

# *The Greatest Marketing Secrets Of The Millennium...*

## **Making Money With Joint Ventures, Strategic Alliances & Tele-Seminars!!!**

By

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Inside this manual you will find incredible marketing wisdom acquired from more than \$200,000 in marketing education.

In addition, if you are serious about growing your business, making money or partnering with me or Patrick Snow in a “Joint-Venture” such as booking seminars or tele-seminars (and other strategies that will be illustrated) then I highly suggest you check out my “Ebay Store” and get some of my other wealth building products. Many of my products and systems that people have been marketed for several hundred dollars for can be found in my Ebay store for less than the price of a cup of coffee. Some of my products that have been marketed for over \$500 can be found for less than the price of a large pizza.

In addition, if you serious about making money promoting best-selling author Patrick Snow then you really should consider getting his book, ***Creating Your Own Destiny!*** You can buy it at many retailers or amazon but if you want to get it for less than the price of a cup of coffee you can find it in my Ebay store.

***To check out my Ebay store with savings of up to 90% off retail prices simply take the following steps:***

1. Go to Ebay.com
2. Click on the link at top right that says, "Site Map."
3. Scroll down the right hand of page to the sub-heading that says "Connect" and under this sub-heading is the link, "Find Member."
4. Click on "Find Member."
5. When the search box appears type in: **harvesterprod** -- and press "Search."
6. On the next screen look to the right and click on "View Sellers Items."
7. Most of the items are a digital delivery, or Ebook so you will have access to these products right away.
8. You will need Paypal to purchase many of the products. You can get set up on Paypal by going to: Paypal.com
9. If you do not want to get set up on Paypal you can send a check or money order for the amount of the product to: Michael Helgeson, P.O. Box 20363, Billings, MT 59104. Be sure to include you name, email address, mailing address and be very clear about which product you are ordering. Allow up to 2-3 weeks for delivery if you are sending for the product by mail.

Enjoy!

Best of Success Always,

***Michael Helgeson, MBA***

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**SPECIAL NOTE:** You may use the marketing materials, ads, sales letters and scripts for marketing the Joint Venture opportunities with us. You can use the concepts in this manual for your own ventures but the letters, ads and other materials may be used or modified only for marketing opportunities with Michael Helgeson, Patrick Snow and my other associates. It may be helpful to "Convert" this file to a "Rich Text Format (RTF)" for customizing and printing.

# MAKING MONEY WITH JOINT VENTURES & STRATEGIC ALLIANCES!

You will notice that beside my name is the letters, MBA. MBA stands for “Master’s in Business Administration.” It’s true that I have an MBA (and only a few credits shy of a second Master’s degree) but you don’t need any education to make BIG money with Joint Ventures, Strategic Alliances and Tele-seminars.

In fact, you may have to “unlearn” some of the things you were taught in college or in business. The reality is that a college education prepares you to be a good employee...not a good entrepreneur. Not a mover and shaker. Not the *ying & the yang!* I happen to love to learn. I love studying, reading, writing etc. This is in part why I have pursued higher education—and I don’t regret it. So I am not bashing or endorsing a college education. I’m just saying that it’s not necessary for financial success. Truth be told, the richest people I know don’t even have high school diplomas. At the end of the day the only MBA that really matters is a **MASSIVE BANK ACCOUNT**.

## The Best 10 Ways To Get Rich Are...

After being involved with many different industries, jobs, businesses, relationships, study etc. I have created a ‘hierarchy’ of what I deem the “*Best 10 Ways to Get Rich*”...

*Here they are in order:*

1. Joint Ventures (A.K.A. Strategic Alliances).
2. Selling Information Products:  
The best markets to sell information products to are: (1) Business Owners (2) Business Opportunity Seekers (3) Diet & Fitness seekers.
3. The Note Business (Making money in real estate without the headaches).
4. The Real Estate Business (including real estate investing, tax liens, being an agent or loan agent).
5. Owning your own business or franchise.
6. Being a sales employee with no “Cap” on commissions.
7. MLM or Network Marketing. This one could be at the top of the list if the companies and opportunities were worthy to be at the top—most aren’t.
8. Living below your means and investing the difference. This is great if you are patient, disciplined and can wait 30 years to get rich.
9. Being a regular 9 to 5 employee with a guaranteed salary, 401k and stock options.

10. Living off your mom's coin purse (with her consent of course!).

I have worked in all these industries (and a few more) all by the time I was 35 years old. Since I have listed "Joint Ventures (a.k.a. Strategic Alliances) as the #1 way to make money...that is what I am going to focus on in this manual. By the way, you can do Joint Ventures for yourself, working as a middle-man/woman or incorporating it into your job (where you are an employee).

I will use the term "JV" throughout this manual. JV stands for Joint Ventures, which is synonymous with Strategic Alliances. JV's are the best way to get rich for the following reasons:

1. You can literally start with "Zero" money! A person who understands the power of JV deal making can be stripped of all their clothes, money, wallet and contacts and immediately put cash in their pocket within hours. Well, maybe you might need some clothes? Then again, the oldest profession is sort of a JV...so maybe you don't.
2. You can literally get the **BIGGEST** bang for your buck & time with JV Deal Making.
3. There are no limits.
4. There can be residual income.
5. Some have made hundreds of millions with Joint Ventures.
6. The majority of income from Fortune 500 Corporations comes from Joint Ventures.

Recently I searched for some products, books, tapes on "Joint Ventures" and you will find that products focused on this area are the most "expensive" products in the market you will find. I have found books, audio courses, Dvd's ranging from \$100 - \$5,000 -- and more. Some guru's put on \$15,000 Joint Venture seminars and boot camps -- and they sell them out!

### **My First Joint-Venture As An Adult...**

I say as an 'adult' because I think we all have had some experiences with JV's as a youth and I don't mean partaking in another kind of joint. If you have ever had a paper-route where you subbed it out to other carriers...that could be considered a joint venture. You put the Newspaper Company and some kids (who wanted to make a buck delivering papers) together, you stood in the middle and took an override or profit from the transaction.

### **Getting Back To My First Adult JV...**

In the early nineties, after losing over a hundred thousand dollars in advertising in our business, I soon stumbled onto the true marketing geniuses that existed a long while ago and the ones that exist today. My mind was opened to possibilities that I never knew existed. I paid thousands for their advice, training and education -- but it soon paid off! After spending over \$1,600 on one single marketing book, within the same week I acquired over \$41,000 in free advertising.

During that same week I went to a local clothing store with the intent on purchasing three Armani suits valued at over \$5,000. I walked out of the store with the three suits, free of charge, and a check in my hand made payable to me. It seems my marketing advice bargain with the store manager was more valuable than the suits. My eyes were opened and the proposition I presented to the business manager was too irresistible to pass up. That same day I went to pick up a piece of artwork I had on hold. I too walked out of the gallery with my art in hand for free and check made out to me for \$275.00. And I ended the day with a \$1,000 mountain bike – entirely free. This was all in part due to some Joint Ventures I set up in conjunction with some bartering (which is a form of Joint Ventures).

**Here are some simple examples of Joint-Venture Deal Making that you can put to use without the need for any capital (i.e. cold hard cash):**

1. You do some research on the subject of creative marketing referral programs. After you discover a few that you really like you go to a company and make the following proposition: “Ms. Business Owner, I have an irresistible proposition for you! I have some very unique referral programs that can dramatically increase your sales. In fact I guarantee them with no risk to you. Here is what I propose...you and I determine what your current sales levels are. Then we test my three different referral programs. Once we discover which one works best for your business, you pay me 10% of all the increase in sales revenue that results from my referral method for as long as you are using it.

Special note: It’s not uncommon to get up to 50% of new profits! As a rule of thumb most successful JV dealmakers get 10-50% of the new profits that have been uncovered!

2. You find a software company (Company A) that sells a very expensive software program. This expensive software program sells for \$100,000. It is very specialized. You find out that this company only sells 2% of the people (or companies) that inquire about this software. You then go out and find a comparable software program (maybe it doesn’t have the same bells and whistles) from (Company B) that sells for \$10,000. You then strike a deal where you present an offer to the 98% of the people who didn’t buy the \$100,000 software with an opportunity to get this other comparable software for \$15,000. You strike a deal to get the \$10,000 software from Company B for \$7,000 (a \$3,000 discount because you are bringing them several orders). You are offering it to the 98% for \$15,000 so there is \$8,000 per sale that you split with Company A. If you do a 50/50 split that means you get \$4,000 per sale and if sell only 100 people that’s \$400,000 in your pocket for just putting the deal together!

Special note: I know of a guy that decided to create his own software which he thought would cost \$7,000 but found someone in the Philippines to do it for \$20. Imagine plugging in a software program to the market above for a one-time \$20 cost and selling it to a qualified database of leads for several thousand dollars each.

3. You make contact with several self-published authors who have all individually published books on successful selling tactics. Acting as a middle-person you make arrangements to market each other’s respective books to each other’s mailing lists, earning a percentage of all sales made.

Special note: I know of one guy who wrote a book on successful black inventors. He went to several elementary schools in urban areas and pitched them on having the students sell his book instead of chocolate candy bars for their fundraiser. The books sold for \$15 each and the school kept \$5, leaving him with \$10 a book. The sales pitch the kids used was simple. When they sold their \$3 candy bars many people would say, “Sorry I don’t eat candy, but thanks.” When selling the books and someone objected to buying it the student would say, “What, you don’t read?” People felt compelled to buy the book after being cornered by a 12 year old!

4. You work for a real estate company. You do some research and find that a real estate company in a nearby state has an advertisement that has been very successful and pulling tons of leads. You make arrangements with this real estate company to “license” their ad. You then make arrangements with the real estate company you work for to try to the advertisement and you get a percentage of all the business that results from this ad. You then give a part of your revenue to the original company that you licensed the ad from—as part of the royalty agreement. You then take it a step further... you go to other real estate companies (in other states) and offer them the use of the advertisement for either a monthly licensing fee or a percentage of the sales that result (laws permitting).
5. You go to a furniture store. You make the following proposition...”Mr. Furniture Store owner, I have noticed how your sales employees do their greetings to customers when they come in the store. I want to offer you a greeting to use and you pay me 10% of all sales revenue that is ‘over and above’ your current levels in exchange for the use of my greeting. My greeting has tested to increase sales by as much as 300%. By looking at your past accounting statements we will determine what your sales volume is for each prospect month, we will even figure in a little increase to adjust for any increases you may be experiencing and then you only pay me 10% of all revenues over and above these agreed upon figures.”

Special note: The following greeting has been proven to increase sales by as much as 300% and it is simply, “What brings you into our store today?” After the sales person gets an answer, the best-tested follow-up phrase is, “Can I show you what we have on sale right now?” The worst tested phrase which is used almost everywhere is, “Can I help you with anything?”

6. Company A is a concrete company that only does really BIG concrete jobs. They do stadiums, airport runways, foundations for malls and skyscrapers. You speak to their person in charge of doing bidding and you ask him/her what they do with the small jobs like people who need RV pads, driveways and patios poured. The bidder says that they tell the person the job is too small for them and send them on their way. You act as a middle-person and have Company A send their small jobs to Company B who does small concrete jobs. You arrange for a 20% referral fee on any business that Company A sends to Company B.
7. Like wise, Mortgage Company A only does “A credit loans.” You act as a middleman to have Company A send their B and C credit loans (poor credit clients) to Company B who specializes in these loans for a referral fee.

8. You find a company (any company will almost fit for this) that has a lot of old customers that have quit frequenting their business for whatever reason. The company has a database of all current and past clients (this is important). You make the following proposition to the company. “I will put together an offer and mailer to send to your past clients with a compelling reason to come back and do business with you. You just simply pay for the postage and mailing costs and give me 20% of all the new revenue that results from the initial sale of these re-activated customers.” You then come to a marketing copywriter like myself (**my email is: michael.helgeson@yahoo.com**) and you agree to split the revenue with me. In turn I will create the compelling sales letters to win back and reactivate these customers. You just act as the middle-person in the transaction.

Special note: In the process of writing the sales letters to win back the customers I may come up with some other marketing concepts to implement to increase the companies bottom-line in which we would be partners in this revenue sharing as well.

**The purpose of the above examples is to change your thinking about what is possible.**

These are not the only ways to do Joint Ventures. The ways are endless and limitless. It really comes down to changing your mindset. In terms of contract arrangements I am not a licensed attorney so I cannot offer legal advice (or any other type of professional advice so you need to make sure you are in compliance with all state and federal laws by checking with a licensed professional). Many JV people don't do contracts but do “letters of understanding” whereby the terms are spelled out with scenarios included in the letter of understanding agreement. You may also want to implement a system for doing “spot checks” where you can make sure you are getting paid on all business. If it is a really BIG joint-venture deal where tens of thousands or hundreds of thousands of dollars are on the line, it may behoove you to bring in an auditor to audit the financial records as part of the JV arrangement. Again, I am not an attorney and I am not presenting any legal advice here.

