLLAR MONEY BACK GUARANTEE!

We're so certain of the value of this program that after attending just the first day of Business Mastery, if you don't personally feel that **the tools and strategies you receive will earn or save your company at least \$1,000,000** turn in your manual and materials and we will give you a full refund for the event.