

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 4-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 By 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.

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

“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.”

—*Mark Enlow, CEO*
Enlow & Associates

“This program is of infinite value because it gives you the tools you need to take your business to the next level and beyond. It has given me a series of state-of-the-art marketing techniques that have helped our company stay ahead of the game and lead the way in our field. We’ve more than doubled the number of high quality leads, learned how to create valuable strategic alliances and enhanced our presence in the general public by being part of such a powerful networking group.”

—*Andy Pancholi, Owner*
Raynimation

“My company has been implementing many of the ideas and strategies we learned from this business event 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 the Atlantic Canadas by the big business magazine in our area! Our revenues and profits were up almost 30% from last year. Did someone say there was a recession? It has been so much fun sharing all of the ideas and brilliance that Tony has given us with other business owners; they get so much out of it! As a health insurance broker, I want to add so much more value to the lives of my clients and their employees than just giving them insurance. My mandate is to get them living healthier, fulfilled lives like Tony has taught me over the past years.”

—*Jeff Theriault, Owner*
Theriault Financial, Inc.