### **A Real Example Of a Mind-Set Shift!**

I recently heard a story that one of the original investors in McDonald's (someone different than Ray Kroc) was at his bank drive-thru when the idea hit him to add this concept to their hamburger store McDonald's, creating the first drive-thru restaurant. Some of the best Joint Ventures come from taking an idea or concept that one industry is using and applying it to another industry. Bread and meat both existed for thousands of years before someone decided to put them together to make the hamburger.



## COMING SOON!

In the near future I will have available a “Making Money With Joint Ventures” audio CD. You can email me to be put on a list to receive the offer to order the CD once it is available. I will probably sell the CD for a nominal \$10 cost. In addition, my hope is to allow YOU to have the re-sell rights for FREE to the audio CD. The only condition will be that you will have to have the CD duplicated with a CD duplication company that I designate. The CD’s will probably cost \$1.75 or so per CD and you will be allowed to sell the audio CD for any amount you wish. In other words, you could sell this CD for \$20 or whatever amount you want and you keep all the profits. If you wish to be notified about this audio CD when it is available email me at:

**michael.helgeson@yahoo.com**

One JV strategy for this licensing right of this CD that you can use with my offer or with any other JV deal you set up is to do JV marketing ventures with your local daily and weekly ‘throw away’ newspapers. This JV arrangement is known as “pay per response” advertising. You simply contact a newspaper (or radio stations, Tv stations, Bill Board and Bus Bench advertising companies) and make the following proposition:

*Dear Newspaper Editor,*

*I realize that at times you may have ‘unsold advertising.’ I propose that whenever you have unsold advertising you place in that unsold space an advertisement offering an audio CD for sale that is in high demand. The audio CD is titled, “How To Make Money With Joint Ventures.” The audio CD sells for \$19.95 (as an example). You run the ad and you keep \$10 for every CD that is sold. In fact, you can even collect the money up-front to make sure you are protected. Just simply send me \$9.95 along with the customers name and address so that I can promptly ship it off.*

*This is an ideal way for you to make money on your ‘unsold’ advertising space with “No Risk” or “Cost” to you with tremendous “Upside Potential.”*

*If you would like to explore how we might incorporate this into your advertising please contact me at the following number: (XXX) XXX - XXXX.*

*I look forward to hearing from you soon!*

*Sincerely,  
JV Deal Maker*

## INTRODUCTION

I think one of the best joint ventures that a person can get going on with no money, no contacts, and no experience is with “tele-seminars.” Just hear me out and I will present a specific one shortly that you are welcome to join us on.

Many Life Insurance Agencies, Real Estate Agencies, Mortgage Companies (any business with sales people) would love to bring in a motivational speaker/inspirational speaker to fire-up their sales team and to help them set goals. However, this sometimes is cost prohibitive. Bringing in someone good from the outside can cost thousands of dollars. However, what if there was a way to do a customized tele-seminar (i.e. conference call or phone training) whereby the sales people all dialed into a phone number at a specified or designated time, punched in a PIN code # and got some specific motivation or goal setting lessons to help them increase their sales?

Even better, there are thousands of people (tens of thousands) who have subscriber lists to web ezines, newsletters etc. What if you joint-ventured with them whereby they provide the people (the notice by email to their subscribers about an upcoming tele-seminar) and you provide the content (i.e. the sales trainer or motivational speaker etc) – and everyone gets paid and comes out a winner?

*The Snow Group* is looking for outside business development reps to assist us with finding people and companies that want to Joint-Venture with us in some tele-seminars. By finding some interested parties for us (I will show you how later how to find these parties) you can potentially reap HUGE financial referral fees and ongoing residual income. We have a Win-Win plan for all parties who want to get on board.

### **Make Money As A Joint-Venture Partner of Patrick Snow, Best-selling author (*Creating Your Own Destiny*) And Inspirational Speaker!**

***Earn Potentially Large One-Time and On-going Residual Income from Your Efforts!***

So with that in mind, thank you for requesting our information packet regarding the advertised outside sales and business development positions (or) Joint-Venture Deal Maker.

All persons will be considered for this position but we are limiting the positions to a select group of well-qualified individuals so that the process and business growth can be properly managed.

Once you have reviewed the enclosed information please sign & submit the “Letter Of Understanding” that follows within the next 10 pages.

Important note! The Snow Group is looking to expand its Business Development operations by bringing on more partners ‘like you.’ This packet of information has been recently created to assist with educating prospective business development partners. Please understand this information is a “work in progress” as you will find some grammar, spelling errors and some poor communication. **DO NOT** allow yourself to get hung-up on this as it could cost you a

potentially lucrative ‘life-time’ residual income. This is a ground floor opportunity with a “Leader” in the personal development field.

**Brief description of position:**

Outside Business Development representatives (aka Joint Venture (JV) Deal Makers) will make contact with organizations, website owners, business owners, newsletter editors, home-based business consultants, bloggers, sales organizations, MLM or network marketing leaders, ezine creators, charities etc. by means of one or more of the following methods: (1) phone (2) email (3) regular mail (4) introductions.

Disclaimer: It is important that all representatives adhere to their state and federal rules and laws regarding spamming, unsolicited emails, faxing and/or phone calls and Do Not Call lists. Do not call lists do not apply to businesses.

Business Development representatives will present these individuals with a no-risk, no downside with high-upside moneymaking proposition or “Joint Venture.” Samples of written materials, ads and scripts will be made available later in this manual. You may use these sample letters and ads for promoting our Joint Venture opportunities. However, if you have your own Joint Ventures and Tele-Seminars you want to promote you may use the “Concepts” and “Ideas” in this manual but not the exact sales and marketing materials.

**Case Study #1:**

By doing a little bit of research (as a business development rep or JV deal maker) you come across a man by the name of John Marketer. John is the top performer in an MLM vitamin company. In fact, John has 25,000 people in his down-line. It is to John’s benefit to keep his down-line (or reps) fired up, pumped up, motivated and inspired. If his down-line doesn’t perform well, it affects John’s monthly override commission checks.

You make the following proposition to John Marketer by sending John a letter. You obtained his contact information off his website.

Special Note: A real sample of letter that can be used by our reps is included with this packet. All information is copyrighted intellectual property developed by Michael Helgeson and may only be used with booking tele-seminars for Patrick Snow or others Michael Helgeson has designated.

- Brief Sample Letter -

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Dear John,

I represent a best-selling author and motivational speaker by the name of Patrick Snow. Patrick has sold more than 125,000 copies of his self-published book, “*Creating Your Own Destiny...How To Get Exactly What You Want Out of Life!*” Patrick has conducted over 300 radio and TV interviews (featured on front page of *USA Today* and in *NY Times!*) and commands up to more than \$10,000 for a speaking engagement. Recently a producer for Oprah Winfrey has approached Patrick about appearing on her show in the future.

**What does this have to do with YOU?** Well, you have a strong organization of reps in your organization that could probably use a little inspiration from the “Dean of Destiny” as Patrick is called. We want to present to you a “No Risk” “No Down Side” “High Upside” yet totally ethical proposition or Joint Venture with YOU! You see YOU are exactly the type of successful person we are interested in forging a Joint Venture partnership with.

We propose that we set up a “Tele-Seminar” specifically designed for your organization. This will be a tailored ‘goal setting’ ‘inspirational’ ‘marketing’ training call for your organization members only. There would be no charge to you for promoting this tele-seminar to your organization. However, we suggest a 50/50 arrangement between you and us. You would simply email your organization (we can help you with what to say) about an upcoming private goal setting and training tele-seminar with best-selling author inspirational speaker, Patrick Snow. There would be a nominal fee for attending (you have control over this fee!). The cost to attend could literally range anywhere from \$9.95 to \$495. The training session will most likely be an hour with another ½ hour of live question and answers.

In addition, we could make available to your organization a copy of Patrick Snow’s best-selling book to each attendee as an incentive. Depending on the price of the seminar and the number of attendees would determine if the attendee would get an actual ‘paper back’ copy mailed to him or her, or an electronic book version (PDF). It really is flexible and up to YOU and how you want to design the call and seminar. For example, if the amount charged for attending is \$19.95 we could throw in Patrick’s book in the “ebook version” as an incentive to register giving the attendee a \$19.95 value back in return. Likewise, if the amount to enroll in the tele-seminar is \$59.00 we could get each attendee a signed ‘paper back’ copy as an incentive.

**Illustration:** There is no minimum # people required to attend but let’s say for example that 500 people in your organization attend this special tele-seminar at a price of \$19.95 a piece.  $500 \times \$19.95 = \$9,975.00$  total revenue. You would receive 50% of revenues, which in this example would be: \$4,987.50. In addition, at the end of the call we would also design another “add on” or “up sale” tailored specifically for your attendees. We could create a special package for your organization members. Maybe it could consist of our “Destiny Workbook, Audio CD, Book and ½ consulting” for a special exclusive price for those who attended the tele-seminar. You would receive 10% of any on-going residual sales that result from your members taking advantage of any of my products or services offered as an “up sale.” Also, we could set this arrangement “any way” to “your liking.” You can even collect the monies and disburse my share to me if this makes you feel more comfortable. However you want to structure the Joint Venture is fine by us as we are open to creating a “Win-Win strategic alliance.”

Finally, we will cover all expenses associated with hosting the tele-seminar. You will net out 50% of all revenues collected on the front end and potentially 10% on the back end. We also will not hold you to any “minimums.” In other words, if only 7 or 8 people register for the call we will still go forward splitting the upfront revenues with you. We have really created a ‘no risk’ ‘no cost’ proposition. Your only obligation is to email your “list” about the upcoming seminar. Obviously we will not include the “call in info” with the initial email. Once people have registered and paid will they get the call-in number and appropriate Pin#.

**There’s More In it for YOU!** We will also “Record” the tele-seminar. Within a few weeks after our Joint Venture Tele-seminar has taken place we will send you a “Master Copy” of the recorded call. This is now an “information product” that you can sell, market or distribute any

way you like as you will have the full marketing rights to our recorded tele-seminar. You can use it for future recruiting to your organization, use it to generate leads or just plain sell it to those who did not attend the call (or sell by placing ads etc). It's yours to do with it what you want. It's not uncommon for people to pay \$1,000 to \$5,000 for distribution rights to these types of information products. You pay \$0!

### **The Next Step!**

The next step is to simply call Patrick Snow directly to make the arrangements and set up a future date and work out the particulars and sign a simple "letter of understanding" with the agreed upon terms spelled out so that we are all on the same page with any communication issues that may arise.

**Call Patrick Snow at: (206)780-1787 or (800)951-7721 USA**  
**Or email him at: Patrick @ createyourowndestiny.com**

Thank you for taking the time to consider working with us! We look forward to a mutually beneficial and profitable relationship.

Best Regards,

*John/Jane Rep*

John/Jane Bus. Development

P.S. Please be sure when you write or call Patrick Snow that you were referred by me, John/Jane Rep.

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#### **Case Study #2:**

You go to "google" and you do a search for "ezines" then "tele-seminars" then "blogs" and then "home based businesses" "MLM" or "Network Marketing" "Associations" "Trade Groups" "Chamber of Commerce's" etc. Millions of links are made available to prospects that may fit perfect for this Joint Venture. You find the right contact person and make contact by either phone, mail, email or by introduction and your present the opportunity as was outlined out in Case Study #1:

#### **Case Study #3:**

You make contact with Real Estate offices, Mortgage Companies, Insurance Agency's, Auto Dealers (any company that has a sales force). Most of these companies may not be able to pay \$3,000 to \$10,000 to bring Patrick in to speak to their sales organization but they probably would be willing to do a specialized 'goal setting tele-seminar.' Perhaps the organization pays a flat rate to have Patrick do a sales seminar for their team or maybe the company just presents the opportunity to the sales team and has the sales members pay for themselves to be on the call as perhaps they are 'independent contractors.'

### **Compensation Objectives:**

Your compensation as a Business Development Representative (or JV dealmaker) is as follows: You will receive the following commissions based on the results that come to fruition from your efforts. All commissions are based on “gross revenue.”

