

100% SATISFACTION GUARANTEE

If after attending the first full day of Business Mastery II you don't see the potential for a \$1 million increase in revenue or reduction in cost for your business, just let us know. Turn in your program materials and we'll send you a complete refund, no questions asked. You have nothing to lose and everything to gain. The only real risk is inaction—so take action NOW.

"I've attended all of Tony's events and the passion, vitality, focus, and determination it has given me in my business is beyond amazing! In the 15 years since I started my business, I've seen my sales grow to over \$60 million, and along the way I was able to pick up the skills and strategies to become the outstanding father and dedicated leader that I've always wanted to be."

—**Marc Enlow**

CEO Enlow & Associates

"My business grew a lot after the event. To give you a perspective, the business that we won in media buying terms is worth \$30 million. I won the business after one single session. It was the biggest business deal in Asia Pacific."

—**Praveen Kenneth**

Chairman of Law & Kenneth Worldwide

"Just one idea taken from Business Mastery II has led to 60% of all new clients taking our new added services for a fee. Some of these new added services equate to a 100% increase in the value of the contract. Much like Tony's previous work, Business Mastery II is a revolutionary look at business."

—**Gary Valkenburg**

CEO Superior Service

"Tony Robbins' work has been an enormous source of strength and insight for me both personally and professionally."

— **Peter Guber**

Chairman of the Board and

CEO Mandalay Pictures



ANTHONY ROBBINS

BUSINESS MASTERY II

Advanced Business Strategies



Dear Business Mastery Alumni,

How's your momentum?

I realize, of course, that "How's your momentum?" isn't exactly a standard greeting. But I can tell you from vast experience that momentum is *the* most critical factor in achievement for any human being, and your answer to *that* simple question will speak volumes about your prospects for success...

With Business Mastery, you built *massive* momentum by gaining the insight and expertise that will allow you to grow your business by 30-250% and increase your profitability by 50% in only 12 months—among much else.

The question is, how will you *maintain* that momentum?

It's simple. You'll do the same thing the best of the best in *every* field do: You'll constantly engage with the newest and best tools and strategies. You'll immerse yourself through deep and intensive study with the undisputed experts. Finally, you'll put what you've learned into practice through spaced repetition. In short, you'll train—and you'll never stop training.

The alternative? Trust me when I say you don't want to consider the alternative.

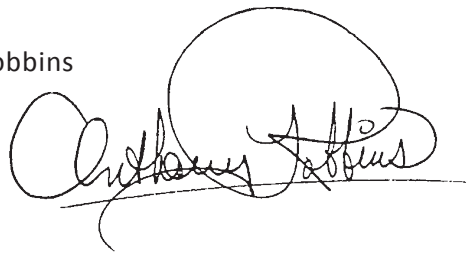
Business Mastery was your first glance into what your business truly can be. And while it was incredible, anyone who's taken the *next step* will tell you that it really only hinted at the *quantum leap* that Business Mastery 2 represents.

Likewise, only now that you've glimpsed what's possible can you grasp what stands to be lost if you suspend your training. You're at a crossroads. And as I always say, it's in our moments of decision that our destiny is shaped.

Choose wisely, and keep up the momentum!

Sincerely,

Tony Robbins



THROUGH A DEEP, IMMERSIVE ENGAGEMENT WITH THE BUSINESS MASTERY II CORE CURRICULUM, YOU WILL...

Optimize & Maximize Your Business for Geometric Results: Business Mastery I taught you the principles behind Optimization & Maximization and how seemingly microscopic changes can create geometric improvements. Through hands-on workshops with Tony and your peers, put those principles fully into practice, to dissect your business processes with the aim of creating a specific, actionable and massively effective plan for optimizing your business.

Become a Negotiations Expert: Do you understand the power of negotiation and what one negotiation can mean to the net profitability of your entire company? It can change every aspect of your business. Learn how you and your team can negotiate more effectively.

Fix Your Broken Value Chain: Every day you're being robbed by inefficient processes that slow your company down and keep you from delivering the value to your clients that would otherwise make them raving fans. Take a long, objective look at your organization's value chain, find the weak links and, with the help of Tony and your peers, develop novel solutions for mending them.

Take Control of Your Financials: Can you look at your financial reports and instantly know what to prioritize and what to change to massively increase your financial performance and sustainability? Do you know the "5 Levers" available to you to maximize your cash flow every month? Every quarter? Every year? Eradicate any trace of doubt or uncertainty from your portfolio—or yourself. Empower yourself to control, shape and direct your financials.

Learn the Art of Constant Breakthrough: As you discovered in Business Mastery I, the margin for error is slim, and even the most educated, most skilled, most successful owner has the potential to be a huge liability to his or her company. The only way for you and your business to avoid becoming a statistic is to build on the breakthroughs you achieved in Business Mastery I, and in doing so, to gather the momentum that will allow you to constantly grow and thrive.

Embrace the Fiji Experience: You will transform your enterprise and your spirit in one of the most beautiful settings on Earth—Namale Resort & Spa in Fiji. Imagine greeting the day with a stroll or jog along a palm-fringed beach or swimming in the crystal clear waters of the Koro Sea. Of course, Tony has also designed some unique adventures to ensure you leave with memories that will last a lifetime.



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."

"Tony Robbins and his strategies and tools, have been at the core of our culture from the beginning. He has been one of the critical keys to Salesforce.com's leadership in cloud computing and its growth into a 2 billion dollar company"

— Marc Benioff
CEO Salesforce.com

