

ANTHONY ROBBINS

BUSINESS MASTERY

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

“It is not the strongest of the species that survive, nor the most intelligent, but the ones most responsive to change.”

—Charles Darwin

Anthony Robbins has invested more than 30 years consulting to the most accomplished organizations and business leaders on earth. This exclusive **BUSINESS MASTERY** program is the culmination of all 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 advantage, especially during uncertain and changing times. In this groundbreaking 3½-day program, you will work along side Anthony Robbins and other leading business experts of our time, to model, distill and employ the best business practices that create long-term success.

This program is not for everyone. It is designed for those individuals whose expectations and standards are non-negotiable. It is for leaders who have already achieved extraordinary success—and want more. Those looking for an easy answer frankly are advised not to apply. Clearly anyone seeking an easy path should never have gone into business in the first place.

Business involves unimaginable levels of complexity. The power of **BUSINESS MASTERY** is the understanding that those levels, while complex, are finite. They can be filtered, optimized, and maximized. It is also to compress decades into days—accelerating the pace at which you can make the effective decisions that will take your enterprise to the next level.

ACCESS ✦ IMMERSION ✦ RESULTS

Anthony Robbins is renowned as “The Leader Called Upon Leaders” specifically for his ability to take complex information and codify it into sequential processes that can be duplicated to produce consistently extraordinary results. He has coached and counseled Fortune 500 CEOs, members of two royal families, members of Parliament, and a former United States president. His clients have paid him more than one million dollars a year for his personal and professional coaching services.

During this unprecedented time in history, 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?* Without the key understandings of which strategic tactics you need to deploy at this specific time in your industry, business and in the global economy, you are poised to be blindsided at a magnitude like no other time.

Join Anthony Robbins, in this exclusive **BUSINESS MASTERY** program, to discover, design and codify the ultimate strategies every entrepreneur needs for their business to thrive and triumph.

Due to the exclusive nature of this opportunity, this program will sell out.
Call 800.898.8669 / 858.535.9900 today. www.tonyrobbins.com/businessmastery

EXPECT THESE RESULTS:

Understand the critical factors that are impacting your business right now. Learn a systematic method to elicit, utilize, and maximize 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.

Know *exactly* where your business *really* is—not where you *think* it is. The competitive advantages that put you in business and made you successful in the first place are almost certainly not sustainable moving forward. You will review in detail where your business has been, where it is today, and where it is going.

Access and employ bullet-proofing strategies against the economy. Where there were once 1,000 buyers to every 50 sellers; the economy is changing to the point where there are closer to 300 buyers to every 50 sellers. With fewer buyers, you must understand how to protect yourself and use this opportunity to shift the market in your favor.

Understand the impact of your organization's current "Stage of Life." Organizations, like all living creatures, have stages of life. They are born, they age, they mature, and they die. Only by understanding where your business is in this cycle, can you anticipate, predict and solve the inevitable challenges that will occur in your business *in advance*.

Design a powerful vision for your enterprise. Regardless of how successful or profitable your enterprise, without a compelling vision for its future, you will not grow. You will design and refine a vision that is big enough to both inspire and reignite the passion and genius that were the genesis of your empire and find a pathway through the current challenging times.

Ramp up every aspect of your marketing with innovations that will reshape the landscape of your business. Among them, a three-step process for rapidly increasing your net profitability by 33%; cutting-edge and proven strategies to maximize your presence on the web—where 85% of all buying begins today; and a system for transforming your enterprise through a simple understanding of what business *really* is.

Develop an exit strategy. Most entrepreneurs set out to create a business—and ultimately create either a glorified hobby or a high paying job. You must create a plan for your organization to ensure that you do *not* own a job, but rather achieve the precise personal and strategic objectives in alignment with what it is you *really* want most.

BUSINESS MASTERY DETAILS:

As a part of BUSINESS MASTERY, you will have access to the following:

- 1. 3 ½ day live event with Tony Robbins** **\$19,795**
Join Anthony Robbins and the world's leading business and marketing experts in an environment of uninterrupted focus where you will learn the tools, strategies and skills necessary for creating an invincible advantage.
- 2. Free admittance to the Ultimate Business Mastery Summit** **\$5,000**
presented by Anthony Robbins & Chet Holmes March 31st – April 4th, 2009, Las Vegas Nevada
- 3. 1-year subscription to Anthony Robbins' Money Masters** **\$1,200**
12 exclusive video interviews by Anthony Robbins with the top internet marketers and business consultants of our time—people producing the results and making millions, even during the current economy

Total Minimum Benefits Value **\$25,995**

Your Admittance to Anthony Robbins' BUSINESS MASTERY **\$15,995**

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*This program will sell out.
Spaces will be filled on a first-come first-served basis.
All dates and locations subject to change.*

100% Satisfaction Guarantee: If after attending the first full evening of BUSINESS MASTERY, you are not *completely* satisfied, just let us know. Turn in your manual and materials and we'll send you a full and complete refund for this entire portion of the program. *No questions asked.* You have nothing to lose and everything to gain—the only real risk is inaction. TAKE ACTION NOW.

AN ALLIANCE OF LEADERS

You will find no dabblers among your fellow leaders in Anthony Robbins' **BUSINESS MASTERY** program. It is an environment of exceptional standards. You and your fellow achievers from around the globe will be expected to challenge and support each other to continually raise the bar—and you will make friends and business alliances to last a lifetime.

If you are prepared to step up and commit with the passion and focus that this program demands, your rewards will be enormous. **BUSINESS MASTERY** will empower you with the skills, strategies, and insights you need for creating an incredible advantage in today's business climate—and an extraordinary quality of life.

Anthony Robbins' **BUSINESS MASTERY**. *The world is yours.*

WHAT BUSINESS LEADERS ARE SAYING ABOUT TONY ROBBINS ENTREPRENEURIAL PROGRAMS

“Before Life & Enterprise Management, I thought I owned a company—but I discovered that I really owned a job. Now I own a company that can run with or without me. In the year since this program, our profits are up 71%, our sales are up more than 155%, and I now have more time to spend with my family. This program has had a profound impact in my business and in my life.”

—David Baulieu, President
North Carolina Partners, Inc.

“Frankly, I thought I already knew it all, and was doing everything right. I'd built a company of 40 employees—but at the same time, I was feeling drained. At this business program, I learned how to make some important business decisions and raise my standards. Now I have a life outside my business, I feel great, I'm working out, and I've increased our profitability.”

—Deborah Waller, President/CEO
Thigpen & Associates, Inc.

“Tony Robbins ranks among the “Top 50 Business Intellectuals in the World.”

—Accenture's Institute for Strategic Change

“I left this event with an entire business plan that transformed our company. The focus and enterprise were exceptional. We also enjoyed the opportunity to network with high-caliber individuals from around the world—business owners, marketing and financial people, entrepreneurs... great, great people.”

—Dick Donahue, Owner
Dacos Bowling International