<b><u>Booking Type:</u></b>	<b><u>% commission</u></b>
Tele-seminar’s	15% of Patrick Snow’s share of revenue when you are the person who puts the 2 parties together.
Tele-seminar sales group	5% (override) of Patrick Snow’s share of revenue if you recruit a Bus. Development rep to be in your sales organization. This Person must be approved by The Snow Group and have a signed Agreement in place.
In-Person Seminar	10% of Patrick Snow’s share of gross revenue.
CEO Forward	10% of Patrick Snow’s share of gross revenue. CEO forward is when a leader of a company “writes” the forward or intro to Patrick’s book and does their own special printed edition. Many CEO’s of companies don’t have time to write a book but would love to write an introduction to a best-seller in which they can Then sell or give the books to their company or general public.
Book Publishing Coaching	10% of Patrick’s gross revenue. Many people want to write and Publish their own book and Patrick provides coaching to those who Do!
Corporate Sponsorships	10% of gross
Back-End sales	5% of gross

In addition, anytime you originate a partnership that uses Patrick Snow’s services, this company or organization will be “linked” to you so that you will receive monies on all future bookings at the same rate as outlined above.

### **Commission Illustration:**

You contact Ms. Sally Success who has an online “ezine” with 10,000 subscribers. Her ezine is primarily directed to real estate professionals. We set up a tele-seminar promotion and Sally sends out 1-5 email notices to her 10,000 subscribers to promote the future tele-seminar. It has been established that the tele-seminar will cost each attendee \$25 and each attendee will receive Patrick’s book in an ebook (electronic book format). The split is 50/50.

10,000 contacts are made  
1,000 people sign up for the tele-seminar:  
1,000 x \$25 = \$25,000

$\$25,000 \times 50\% = \$12,500$  (Patrick's share of revenue from upfront fee's)

$\$12,500 \times 15\% = \underline{\$1,875}$  (your cut of revenue!)

Also, a special "back-end" promotion is offered on the call offering a \$200 program. 100 people purchase this special back-end promotion.

$\$200 \times 100$  sales = \$20,000 gross revenue

$\$20,000 \times 5\% = \$1,000$  (your cut of back-end revenue!)

**TOTAL SO FAR:  $\$1,875 + \$1,000 = \underline{\$2,875}$**

A few weeks later Sally contacts Patrick to do it all over again. Many people who didn't participate the first time want to get in on the next time. Sally does another email notice to her 10,000 subscribers letting them know that the first one was such a success that they are doing another one in two weeks. This time 200 people sign up for the tele-seminar.

200 people sign up for tele-seminar:

$200 \times \$25 = \$5,000$

$\$5,000 \times 50\% = \$2,500$  (Patrick's share of revenue from upfront fee's)

$\$2,500 \times 15\% = \$375$  (your Cut of revenue)

25 people purchase the back-end promotion at \$200 each:

$25 \times \$200 = \$5,000$

$\$5,000 \times 5\% = \$250$  (your Cut of back-end revenue)

**GRAND TOTAL from this one JV deal...**

$\$1,875$   
 $+ \$1,000$   
 $+ \$375$   
 $+ \$250$

---

 **$\$3,500.00$  "YOUR EARNINGS"** (example only)

You show a local 'well known' sales person your check and showed her how you made \$3,500 by doing a little bit of internet research that took you all but 15 minutes to find and contact to put this deal together. Either Patrick Snow or his VP of Business Development (Michael Helgeson) agrees to bring on your friend as a Bus. Develop JV Deal Maker making her a sales rep in your organization. She goes out and does the same thing you just did.

You will make 5% override on her 'up front booking commissions.' She would be getting the same level of commissions as you receive (e.g. 15% etc. as outlined above).

In the above example YOUR "override" commission would be:

$\$12,500 \times 5\% = \$625$

$+ \$2,500 \times 5\% = \$125$

---

 **$\$750$  Total Estimated Override Commission!**

Rest assured you will get full credit for any deals that result from your efforts. When someone contacts either Patrick Snow or VP of development Michael Helgeson, we will make the person give us a copy of your communication so that this account will always be tied to you.

There are no territories. There is simply too much business to try and divide it up. There are tens of millions of website owners and tens of millions of business owners and tens of millions of newsletter owners and bloggers and associations and charities and sales organizations and ezine creators and MLM leaders and home-based business gurus to go after.

The next step for you is to demonstrate that you are highly ethical and honest and that you will only present this opportunity and the people behind it in the best possible light. We ask that you sign and submit the “Tele-Seminar JV Letter of Understanding” along with a \$7.95 deposit that is refundable on your first paid booking. The reason for the letter of understanding is to protect both parties in regards to any communication issues that may arise such as compensation issues. In addition, we are asking for a meager \$7.95 deposit (refundable on first paid booking) to separate the serious from the curious. We are giving “Personal Time & Attention” to our Joint Venture Business Development Reps. Those who send the Letter of Understanding and refundable deposit will get this time and attention. We simply cannot divide our time amongst a lot of people who are not serious about this opportunity.

**You can print off the “Tele-Seminar JV Letter of Understanding” sign and mail with your \$7.95 deposit to: Michael Helgeson, ATTN: JV Deposit, P.O. Box 2063, Billings, MT 59104. You may begin marketing this opportunity before sending the letter of understanding and deposit, however, no personal attention will be given to you and no commissions will be paid until the information has been received.**

**You may also fax the signed letter of understanding to: (916) 675-8876. You may also pay the \$7.95 deposit by Paypal by emailing your payment to: michael.helgeson@yahoo.com**

We do all the closing for you! You just find interested parties (we will show you how) and we send out a complete MEDIA KIT to your interested prospect. Then we follow-up with a phone call to close them for you. You get full credit and compensation for the booking. During the last two weeks of May 2007 we spent approx. \$2,000 in expenses to send out these MEDIA KITS to interested prospects by our JV partners. As you can see, we can only afford to deal and work with people who are serious and your signed “Letter of Understanding” and deposit show us you are someone who is. Including a resume is not necessary (only recommended).

Please visit our website at: [www.patricksnow.com](http://www.patricksnow.com) or [www.createyourowndestiny.com](http://www.createyourowndestiny.com) to learn more about Patrick. Also, when you visit his website, click on the “LIVE SPEECH” link on the homepage to hear Patrick’s Destiny message given to 350 real estate investors.



## **Commonly Asked Questions & Answers**

***Q: What about the contract for the interested party who wants to do a tele-seminar with Patrick?***

A: You do not have to sell this opportunity. Your only job is to present the opportunity and get a party interested. Once the party is interested, simply turn them over to Patrick or Michael and they will close the sale and create an “agreement, contract, or letter of understanding” that makes the new client feel comfortable with the arrangement.

***Q: What if I don't want to call, mail or email someone?***

A: Later in this manual is provided several NO COST & LOW COST methods for attracting interested parties without any selling. You can fit this opportunity to your personality. You don't need to approach people you know if you don't want to. There are various methods for getting interested parties without having to call on people you know if you don't want to! See the RESOURCE DIRECTORY for sample letters, advertisements and strategies!

***Q: What if I have issues with the MEMORANDUM OF UNDERSTANDING on the next page?***

A: After you have signed and mailed with your deposit you can talk to us and work with us in creating a new letter of understanding that works for both parties. Just talk to us and work with us. We want everyone involved too feel protected and comfortable with any arrangements we have with one another!

**TELESEMINAR JV MEMORANDUM OF UNDERSTANDING**

I \_\_\_\_\_ (your name) have fully read and understand the contents of this Bus. Development Joint Venture packet. As such I have signed where appropriate. I also understand that Patrick Snow (aka The Snow Group and or/assigns) may change or modify this agreement at any time and for any reason. I realize that I may be asked to sign a new agreement in which case I may elect not too. However I may be let go from doing any more JV deals with the Snow Group should this be the case. I understand that all accounts that are tied to my efforts shall remain with me even if I should only structure one deal, I may continue to be compensated for this account.

I understand that I am responsible for all reporting of income and am responsible for my own tax reporting. I understand that no income guarantees are being made or represented and that any income illustrations shown to me were just that, an illustration. My income is a result of my own efforts. Any commissions I earn shall be mailed to me within 10 days of payment clearing. I request the monies to be sent to me at the following address:

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: (        ) \_\_\_\_\_ Cell Phone: (        ) \_\_\_\_\_

Email: \_\_\_\_\_

I am responsible for submitting any changes to address or contact information. I understand that in no way Patrick Snow, his representatives, The Snow Group etc. are not offering any legal, tax, financial, medical, health advice or income guarantees in any manner. I understand that I must represent the Snow Group and it’s representatives with the highest level of ethics and morals and that I can be let go for any reason without reason or cause.

I understand that my commission structure has been outlined in this information packet and that changes or amendments may take place at any time for any reason. I understand that it is the intent of Patrick Snow, The Snow Group and its representatives to forge a “long, healthy, profitable and mutually beneficial relationship with one another.” A relationship based on respect, honesty, integrity and high morals and that no party will willingly take advantage of the other party. I understand that I must be approved by the Snow Group to represent them in JV deal making and that this packet must be signed, mailed or faxed before any commissions will be dispersed.

I also understand that all written materials, audio materials etc. are the intellectual property of Michael Helgeson and may only be used for marketing opportunities with him or The Snow Group. Michael Helgeson has made no claims of any sort or representations that he can be held liable for. I am including a \$7.95 refundable deposit that will be refunded on my first paid booking.

On that understanding:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Mail signed letter and \$7.95 deposit to: Michael Helgeson, ATTN: JV Deposit, P.O. Box 20363, Billings, MT 59104. Or fax to: (916) 675-8876. Send Paypal payments to: michael.helgeson@yahoo.com

## BONUS MAKING MONEY REPORT

# Make Up To \$100,000 A Year Working Part- time From Home!

*Business Development Position Allows You to Work From Home Using Just The Tools Of Your Computer, Email and Fax Machine or Fax Software!!!*

Dear Future Business Development Representative:

There is a huge untapped market and need for marketing strategies for *mortgage brokers* and *real estate agents*. These professionals primarily rely on the industry methods for attracting clients. These methods include poor advertising techniques that don't work! Their current form of advertising is ineffective and expensive!

Michael Helgeson, has worked in the financial investments, lending and real estate industry (and business ownership) for more than 15 years. Prior to acting as a marketing and business consultant to many companies, Michael held several investment licenses and has an MBA (Master's in Business Administration). After losing over a \$100,000 from poor advertising methods, Michael set out to find out what 'really works' and what really gets results.

Michael stumbled upon "emotional response marketing methods" that were hidden from the general population but proved to be so effective that they have made many people millions of dollars. Michael's first education came from a marketing book in which he paid close to \$1,600 for. The first week of testing the strategies produced over \$41,000 in results. The \$1,600 was well worth the investment and this led to more education in which Michael studied the genius marketing methods of various marketing guru's. It was when Michael developed his own methods by combining the genius methods of those named above that led to the creation of his two flagship products that are in high demand.

### Just some of the products Michael has authored include:

- "The Greatest Mortgage Marketing Secrets of the Millennium! – 21 Low Cost & No Cost Strategies to Explode Your Mortgage Profits"
- "The Greatest Real Estate Agent Marketing Strategies of the Millennium!—21 Low Cost & No Cost Strategies To Explode Your Real Estate Agent Profits."

- “The Greatest Marketing Secrets of the Millennium – 21 Low Cost & No Cost Strategies To Explode Your Business Profits!”
- “Making Money With Joint Ventures, Strategic Alliances and Tele-Seminars!”
- “Make Money Working From Home Bookings Seminars & Tele-Seminars!”
- “The Greatest Auto Dealer Marketing Secrets of the Millennium!”
- And many more!

While working in the arenas of financial planning, mortgage banking and real estate... Michael realized that in all the 15 years he worked in these industries he was only approached by one person for assistance in profitable marketing strategies. These industry professionals want help but do not know where to turn. This is where our programs come into play. There are literally over a million professionals in the United States working the mortgage and real estate industry.

Our past marketing efforts have included running advertisements in industry ‘trade magazines.’ These magazines are not found in your local bookstore or news stand but are offered directly to the industry professional as a subscription. By running advertisements in these publications we were reaching the proper target market. However, many professionals do not subscribe to these magazines and there is a lot of competition among all the various ads competing for different types of business. Nevertheless the advertising pulled a phenomenal response!

### **You Can Join Our Team And Potentially Reap Huge Commission Checks!**

Our next step was to set up independent contractors to work from their home. This is where you come in. There is no selling on your part-- none what so ever. In fact, you will never even talk about the product being offered. Your job is to make a 1-2 minute connection with real estate agents and mortgage brokers (mortgage brokers are also often referred to as loan officers, lending agents, mortgage originators, home lenders etc.). Or, work directly with direct mail by utilizing sales letters, postcards or classified ads. More on this later!

*Getting back to the first mentioned method...You will simply call a real estate office and ask to speak with the owner or an agent. Once the owner or agent is on the phone you will simply say the following...*

“Mr./Ms. Real estate agent /or mortgage broker...We want to help you make this YOUR best year ever. We’d like to send you a FREE REPORT entitled “The Greatest Real Estate Agent Marketing Secrets of the Millennium—21 Low Cost & No Cost Strategies To Explode Your Profits!” May I please have your name and your email address so that we can get this FREE REPORT sent right off to you?

*When you call a Mortgage Company or Broker you would say...*

“Mr./Ms. Mortgage Broker... We want to help you make this YOUR best year ever. We’d like to send you a FREE REPORT entitled “The Greatest Mortgage Marketing Secrets of the Millennium—21 Low Cost & No Cost Strategies To Explode Your Profits!” May I please have your name and email address so that we can get this FREE REPORT sent right off to you?

The agent will then give you their email address 99 out of 100 times. It is not uncommon for our serious Business Development Reps [Also known as independent contractors (IC’s)] to make

100 contacts a day. Some work it part time and only do 20 or 50 contacts a day. It is really up to how much money you want to make.

Once you have the agents email address, you will then send them a simple email that says the following:

“Dear John (using their first name), We have just changed from emailing our FREE REPORT entitled, “The Greatest Mortgage Marketing Secrets of the Millennium...21 Low Cost & No Cost Strategies to Explode Your Mortgage Profits!” to faxing this valuable 12-page report. Please reply to this email with your fax number and we will fax it to you within the next 24 to 48 hours!

This FREE REPORT is the answer to making your marketing efforts more effective and more profitable. We look forward to getting to you as soon as possible. Just hit the “reply” button and shoot us your Fax Number. We apologize for the inconvenience but the new fax report is packed with even more strategies to explode your profits!

Sincerely,  
Your Name, Bus. Development Rep.

**The method behind this strategy has been the most effective for the following reasons:**

- (1) It is now illegal to fax to businesses without written permission. When the agent emails you his/her fax number you are getting written permission. This method has proven to be the simplest method to getting a fax number without a big ordeal about how you need written permission etc. We’ve tried other methods and this is the best method.

Note: Asking them up-front to send you written permission along with their fax number results in less response. This method assures the highest response.

- (2) Emailing the sales letter is less effective than the agent having the actual ‘paper report’ in his or her hands by means of a paper fax. There is something magical about the actual paper being right in front of the prospect that email does not convey. However, you can do it just by email if you like but them having the paper report in their hand results in a higher order rate.
- (3) After faxing the first offer to the agent, if they do not purchase the program, a second fax will be sent with a new offer (less expensive offer).
- (4) If the first two faxes fail to get a sale there is now the opportunity to email offers three, four, five and six (as you will have their email address). It is important that at the end of the email you state: “Your email address will not be shared with anyone. If you would like us to remove your email address from future mailings please reply to this email with notice.”
- (5) Studies have shown that it sometimes takes six contacts to get a sale. However, we have experienced a 16% sales response on our magazine advertisement leads (this is from just the first contact). The response rate goes up as more contacts are added. However, to be conservative, a 2% response rate will be used for all of our examples relating to how

much money you can earn. There is no guarantee to what the response rate will be but 2% will be used for our illustrations only. Your results may vary.

Some of our independent contractors may choose to make the first contact by fax or email and leave it at that. However, those that do follow-ups stand to make much more money.

Plus -- once you have the agents contact information the rest is automated. You want to use the daily business hours to make your contacts to the agents and then use your nights or weekends to do the faxing and emailing. The offers that the agents will be receiving include Manuals, Resource Directory, Video, Audio CD's and a Diskette.

### **The topics that the products cover are as follows...**

Both the *Greatest Mortgage Marketing Secrets of the Millennium* & *The Greatest Real Estate Agent Secrets of the Millennium* include:

- How to create a unique USP (Unique Selling Proposition) to set your business apart from all of your competition. No one will want to do business with your competitor once you learn this strategy!
- The one strategy that led one mortgage/real estate industry professional used to generate \$250,000 a year in residual income. Money that comes in whether you work, vacation -- or even if you retire!
- A unique referral method to get every life insurance agent and financial planner in your community to send over hand-fuls of 'ready-to-go' qualified clients begging to do a loan with you!
- The one telephone script and sales letter that works like "magic" on all your prospects and you will never even have to quote a single mortgage rate to get the prospect to use your services!
- The one FREE gift worth \$1,200 you can give to every one of your clients to look like a "hero" while getting paid up to \$200 for every gift you give away!
- What to put in every one of your advertisements to generate dozens of qualified leads!
- The one advertisement that many Advertising agencies are charging mortgage companies up to \$2,200 plus royalties and you get not one but "two of these ads," a potential \$4,400 value and you owe zero royalties -- they are yours free to keep and use as often as you like!
- How to get dozens of referrals from your clients in a non-threatening way and making your clients actually feel like you are doing them the favor!
- How to get FREE 30 minute to 90 minute infomercials on television with no production costs and the potential to have your infomercial in dozens or hundreds of markets with zero costs!
- The one classified ad that pulls as little as 8 but as many as 278 calls over three weeks!
- Learn how to generate up to a \$1,000,000 in free publicity which equals free advertising!
- Learn how to get all of your advertisements paid for FREE!
- The one secret method to get sales representatives to actually pay you for the opportunity to work for you!
- How to save 15% "guaranteed" on all your current forms of advertising!
- Guaranteed strategies to get paid on virtually every lead, qualified or not!
- The one 'virtually guaranteed' marketing strategy that a famous marketing guru charges

\$5,000 for – and you will get the strategy for FREE!

- Ready to implement advertisements, mailers and more (and computer disk included)!
- A marketing video demonstrating FREE advertising techniques --this video is worth the cost in itself.
- A **FREE** detailed review, analysis, critique and consultation of your *current* marketing materials! This benefit alone is valued at more than \$300!
- One year of my marketing newsletter authored by myself. Anytime I come across a powerful new strategy, I will share it with you... FREE of charge! This is a \$299 value!!!
- And much, much more! Too many other benefit and strategies to mention here!!!

Special note: You can skip faxing altogether and just do email or mail if you choose not to fax. Computer faxing software comes free on most computer purchases or you may use a regular fax machine – you can also send faxes with email by getting an account at: [www.efax.com](http://www.efax.com)

The very first fax you send will offer our flagship product for \$495.00. Your commission on this is \$250! You will then fax/email the same offer (fax #2) a week later to ten days later. If the agent does not purchase the product within 30 days, you will fax/email offer #3, which will offer the product at half price. Your commission will also drop to half but still a lucrative \$125.00. A week to ten days later you will fax/email this same half-price offer. You will then email this half-price offer again (this will make 5-6 contacts). You will know if the agent ordered as your commission statement will give you the name of the client who purchased the program.

If after five contacts the agent has not purchased the product for the initial \$495 (your commission is \$250) or the half-price offer of \$249.00 (your commission is \$125) you will then **email them** a sixth time offering them a small portion of the program for \$9.95. This product will be sent to them by email as an ebook (PDF). You will receive only \$5 for this offer but the number of agents who didn't purchase initially can mean hundreds or thousands at \$5 each. It's possible many will view this partial "mini-manual" and turn around and order the full manual giving you an opportunity to make a full or half-commission as another offer for them to purchase the full program will be included in this mini-manual.

**Our IC's who make 100 contacts a day can typically experience the following earnings:**

$$\begin{aligned} & 100 \text{ contacts} \\ & \times 2\% \text{ sales response} \\ & = 2 \text{ sales} \times \$250 = \$500 \\ & \$500 \text{ a day!} \end{aligned}$$

Now sending the 98 who did not purchase the half price offer:

$$\begin{aligned} & 98 \text{ contacts} \\ & \times 2\% \text{ sales response} \\ & = 1.8 \text{ sales} \times \$125 = \$225 \\ & \$500 + \$225 = \\ & \$725 \text{ a day!} \end{aligned}$$

So far with a 2-step contact approach at a 2% sales response you have earned a potential \$775.00 for the day. If you average a very conservative 1% response you would still be at \$375 for the day. However, if you had a 4% sales response you would be at over \$1,500 for the day!

However, after the course of a month you may potentially have over a 1,000 contacts who did not purchase on the first or second price offers but are willing to try a sample of the product at \$9.95. Your \$5 commissions on these can mean as much as an extra \$500 to \$1,000 or more each month by just sending a simple email at nights or weekends when you are caught up on fulfilling your other contact commitments.

## **The Steps To Earning Up To A \$100,000 Per Year Working From Using Your Home Using Your Computer and Fax!**

Step 1: Fill out the independent contractor (IC) contract and return by mail or email. This is to protect you so that there are no communication issues and also so that we have your address to send your commissions to.

Step 2: Do an internet search using [www.411.com](http://www.411.com) or [www.superpages.com](http://www.superpages.com) or [www.yellowpages.com](http://www.yellowpages.com) for mortgage companies or real estate companies. You can also use yellow page phone books in your local library to obtain the phone numbers of mortgage and real estate companies. There are also services that sell leads. You can do a google search for: sales leads. Some of these companies may give you 100 or 200 leads for free to test them out. Another inexpensive source is: [www.listprovider.com](http://www.listprovider.com), which will send you actual address labels or addresses on a disk or CD.

Step 3: Simply call the mortgage companies or real estate companies using the previous script to obtain an agents name and email address. It is recommend you start with one geographic area (perhaps your home town) and then start working your way outward.

Step 4: After obtaining the appropriate contact information simply set up your computer faxing software to send the faxes out (using the appropriate 12-page FREE REPORT). You can download the reports for FREE at: <http://www.freewebs.com/icrep/freereports.doc> The reports will be in Microsoft Word so that you can incorporate YOUR NAME on the order page so that all orders are tied to you.

Step 5: After 10 days continue with Steps 3 and Step 4 and add the step of emailing to your routine (best in evening hours or weekends).

Step 6: Repeat steps 1-5 all over.



## ***Commonly Asked Questions & Answers...***

### **Q: How do I send the FREE REPORT to the agent once I have the agents email address?**

A: First, you will email the agent a short note that we stated earlier in this report. Every day when you are done making calls you can then program each fax number and contact name into your faxing software or by fax machine. Your computer should have faxing capabilities. You can also use programs like [www.efax.com](http://www.efax.com), [www.winfax.com](http://www.winfax.com), or [www.callwave.com](http://www.callwave.com) to fax by email. Whatever method works for you is fine.

As mentioned, most computers come outfitted with faxing software. By clicking on the “help menu” it will tell you how to set up the faxing. The great part is you can let your computer send out all the customized faxes for you automatically while you go out or while you sleep. It may be helpful to set up your phone line with unlimited long distance calling. Most local carriers offer this service for less than \$49 per month. There are also some VOIP (voice over internet protocol) programs for less than \$24 per month—which offer unlimited long distance.

### **Q: What about the “Do Not Call List?”**

A: The ‘do not call lists’ apply to residential homes. It does not apply to businesses. You may freely call upon businesses to offer these Free Reports. You may contact your state attorney general’s office to verify this if you feel this is in question. Also, as an added protection you should also keep the ‘reply’ email from the agent whereby they replied with their fax number showing proof there was a written request for the free report.

### **Q: Why do I need to send a \$6.95 deposit with the enclosed contract?**

A: The \$6.95 is fully refundable on your first commission. Also, you can request the \$6.95 back anytime during the first 30-days that you are working the program, for any reason, no questions asked. The \$6.95 protects you as it makes your contract binding as it relates to your commissions. Also, we hire a third party to process the paper work and commissions for our program. The \$6.95 is used to set up this service. Plus, it helps us to separate the curious from the serious. We want to give our time to the Independent Contractors who are serious about making money. This shows us you are serious. Once again you get the \$6.95 back on your first commission or you can request it back during your first 30-days if you decide this opportunity is not for you.

You can also customize your FREE REPORTS “order page” so that your name is on it. This creates a tracking record to make sure you get paid on all your sales. In addition, when you return the signed contract and the \$6.95 you will receive a FREE copy of Patrick Snow’s best selling book, “Creating Your Destiny.” The book retails for \$19.95 and is the absolute best book on goal setting and achieving your goals. The book will be sent as an email attachment (PDF). You get to keep the book regardless of whether you request your \$6.95 back within 30-days of trying this program.

### **Q: What kind of support is offered?**

A: You can email us with any questions or you can send an email and request us to call you to assist you with anything you may need help with. This assistance is unlimited. We want you to succeed.

If you succeed, we succeed. My personal email address is: michael.helgeson@yahoo.com

**Q: When can I begin?**

A: You can actually begin calling on agents today! Even before you send back your contract you can start collecting agent names and email addresses. We will send you an email letting you know that we received your contract. But you don't have to wait until you hear from us. You can begin right away.

**Q: Can I mail the Free Reports by regular mail?**

A: Yes you can but you need to consider the cost of copying and postage. The response rate is highest by regular mail but so is the expense. By using our method of computer faxing and emailing with free long-distance – there is no costs to you to do this job. You might want to check with a local printer as they may be able to “print” the reports for much less than copy costs at your local copy shop. You can get mortgage leads at: [www.listprovider.com](http://www.listprovider.com), [www.infousa.org](http://www.infousa.org), [www.megamedia.com](http://www.megamedia.com), [www.mailinglist.com](http://www.mailinglist.com), [www.mailingleads.com](http://www.mailingleads.com) etc. Or you can get your own for free by looking online by using: [www.superpages.com](http://www.superpages.com), [www.411.com](http://www.411.com), or [www.yellowpages.com](http://www.yellowpages.com) or you favorite search engines.

**Q: Are there assigned territories?**

A: The answer is no, there are no assigned territories. There are over a 1,000,000 prospects (well over a million prospects). It is also suggested that you contact the same mortgage and real estate companies if the first contact did not order. Just simply ask to speak to a different agent. There is little or no chance of you contacting someone who has already been contacted by our program. Right now there just are not enough IC's to even scratch the surface. However, contacting the same person as someone else wouldn't be a bad thing. It would actually be a good thing because the more exposure a person has to an offer – the more likely they will buy.

**Q: What kind of promotions can I receive if I succeed with this program?**

A: Once you have successful had 25 orders completed you can build a sales force under you if you like. It will be up to you to determine the pay and commission you want to pay your sales force. For example, you may keep \$50 on each sale for yourself and give the rest to the sales reps you manage. This way you could leverage your time by making money on sales reps working for you. Recruitment, training and splitting commissions will be your responsibility – but we are here to assist in any way that you need help. We can even arrange for our payroll department to split the commissions for you if you like. We ask that you have 25 sales under your belt before you are eligible to build a sales force so that you can adequately teach the procedures to your sales reps. Each sales rep will also have to sign the same contract that you will sign, however, we will modify the commission structure on the contract to work with the system you want to set up.

**Q: What about product returns and when do I receive my commission checks?**

A: All orders for the products will be sent to our fulfillment department. We will process all orders and send the commissions once the payments have cleared. Commission checks are sent a minimum of twice per month. Sometimes they are sent more frequently depending on the volume. If an agent who purchases our program requests a refund then the commission will be deducted from your next paycheck. However, to this date we have never had a single request for a refund. These agents feel they are getting more value than they paid for. You are solely responsible for reporting your income to the IRS and state revenue department.

**Q: How will I know who ordered the product?**

A: Each commission check will have a statement showing you the name of the agent who purchased the product and how much was paid – along with the amount of your commission.

**Q: What if the Real Estate Agent or Mortgage Broker order by Paypal? How will you know that the sale is tied to me?**

A: We will contact any person who orders the program and find out exactly who sent them the FREE REPORT. We will make sure that YOU get paid on all your efforts. We operate with the highest integrity and ethics.

**Q: Can I get a copy of the entire marketing program that is being offered?**

A: The actual product costs more than \$80 to produce and ship. Also, there is no need for you to see the actual program or product. It may actually be hurtful for you as you may be prone to trying to sell the program if you know too much about it. This is not a sales position where you are selling the product as the sales letters/Free Reports position the product for maximum sales.

**Q: Are there tax advantages of being an Independent Contractor (IC)?**

A: There may be! We are not tax attorneys or CPA's so we cannot offer any tax or legal advice. You may want to check with a qualified CPA or tax attorney to find out what tax advantages you may have with your home-based business. Sandy Botkin, a former IRS accountant says that a home-based business may be worth as much as \$10,000 per year to the average individual. You may want to do an internet search for 'Sandy Botkin' as some home-based business tax planning advice is available from his organization. Again, we are not tax attorney's or CPA's so you will need to check with your professionals about what, if any, tax advantages may be available to you.

## Contractual Independent Contract (IC) Agreement

This agreement is between Michael Helgeson and \_\_\_\_\_ (your full name in the space). This agreement certifies that Michael Helgeson Consulting is offering you a trial basis for 90-days in our marketing program whereby you will be marketing our marketing program to mortgage brokers and real estate agents. After 90-days there will be a review to determine if this program is right for you and for our company. You will receive commissions on any products or services that occur during your trial period. The purpose of this trial period is to determine your level of interest in marketing the program and to ensure that you are not misrepresenting the product, offer or company.

Your commission checks will be sent once payment has cleared. Commission checks are normally sent every two weeks, sometimes more regularly but no less than once a month. If you have no commissions due, no commission check or statement will be sent. The agents who ordered the program will be included with each commission check as well as any deductions from returned products. If your commission checks exceed \$500 you may be required to fill out a 1099 tax form for tax reporting. You are solely responsible for reporting your income for tax purposes. It is your responsibility to include your name on the FREE REPORTS that you fax, email or mail. There is a place on the order page to do this.

You are responsible for all expenses related to your business activities. You may not employ a sales staff or sales reps until (1) you have been successfully paid on 25 or more sales (2) You arrange with our company the policies and procedures you intend for your sales reps.

Any legal disputes relating to any legal issue with your position as an independent contractor (IC) must be resolved in Yellowstone County in the state of Montana. No income claims, tax advantages or legal advice is being represented by Michael Helgeson or assigns. Each persons income will vary depending on their efforts and results. It is your responsibility to be in compliance with any state or federal laws.

### **Commission rates\* are as follows:**

- Products and services sold for \$495 and greater and payments received for these amounts shall be: \$250.00
- Products and Services sold for less than \$495 shall be \$125.00
- Products sold for less than \$225 or payments received for less than \$225 shall be: 20% of gross payments received.
- Products sold for \$9.95 or payments received for this amount shall be: \$5.00
- Products sold for less than \$9.95 and payments received for this amount shall be: 20% of gross payments received.

*\*Payments indicated above constitute cleared' payments.*

The IC may begin the program of collecting prospective agents names, email addresses and fax numbers prior to returning this signed agreement. However, the IC shall not use any methods of internet spam or faxing spam. You may only send the free reports to those businesses or individuals who have requested the Free Report. It is recommended that you keep all emails where the agent 'replied' with their fax number to be in compliance.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Mail this signed agreement with payment in the amount of \$6.95 to:** Michael Helgeson, C/O Marketing IC position, P.O. Box 20363, Billings, MT 59104

Make check or money order payable to: Michael Helgeson or you may send payment electronically by Paypal by emailing \$6.95 to: michael.helgeson@yahoo.com

### **Where would you like your commission checks mailed to:**

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City/State/Zip: \_\_\_\_\_  
Phone: (        ) \_\_\_\_\_  
Email: \_\_\_\_\_

If you would prefer your commission checks to be sent by Paypal, what email address do you want it sent to: Paypal Email: \_\_\_\_\_

Special note: The \$6.95 is a deposit only. The \$6.95 deposit will be returned with the IC's first commission check.

# RESOURCE DIRECTORY

“Your Resource For Strategies And Marketing Materials  
To Market These Business Opportunities For The  
Maximum Profits!”

*This Resource Directory includes:*

- Sample Sales Letters and Email Letters for the Tele-Seminar Program
- Sample Sales Letters for the Mortgage & Real Estate Program
- Sample FREE REPORTS
- Sample Classified Ads
- Sample Postcards
- How to Get Free Advertising
- Step-By-Step Instructions on What To Do Next!
- Your Game Plan To Succeed!
- And much more!

# **If You Don't Want To Phone or Email People To Make Sales... Here Are Some Other Strategies To Market My...*Mortgage Program, Real Estate Agent Program and Tele-Seminar Programs!!!***

Dear Team Members & Business Development Reps:

Here are some sample sales materials to use to market the Mortgage Program, The Real Estate Agent Program and the Patrick Snow Tele-seminar program.

In respect to the Mortgage & Real Estate programs, it is best to have a "teaser classified" ad offering a FREE REPORT. You can do this also with the Patrick Snow tele-seminar program.

(For example) I have successful used the following classified ads to get people to request my FREE REPORTS that in turn lead to them sending money for the sale.

## **#1: Mortgage Program classified Ad:**

The Greatest Mortgage Marketing Secrets of the Millennium! 21 Low Cost & No Cost Strategies To Explode Your Mortgage Profits! The secrets to free leads, free ads and over \$250k a year in residual income. FREE REPORT reveals details. Call rec. msg. 24/7 (xxx) xxx-xxxx. Or email request to: [janedoe@yahoo.com](mailto:janedoe@yahoo.com)

## **#2: Real Estate Agent classified Ad:**

The Greatest Real Estate Agent Marketing Secrets of the Millennium! 21 Low Cost & No Cost Strategies to Explode Your Real Estate Commissions! The secrets to free leads, free ads and over \$250k per year in residual income. FREE REPORT reveals details. Call rec. msg. 24/7 (xxx) xxx-xxxx. Or email request to: [jandoe@yahoo.com](mailto:jandoe@yahoo.com)

You can use your voice mail on cell phone or you can get a cheap \$7 per month voice mail. You can google, "voice mail" and you will get a listing of services. You can get a free voice mail with the purchase of a tracfone available at walmarts. or [tracfone.com](http://tracfone.com).

On the voice mail you could simply state the above classified ad in your voice and tell them to leave their name and mailing address and email address. You can then send the appropriate free report/sales letter by mail or email.

## **You can get free classified ads on the following sites:**

- [Craigslist.com](http://Craigslist.com)
- [Kaboo.org](http://Kaboo.org)
- [Citynews.com](http://Citynews.com)
- [Livedeal.com](http://Livedeal.com)
- [Usenetads.com](http://Usenetads.com)
- [Classifieds.zoads.com](http://Classifieds.zoads.com)

- Merchandiseselect.com
- Thefreeadforum.com
- Inetgiant.com

Also, there are ways to do Joint-Ventures with your local media on a “Pay Per Sale” Basis. You could have local newspapers, weekly papers, radio stations, Tv stations etc. run ads for FREE and they get paid when a ‘sale is made.’ You can structure the deal anyway you like and just give them a part of their commission. They will be willing to do this when “they have unsold ad space.” In other words, if they are going to press (or air) and they have unsold ad space they are sometimes willing to do ads on a ‘per sale basis.’ They may want some control over how to check to see if the sales are being made to ensure they are getting paid. I have also used this method successfully with those “coupon mailer packs” that are delivered by mail or placed on people’s door. A good resource is to find your local papers that are geared toward “businesses” – as these products fit in with their customers and they may be willing to do a partnership. There are also trade magazines that specifically market to mortgage brokers and real estate agents. There are magazines like; Realtor, Broker, Mortgage Origination Monthly. You could buy classified ads in them or you can try and structure a Pay per Sale display ad. It is best to offer a FREE REPORT in all ads to get people to respond and let the sales letter do the selling. You shouldn’t ever have to sell or talk to the person – just send them the FREE REPORT.

Finally, on the Patrick Snow tele-seminar option you could also use the above FREE classified ad places to place ads such as:

Make Money With Your Ezines, Newsletter Lists, Down-line or Sales People! We want to work with you to do a joint venture “tele-seminar” to your customers and clients. Patrick Snow is the best-selling author of, “Creating Your Own Destiny...Getting Exactly What You Want Out of Life!” Let his Destiny message inspire your customers or team members. Request our FREE REPORT to show you how to create a Win-Win relationship with us and everyone profits including YOU! Call rec. msg. 24/7 (xxx)xxx-xxxx or email request to: janedoe@yahoo.com

Here are some sample FREE REPORTS. You can include your name on the last page so that it can be easily tracked. One report is for the Mortgage Brokers leads, one is for the Real Estate Agent leads and the other is for the Tele-Seminar Leads.

As mentioned before, you can get mailing lists of qualified prospects for pretty cheap (but effective) at: [www.listprovider.com](http://www.listprovider.com) by a company called EM TECH. I received a 16% response conversion when advertising in Mortgage Origination Monthly magazine but don’t know for sure what the response rate would be with the other methods.

Sample Postcard mailers: (If you are really interested in getting postcards printed you can get Patrick's headshot and book cover photo's off his website: [www.patricksnow.com](http://www.patricksnow.com))

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Front side:

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Back side:

Return address: P.O. Box 10864, Bainbridge Island, WA 98110

-Photo-                      - Photo-  
P.Snow headshot              Book Cover

### **Do You Need An Inspirational Speaker For Your Next Meeting Or Event?**

Patrick Snow, inspirational speaker and best-selling author of the book, "Creating Your Own Destiny!" is the solution for your upcoming meetings and events! Patrick has been featured on the front cover of *USA Today*, in the *New York Times* and on over 300 radio and television programs.

**Call or email today to receive Patrick's media speaking kit.** There is no cost or obligation. The information presented in the media kit will help to determine if Patrick Snow and his "Destiny Message" is a right fit for your upcoming events.

ACT NOW and receive a **FREE** copy of Patrick's best-selling book, "Creating Your Own Destiny!" Available to the first 100 meeting and association planners who request the media kit.

Simply email: [Patrick@createyourowndestiny.com](mailto:Patrick@createyourowndestiny.com) or call 1-800-951-7721 Today! Please be sure to include your complete contact & mailing information when calling or emailing. And be sure to mention you were referred by: Jane Doe, Bus. Develop.

*"Dream, Plan, Execute and Soar!" Patrick Snow*

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### **Document #2: Mortgage Postcard**

Front side of postcard:

Blank

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Back Side of postcard:

Attention Mortgage Originators...

### **"The Greatest Mortgage Marketing Secrets Of The Millennium!"**

21 Low-Cost & No Cost Strategies To Explode Your Mortgage Originator Profits! *The secrets to Free Leads, Free Advertising, Uncovering hidden treasures and profits in your business and building \$250k a year in residual on-going income!*

Receive Your **FREE 12-page Report** entitled, "The Greatest Mortgage Originator Marketing Secrets Of The Millennium!" Simply request the FREE report by email. Email your name, mailing address, and fax number. Your free report will be faxed within 72 hours.

**Email Today: [jandoe@yahoo.com](mailto:jandoe@yahoo.com)**



### Document #3: Real Estate Postcard

Front side of postcard:

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Back Side of postcard:

Attention Real Estate Agents...

### **“The Greatest Real Estate Agent Marketing Secrets Of The Millennium!”**

21 Low-Cost & No Cost Strategies To Explode Your Real Estate Agent Profits! *The secrets to Free Leads, Free Advertising, Uncovering hidden treasures and profits in your business and building \$250k a year in residual on-going income!*

Receive Your **FREE 12-page Report** entitled, “The Greatest Real Estate Agent Marketing Secrets Of The Millennium!” Simply request the FREE report by email. Email your name, mailing address, and fax number. Your free report will be faxed within 72 hours.

**Email Today: [janedoe@yahoo.com](mailto:janedoe@yahoo.com)**

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**SAMPLE TELE-SEMINAR MARKETING PHONE SCRIPT:**

**SCRIPT #1:** For companies with sales employees such as, real estate companies, mortgage companies, insurance agencies, and all companies with a sales force. Find by going to: [www.411.com](http://www.411.com), [www.superpages.com](http://www.superpages.com), [www.yellowpages.com](http://www.yellowpages.com), [google.com](http://google.com) or your local phone book.

“DO NOT CALL” RULES DO NOT APPLY TO BUSINESSES.

[Sample call to real estate companies – customize accordingly]

**You:** Hello, may I ask who is the Broker/Owner of your business is?

(Or, Manager, Dir. Of Business Development, Sales Manager etc.)

**Company:** That would be John Smith.

Great, may I speak with John Smith?

**Company:** One moment.

**John:** This is John.

**You:** Hello John I'll be real brief. My name is \_\_\_\_\_ with THE SNOW GROUP. I'm not here to ask you for any money or to make a sale – just to present an idea that can help grow your business! I represent a best-selling author and motivational speaker named Patrick Snow. Patrick is the author of, *Creating your own destiny*. He's been featured on the front page of USA Today and in the New York Times. And He commands up to \$10,000 per speaking engagement.

**John:** Okay, so what do you have in mind?

**You:** We've got a new business model where we are doing “customized motivational training” for companies like yours with **NO COST** to you the owner. What we have in mind is for you to meet with Patrick by phone for 20-30 minutes to customize a motivational goal setting session for your sales reps. The motivational training session would be formatted to be in line with the goals you have in mind for your sales agents and your company.

The training would be about 1 hr to 1 ½ hrs and done as a private **tele-seminar for just your sales agents**. There would be a small cost to each sales agent of perhaps \$19.00. I'm not a CPA and can't give tax or legal advice but your sales agents may be able to write this off as a business expense. In addition, each sales agent would receive Patrick's book as an ebook (electronic book) -- a \$19.95 value.

Your only job is to meet with Patrick to allow him to customize the message for your group and then to notify the sales agents of the time and date of the call to take place. You may also want to notify other vendors you work with such as title companies and mortgage brokers to participate as they all have a part in the success of your business.

We can help you with customizing an email or notice to your employees and vendors.

We would set up a payment method, perhaps by email or website for your agents and vendors to sign-up, or collect checks—whatever is easiest. There would be no minimum number of participants required to attend. We will go forward whether its 3 or 30 people who sign up.

We will know the # of people who are on line as our tele-seminar service tells us how many are logged on. In addition we would provide you (the owner) a recorded audio CD of the training call so you can use this a future training CD or recruitment tool to grow your business.

If this is something you are interested in I will have Patrick send you a signed paper copy of his book, his press kit and his live audio CD which was given in front of 350 real estate investors. There is no obligation on your part. If you like what you see, just call Patrick to work out the details.

Sound good?

**John:** Ya, okay, have him send the stuff.

**You:** Great, let me verify your mailing information...

**You:** Great, Patrick will get this off in the next few days. Be on the look out. In the meantime you can check out his website: [www.createyourowndestiny.com](http://www.createyourowndestiny.com) and we look forward to assisting you with reaching your goals!

**John:** Sounds good.

**You:** It was great speaking with you. Bye.

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**SCRIPT #2:** For people who have subscriber lists, ezines, blogs, newsletters, work at home opportunities etc. Find by: [google.com](http://google.com), home-based business opportunity magazines, [USA Today](#) market place ads etc.

[Sample call to website that offers a free newsletter sign up – customize accordingly]

**You:** Hello, may I ask who is Owner of your web business? [Or get owners name of website and just ask for that person]

**Company:** That would be John Smith.

Great, may I speak with John Smith?

**Company:** One moment.

**John:** This is John.

**You:** Hello John I'll be real brief. My name is \_\_\_\_\_ with THE SNOW GROUP. I'm not here to ask you for any money or to make a sale – just to present an idea that can help grow and **monotize** your business!

I represent a best-selling author and motivational speaker named Patrick Snow. Patrick is the author of, *Creating your own destiny*. He's been featured on the front page of [USA Today](#) and in the [New York Times](#). He commands up to \$10,000 per speaking engagement.

**John:** Okay, so what do you have in mind?

**You:** We've got a new business model to “monotize your mailing/subscriber list” where we are doing “customized inspirational training” for web companies like yours who have a subscriber list -- with NO COST to you the owner.

What we have in mind is for you to meet with Patrick by phone for 20-30 minutes to customize an inspirational or business ownership training session for your newsletter subscribers. The training session would be formatted to be in line with the interests of your members or subscribers.

The training would be about 1 hr to 1 ½ hrs and done with a private “tele-seminar” for just your people. There would be a small cost to each person of perhaps \$10.00-\$20.00 – or whatever amount you feel comfortable with. In addition, each participant would receive Patrick's book as an ebook (electronic book) -- a \$19.95 value.

Your only job is to meet with Patrick to allow him to customize the message for your group and then to notify your list with a customized email that would give your subscribers a **compelling reason** to join the tele-seminar.

We can help you with customizing an email as we have sample ones we use or you can create your own – whatever works best for you.

We would have a “enroll now” payment link built into the email for people to sign up for the call. They would then be sent by email the call-in details.

There would be no minimum number of participants required to attend. We will go forward whether its 5 or 100 people who sign up.

**You will receive 50% of all the monies collected!** Either we can collect the money and disburse it to you or you can collect the money and then cut us a payment of 50% of the revenue received. Whatever works with you we can do. We could also offer a back-end sale of some sort with a customized package and do revenue sharing on that was well. Those are details we can work out later.

We will know the # of people who are on line as our tele-seminar service tells us how many are logged on. In addition we would provide you (the owner) a recorded audio CD of the training call so you can use this a future informational product you could sell on your site or to do with it what you want.

If this is something you are interested in I will have Patrick send you a signed paper copy of his book, his press kit and his live audio CD which was given in front of 350 real estate investors. There is no obligation on your part. If you like what you see, just call Patrick to work out the details.

Sound good?

**John:** Ya, okay, have him send the stuff.

**You:** Great, let me verify your mailing information...

**You:** Great, Patrick will get this off in the next few days. Be on the look out. In the meantime you can check out his website: [www.createyourowndestiny.com](http://www.createyourowndestiny.com) and we look forward to assisting you with making more money from your website and subscriber list!

**John:** Sounds good.

**You:** It was great speaking with you. Bye.

**SCRIPT #3:** In Person “Keynote Speeches”\_ (VP of Sales, Meeting Planners, Event Coordinators) assuming you get voicemail:

"My name is \_\_\_\_\_ and I am the publicist for best-selling author Patrick Snow of *Creating Your Own Destiny*. He is also an international keynote speaker. I was referred to you by \_\_\_\_\_. Patrick helps organizations just like yours all over North America increase sales productivity, and improve personal performance. Please contact me if this is something that you may be interested in for your next meeting or conference. We will send you out a signed copy of Patrick's best-selling book and also a speaking kit for your review. To learn more about Patrick you can visit his site at [www.CreateYourOwnDestiny.com](http://www.CreateYourOwnDestiny.com). My number is \_\_\_\_\_ again my name is \_\_\_\_\_ my number is \_\_\_\_\_. Thank you and have a great day!

(If they contact you, just gather date of event, location, number of attendees, what there budget is, and most importantly all contact information on who is returning your call...name, title, company, mailing address, phone, and email address. Let them know that my book and kit will arrive in about three days and Patrick will personally call in a week to follow up and see if we can book this date. Once you have gathered this information, email me ASAP with all info, and I will rush out kit.)

**SCRIPT #4:** Publishing Coaching (Speakers not yet authors, life coaches, consultants, sales people, entrepreneurs):

"My name is \_\_\_\_\_ and I am the publicist for best-selling author Patrick Snow of *Creating Your Own Destiny*. He is also an international keynote speaker and publishing coach. I was referred to you by \_\_\_\_\_. Patrick helps entrepreneurs all over North America just like double triple their income by helping them publishing a book that further promotes your business. Please contact me to schedule a FREE, no obligation, 30 minute publishing consultation directly with Patrick. We will send you out a signed copy of Patrick's best-selling book and publishing kit for your review. Patrick's publishing coaching site is **[www.BestSellerPublishingCoaching.com](http://www.BestSellerPublishingCoaching.com)**. My number is \_\_\_\_\_ again my name is \_\_\_\_\_ and my number is \_\_\_\_\_. Thank you and have a great day!

(If they contact you, gather same data and email to me right away).

## **SAMPLE ADVERTISEMENTS**

### CLASSIFIED AD#1:

Make Money As An Outside Business Development Rep. Booking Seminars and Tele-Seminars for a Best-Selling Author and Motivational Speaker!

Simply follow our contact system. Work from home on your computer. No experience necessary. Our training will give you all you need to earn some potentially very lucrative commissions and residual income.

You will be working with Patrick Snow, Best-selling author of, Creating Your Own Destiny. Patrick has been featured on the front-page of USA Today and in the New York Times (as well as on over 300 radio and Tv interviews).

This is a "Jam Packed" 79 Page manual that you can use to market our opportunity or your own. There are also BONUS STRATEGIES that show you how to make money with Joint-Ventures & Strategic Alliances!!!

To order your copy send \$\_\_\_\_\_ to \_\_\_\_\_, 1234 Street, City, State, Zip. Or call rec. msg. 24/7 (xxx) xxx-xxxx.

### CLASSIFIED AD #2:

Make Money As An Outside Business Development Rep. Booking Seminars and Tele-Seminars for a Best-Selling Author and Motivational Speaker!

Simply follow our contact system. Work from home on your computer. No experience necessary. Our training will give you all you need to earn some potentially very lucrative commissions and residual income.

This is a "Jam Packed" 79 Page manual that you can use to market our opportunity or your own. There are also BONUS STRATEGIES that show you how to make money with Joint-Ventures & Strategic Alliances!!!

To order your copy send \$\_\_\_\_\_ to \_\_\_\_\_, 1234 Street, City, State, Zip. Or call rec. msg. 24/7 (xxx) xxx-xxxx.

### CLASSIFIED AD #3:

#### **MAKE MONEY WITH JOINT VENTURES, STRATEGIC ALLIANCES & TELE-SEMINARS!**

You will be working with Patrick Snow, Best-selling author of, Creating Your Own Destiny. Patrick has been featured on the front-page of USA Today and in the New York Times (as well as on over 300 radio and Tv interviews).

This is a "Jam Packed" 79 Page manual that you can use to market our opportunity or your own. Many BONUS STRATEGIES included !!!

To order your copy send \$\_\_\_\_\_ to \_\_\_\_\_, 1234 Street, City, State, Zip. Or call rec. msg. 24/7 (xxx) xxx-xxxx.

SAMPLE AD #4:

Make Money As An Outside Business Development Rep. Booking Seminars and Tele-Seminars for a Best-Selling Author and Motivational Speaker! To order your copy send \$\_\_\_\_\_ to \_\_\_\_\_, 1234 Street, City, State, Zip. Or call rec. msg. 24/7 (xxx) xxx-xxxx.

SAMPLE AD #5:

**MAKE MONEY WITH JOINT VENTURES, STRATEGIC ALLIANCES & TELE-SEMINARS!** To order your copy send \$\_\_\_\_\_ to \_\_\_\_\_, 1234 Street, City, State, Zip. Or call rec. msg. 24/7 (xxx) xxx-xxxx.

SAMPLE AD #6:

**79-page manual will show you how to book Seminars and Tele-seminars for a Best-Selling Motivational and Inspirational Author Patrick Snow (author of best-selling book *Creating Your Own Destiny*). Patrick has been featured on the front page of the USA Today newspaper, in the New York Times and has been interviewed on more than 300 radio and television stations.**

There is no selling with our system! You simply do some internet research "following our plan" to locate the types of businesses and website owners who are eager to do Joint-Ventures with our system.

**PLUS -- YOU WILL LEARN SEVERAL VALUABLE STRATEGIES FOR SETTING UP "JOINT VENTURES" "TELE-SEMINARS" AND WAYS TO MAKE MONEY WITH FREE ADVERTISING!!!**

One of the best joint ventures that a person can get going on with no money, no contacts, and no experience is with "tele-seminars." Just hear me out and I will present a specific one shortly that you are welcome to join us on.

Many Life Insurance Agencies, Real Estate Agencies, Mortgage Companies (any business with sales people) would love to bring in a motivational speaker/inspirational speaker to fire-up their sales team and to help them set goals. However, this sometimes is cost prohibitive. Bringing in someone good from the outside can cost thousands of dollars. However, what if there was a way to do a customized tele-seminar (i.e. conference call or phone training) whereby the sales people

all dialed into a phone number at a specified or designated time, punched in a PIN code # and got some specific motivation or goal setting lessons to help them increase their sales?

Even better, there are thousands of people (tens of thousands) who have subscriber lists to web ezines, newsletters etc. What if you joint-ventured with them whereby they provide the people (the notice by email to their subscribers about an upcoming tele-seminar) and you provide the content (i.e. the sales trainer or motivational speaker etc) – and everyone gets paid and comes out a winner?

*The Snow Group* is looking for outside business development reps to assist us with finding people and companies that want to Joint-Venture with us in some tele-seminars. By finding some interested parties for us (I will show you how later how to find these parties) you can potentially reap HUGE financial referral fees and ongoing residual income. We have a Win-Win plan for all parties who want to get on board.

## Make Money As A Joint-Venture Partner of Patrick Snow, Best-selling author (*Creating Your Own Destiny*) And Inspirational Speaker!

***Earn Potentially Large One-Time and On-going Residual Income from Your Efforts!***

So with that in mind, thank you for requesting our information packet regarding the advertised outside sales and business development positions (or) Joint-Venture Deal Maker.

All persons will be considered for this position but we are limiting the positions to a select group of well-qualified individuals so that the process and business growth can be properly managed.

Once you have reviewed the enclosed information please submit a resume or a ‘letter of interest’ and/or phone call to schedule a brief phone conversation to see how you may be a part of our growing team.

Important note! The Snow Group is looking to expand its Business Development operations by bringing on more partners ‘like you.’ This packet of information has been recently created to assist with educating prospective business development partners. Please understand this information is a “work in progress” as you will find some grammar, spelling errors and some poor communication. **DO NOT** allow yourself to get hung-up on this as it could cost you a potentially lucrative ‘life-time’ residual income. This is a ground floor opportunity with a “Leader” in the personal development field.

### **Brief description of position:**

Outside Business Development representatives (aka Joint Venture (JV) Deal Makers) will make contact with organizations, website owners, business owners, newsletter editors, home-based business consultants, bloggers, sales organizations, MLM or network marketing leaders, ezine



creators, charities etc. by means of one or more of the following methods: (1) phone (2) email (3) regular mail (4) introductions.

Disclaimer: It is important that all representatives adhere to their state and federal rules and laws regarding spamming, unsolicited emails, faxing and/or phone calls and Do Not Call lists. Do not call lists do not apply to businesses.

Business Development representatives will present these individuals with a no-risk, no downside with high-upside moneymaking proposition or "Joint Venture." Samples of written materials, ads and scripts will be made available later in this manual.

The types of businesses owners that you will locate are:

- Ezine creators
- Bloggers
- Website owners
- Mortgage companies
- Real estate agencies
- Insurance Agencies
- Newsletter companies
- Tele-seminar companies
- MLM and Network Marketers

By following our system you will simply our marketing materials via. email or by mail. We will do all the closing for you. Once a tele-seminar or seminar has been booked you will receive a nice referral fee for your efforts. In addition, you may also receive on-going residual commissions from your account. We have paid commissions upward of \$1,000 per account and there is much room to earn much more!!! There is no cost to the business to set up our system and they stand to reap MASSIVE PROFITS with No Risk Or Cost to them. They want to hear from us! There is simply too many businesses to contact and we need to expand our "Joint Venture Deal Makers/Outside Business Development Reps."

**Call rec. msg. 24/7 (xxx) xxx-xxxx to learn more!**

**Joint Venture With a Best-Selling Author and Inspirational Speaker To “Ignite”...”Inspire”....And “Fire UP” YOUR Team While Potentially Dumping Cash Into Your Lap With ‘No Risk’ and ‘No Cost’ And Absolutely “No Downside”!!!**

Dear John,

I represent a best-selling author and motivational speaker by the name of Patrick Snow. Patrick has sold more than 125,000 copies of his self-published book, “*Creating Your Own Destiny...How To Get Exactly What You Want Out of Life!*” Patrick has conducted over 300 radio and TV interviews (featured on front page of *USA Today* and in *NY Times!*) and commands up to more than \$10,000 for a speaking engagement. Recently a producer for Oprah Winfrey has approached Patrick about appearing on her show in the future.

**What does this have to do with YOU?** Well, you have a strong organization of reps in your organization that could probably use a little inspiration from the “Dean of Destiny” as Patrick is called. We want to present to you a “No Risk” “No Down Side” “High Upside” yet totally ethical proposition or Joint Venture with YOU! You see YOU are exactly the type of successful person we are interested in forging a Joint Venture partnership with.

We propose that we set up a “Tele-Seminar” specifically designed for your organization. This will be a tailored ‘goal setting’ ‘inspirational’ ‘marketing’ training call for your organization members only. There would be no charge to you for promoting this tele-seminar to your organization. However, we suggest a 50/50 arrangement between you and us. You would simply email your organization (we can help you with what to say) about on upcoming private goal setting and training tele-seminar with best-selling author inspirational speaker, Patrick Snow. There would be a nominal fee for attending (you have control over this fee!). The cost to attend could literally range anywhere from \$9.95 to \$495. The training session will most likely be an hour with another ½ hour of live question and answers.

In addition, we could make available to your organization a copy of Patrick Snow’s best-selling book to each attendee as an incentive. Depending on the price of the seminar and the number of attendees would determine if the attendee would get an actual ‘paper back’ copy mailed to him or her, or an electronic book version (PDF). It really is flexible and up to YOU and how you want to design the call and seminar. For example, if the amount charged for attending is \$19.95 we could throw in Patrick’s book in the “ebook version” as an incentive to register giving the attendee a \$19.95 value back in return. Likewise, if the amount to enroll in the tele-seminar is \$59.00 we could get each attendee a signed ‘paper back’ copy as an incentive.

**Illustration:** There is no minimum # people required to attend but let’s say for example that 500 people in your organization attend this special tele-seminar at a price of \$19.95 a piece.  $500 \times \$19.95 = \$9,975.00$  total revenue. You would receive 50% of revenues, which in this example would be: \$4,987.50. In addition, at the end of the call we would also design another “add on”

or “up sale” tailored specifically for your attendees. We could create a special package for your organization members. Maybe it could consist of our “Destiny Workbook, Audio CD, Book and ½ consulting” for a special exclusive price for those who attended the tele-seminar. You would receive 10% of any on-going residual sales that result from your members taking advantage of any of my products or services offered as an “up sale.” Also, we could set this arrangement “any way” to “your liking.” You can even collect the monies and disburse my share to me if this makes you feel more comfortable. However you want to structure the Joint Venture is fine by us as we are open to creating a “Win-Win strategic alliance.”

Finally, we will cover all expenses associated with hosting the tele-seminar. You will net out 50% of all revenues collected on the front end and potentially 10% on the back end. We also will not hold you to any “minimums.” In other words, if only 7 or 8 people register for the call we will still go forward splitting the upfront revenues with you. We have really created a ‘no risk’ ‘no cost’ proposition. Your only obligation is to email your “list” about the upcoming seminar. Obviously we will not include the “call in info” with the initial email. Once people have registered and paid will they get the call-in number and appropriate Pin#.

**There’s More In it for YOU!** We will also “Record” the tele-seminar. Within a few weeks after our Joint Venture Tele-seminar has taken place we will send you a “Master Copy” of the recorded call. This is now an “information product” that you can sell, market or distribute any way you like as you will have the full marketing rights to our recorded tele-seminar. You can use it for future recruiting to your organization, use it to generate leads or just plain sell it to those who did not attend the call (or sell by placing ads etc). It’s yours to do with it what you want. It’s not uncommon for people to pay \$1,000 to \$5,000 for distribution rights to these types of information products. You pay \$0!

### **The Next Step!**

The next step is to simply call Patrick Snow directly to make the arrangements and set up a future date and work out the particulars and sign a simple “letter of understanding” with the agreed upon terms spelled out so that we are all on the same page with any communication issues that may arise.

**Call Patrick Snow at: (206)780-1787 or (800)951-7721 USA  
Or email him at: Patrick @ createyourowndestiny.com**

Thank you for taking the time to consider working with us! We look forward to a mutually beneficial and profitable relationship.

Best Regards,

*John/Jane Rep*

John/Jane Bus. Development

P.S. Please be sure when you write or call Patrick Snow that you were referred by me, John/Jane

## Sample Letter For Vendor To Send To Their Email Groups or Subscribers:

### First, Second & Third Notice About upcoming Tele-seminar

Subject: Tele-Seminar To Change Your Life – Limited Spots!

Hi Cory,

It's that time of the year when we have to be honest with ourselves and take inventory on whether we are really achieving and being all that we were meant to be. Or, maybe our income just isn't where it is meant to be. At times we all need a "Coach" to help us refine our game and get us back on track. Or perhaps we just need to be "re-inspired!" I'm not sure that is a real word but it does seem to be appropriate.

The right inspiration can help us to achieve our goals and our Destiny. That is why I am pleased to announce a special, private, secluded tele-seminar with the man known as "The Dean of Destiny." Patrick Snow is the best-selling author of, "Creating Your Own Destiny... How to get exactly what you want out of life." He has been interviewed on the radio and TV more than 300 times and was featured on the front page of the USA Today and in the New York Times. A Producer/booker from the Oprah Winfrey show has even approached him about appearing on the Oprah show in the future.

Patrick commands up to \$10,000 per speaking engagement but I have made special arrangements to bring him on board to help our team get "Re-ignited" and "fired up" and "back on track" to achieving and being all that YOU were designed to be. I deeply care about you, your goals and your success. I want you to achieve your dreams and your destiny. I couldn't think of any better way than to get the 'Dean of Destiny' to do a private tele-seminar with just us.

Obviously getting someone of this caliber isn't free but what worthwhile in life is? I've made arrangements for him to do a private session for just \$19.95 each. In addition, you will get the opportunity to get his best-selling book in the 'ebook format' for FREE as part of this arrangement. The paperback book retails for \$19.95 but you will get the same book as a PDF electronic book emailed to you for free. So basically, the tele-seminar is free considering the value you get back. You will also receive a valuable FREE marketing report loaded with ways to grow your business and income.

Here is just some of what Patrick Snow will be sharing with us:

- I'm not here to teach you a thing but to inspire you to be who you were created to be!
- Visualizing Your Dreams!
- Setting BIG Goals!
- Creating your game plan
- Executing Your plan daily
- Creating Wealth and Profits
- Leaving Your Legacy
- Asking Yourself the ultimate destiny questions
- The real Success "Secret" – the one you haven't heard or seen!
- Open Questions & Answers

Patrick shares his own personal struggles with humor sure to touch us all. If we are not willing to invest in 'ourselves' how can we expect others to invest in us? This is really a unique opportunity and I want you all to be a part of it.

The Tele-seminar will take place at one time and day only so please adjust your schedule to attend!

Date:

Time:

Cost: \$19.95 [sample price only]

There are a limited number of lines reserved for this call. To register simply [CLICK HERE](#) (or) visit: [www.patricksnow.com/xyzmarketinggroupseminar](http://www.patricksnow.com/xyzmarketinggroupseminar)

### **Forth Notice for Vendor To Email To Their Subscriber Group**

Subject: Resend...Notice of Tele-Seminar...Spaces going fast!

Hi Cory,

I have to apologize. Our server sent out this email twice before but it seems that there was a problem and most of the recipients on my subscriber list didn't get the notice so I scrambled to get this notice off to you as spaces are going fast and there isn't much time or space left.

It's that time of the year when we have to be honest with ourselves and take inventory on whether we are really achieving and being all that we were meant to be. Or, maybe our income just isn't where it is meant to be. At times we all need a "Coach" to help us refine our game and get us back on track. Or perhaps we just need to be "re-inspired!" I'm not sure that is a real word but it does seem to be real appropriate.

The right Inspiration can help us to achieve our goals and our Destiny. That is why I am pleased to announce a special, private, secluded tele-seminar with the man known as "The Dean of Destiny." Patrick Snow is the best-selling author of, "Creating Your Own Destiny... How to get exactly what you want out of life." He has been interviewed on the radio and TV more than 300 times and was featured on the front page of the USA Today and in the New York Times. A Producer/booker from the Oprah Winfrey show has even approached him about appearing on the Oprah show in the future.

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the opportunity to get his best-selling book in the 'ebook format' for FREE as part of this arrangement. The paperback book retails for \$19.95 but you will get the same book as a PDF electronic book emailed to you for free. So basically, the tele-seminar is free considering the value you get back. You will also receive a valuable FREE marketing report loaded with ways to grow your business and income.

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- Open Questions & Answers

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There are a limited number of lines reserved for this call. To register simply [CLICK HERE](#) (or) visit: [www.patricksnow.com/xyzmarketinggroupseminar](http://www.patricksnow.com/xyzmarketinggroupseminar)

# Corporate Sponsorship Summary

For Best-Selling Author,  
International Professional Speaker,  
Publishing Coach,  
And  
Entrepreneur

PATRICK SNOW

## **THE PROBLEM:**

Major corporations throughout the United States are spending millions and millions of dollars sponsoring professional athletes, race-car drivers, and other major events. They have the single goal of reaching a more targeted market than what they reach via the more traditional mediums of television, radio, and print media. All these organizations have a difficult time measuring the results of their sponsorships. Often, sponsored professional athletes and public personalities fall far short of marketing's expectations due to immoral behaviors and a high incidence of arrest. Their behaviors range from driving under the influence, drug possession, domestic violence, to other more serious criminal acts. These very expensive negative behaviors reflect poorly on corporations and cost them a bundle monetarily and can damage the company's image.

## **THE MESSENGER:**

It is time for corporations to look outside the box and find other professionals with flawless character and a global presence. It is equally important these professionals have a direct link to the exact target market that the corporation has targeted. As a result, Patrick Snow is inviting your organization to evaluate this sponsorship opportunity. His plan allows you to reach your target market with an affordable investment option that eliminates that expensive professional athlete. You will benefit from Patrick Snow's direct link to the entrepreneurial target market that your organization is pursuing.

Patrick Snow, CEO of The Snow Group, is the best-selling author of *Creating Your Own Destiny*, having sold over 100,000 copies worldwide. In 18 years, Patrick Snow as a professional international keynote speaker has delivered more than 1200 talks, charging a keynote speaking fee of \$10,000. He is also a very successful publishing coach averaging 12-18 published clients each year. Patrick Snow was born to be an entrepreneur. He started his first business at 12 years old, selling Detroit Free Press subscriptions door-to-door making as much as \$60-80 per night as an eighth grade independent contractor. After graduating from the University of Montana in 1991, Patrick spent 15 years in corporate sales while moonlighting in public speaking engagements. He retired from corporate America to pursue his passion of

entrepreneurism and creating his own destiny. A husband and family man with two teenage sons, Patrick is focused on success.

Patrick's destiny message of *Freedom Through Business Ownership* has been featured in numerous national publications including cover stories in *USA Today*, *The New York Times*, and *Chicago Sun Times*. Patrick has given over 350 radio interviews worldwide and receives upwards of 1,000 visits per day to his web site. Patrick's book has been translated into Spanish, Russian, and Indonesian has sold the foreign rights in India and Nigeria. His book is successfully marketed on a global scale. A visit to his site reveals testimonials from his international readers. Patrick presents his message 50-100 times a year to audiences all over North America, and is now scheduling international engagements in Europe and Asia. At the age of 38, he has been labeled by many as the next Tony Robbins, Brian Tracy, Les Brown, or Zig Ziglar. His enthusiasm and his message are contagious.

- 1 -

Called "The Dean of Destiny," there is no doubt that Patrick Snow is leading the next generation of professional, inspirational speakers. Patrick's destiny message is humorous, thought provoking, and entertaining. He has determined through much trial and error that inspiring his audiences through the use of real-life stories is what works best. This is a huge contrast to other speakers who are still struggling to teach their audiences from "the platform". Patrick Snow is an audience favorite and his career continues to soar as he develops a worldwide following. He is one of the most successful authors and speakers on the presentation circuit today. His audiences are packed with budding and successful entrepreneurs. Patrick's unique approach to the entrepreneurial market will give sponsors direct access to entrepreneurs.

## **THE SOLUTION:**

Sponsor Patrick Snow as your connection to entrepreneurs at one of these three levels:

### **PLATINUM SPONSORSHIP**

(Patrick's Lifetime – Minimum of Another 30 years)

- Ad Banner on Top of Site (1"x 3") 30 Years (Value: 30 x \$10,000 = \$300,000)
- Three Keynote Speaking Engagements / Year (Value: 30 x \$30,000 = \$900,000)
- One Page Ad in *Creating Your Own Destiny* (Value: 30 x \$10,000 = \$300,000)
- 250 *Creating Your Own Destiny* Books / Yr. (Value: 30 x \$5,000 = \$150,000)
- 100 Memberships to Inner Circle Club / Yr. (Value: \$97 x 100 x 30 = \$291,000)
- Distribution of 250 T-Shirts with Logo / Yr. (Value: 250 x \$10 x 30 = \$75,000)
- Exclusive Sponsor in Your Industry (Immeasurable)
- Logo and Company URL on Back Cover (Immeasurable)
- Patrick Snow Available in Company Ads (Immeasurable)
- Participation Company Golf Tournament (Immeasurable)
- All Travel in Company Attire with Logo (Immeasurable)
- Speaker Introduction Thanking Sponsor (Immeasurable)
- Personal Endorsement in Speeches (Immeasurable)
- Acknowledgement on all Conference Calls (Immeasurable)
- Logo Displayed on Stage at all Speeches (Immeasurable)
- Direct Exposure to Entrepreneurs (Immeasurable)



**Total Value: More Than \$2 Million**

**Limited Time Offer: \$500,000 \* (Exclusive to your industry)**

\* \$100,000 of \$500,000 can be credited with your company products or services

\* Pricing Valid Through September 15th, 2007

**GOLD SPONSORSHIP:**

(One-Year Sponsorship)

- Rotating Ad Banner on Top of Site (1”x 3”) (Value \$10,000)
- Two Keynote Speaking Engagements (Value \$20,000)
- One Page Ad in *Creating Your Own Destiny* (Value \$10,000)
- 100 *Creating Your Own Destiny* Books (Value \$2,000)
- 100 Memberships in Inner Circle Club (\$97 x 100 = \$9,700)
- Distribution of 100 T-Shirt with Logo (Value \$1,000)
- Participation in Company Golf Tournament (Immeasurable)
- All Travel in Company Attire with Logo (Immeasurable)
- Speaker Introduction Thanking Sponsor (Immeasurable)
- Logo Displayed on Stage at all Speeches (Immeasurable)
- Direct Exposures to Entrepreneurs (Immeasurable)

**Total Value: More Than \$50,000**

**Limited Time Offer: \$30,000 \* (Exclusive available on three-year contract)**

\* \$5,000 of \$30,000 can be credited with your company products or services

\* Pricing Valid Through September 15th, 2007

**SILVER SPONSORSHIP:**

(One-Year Sponsorship)

- Rotating Ad Banner on Top of Site (1”x 3”) (Value \$10,000)
- One Keynote Speaking Engagements (Value \$10,000)
- One Page Ad in *Creating Your Own Destiny* (Value \$10,000)
- 50 *Creating Your Own Destiny* Books (Value \$1,000)
- Speaker Introduction Thanking Sponsor (Immeasurable)
- Logo Displayed on Stage at all Speeches (Immeasurable)
- Direct Exposures to Entrepreneurs (Immeasurable)

**Total Value: More Than \$30,000**

**Limited Time Offer: \$15,000 \* (Exclusive available on three-year contract)**

\* \$5,000 of \$15,000 can be credited with your company products or services

\* Pricing Valid Through September 15th, 2007

**THE OPPORTUNITY:**

Your organization has identified the niche of “entrepreneurs” as one of your major target markets. Your organization may already be spending hundreds of thousands of dollars, if not tens of millions of dollars attempting to reach this niche market. To reach this audience of worldwide entrepreneurs, why not think outside the box putting a face on this marketing effort. By running one less TV ad, one less print ad, or one less spot on the radio and sponsoring Patrick Snow, CEO of The Snow Group you will see a significant return on your investment dollar. Sponsor best-selling author, Patrick Snow and he will help you achieve your corporate goals of reaching *your* target audience.

**THE NEXT STEP:**

Contact Patrick Snow to learn more about your individualized sponsorship options and to schedule a time to either meet with him in person or by phone conference.

(206) 780-1787

Or by email at:

[Patrick@CreateYourOwnDestiny.com](mailto:Patrick@CreateYourOwnDestiny.com)

The next few pages are sample mortgage broker free report and real estate agent free reports to send when someone requests it by voice mail, mail or email...

# The Greatest Mortgage Marketing Secrets Of The Millennium...

## **21 Low Cost & No Cost Strategies To Explode Your Mortgage Business Profits!**

**One Idea Alone Could Produce A Windfall Profit Of \$2,000 to \$250,000-- Or More!**

***Just One New Loan From One Of These "Twenty One Strategies" Will More Than Pay For The Cost Of This Manual!***

**BONUS!!! Valuable marketing tips included in this report.**

***(Read on...)***

To: Mortgage Co. Owners & Mortgage Originators

Re: Making this year your most profitable year to date!

Dear Mortgage Co. Owners & Mortgage Originators:

You have probably grown your mortgage business with the same methods that other similar mortgage companies have used "year in" and "year out." What if there were unique and successful strategies that are used with other related and non-related industries, that if applied to YOUR business could produce new and unforeseen profits with little or no downside and tremendous up-side potential? Do I have your attention? **Great!**

I think we can both agree that the mortgage industry is a competitive business - especially as interest rates begin to

rise. However, there are ways to position your company so that virtually every potential client in your community will only want to do business with you!

In fact, they would want to avoid the pain of doing business with your closest competitor. Just so we are both on the same page, I'm not talking about adding some new psychological triggers or positive messages to your current form of doing business (although I will suggest some of these strategies). What I am talking about is positioning your company as the only place someone will want to do business. I am also talking about setting up several streams of residual income within your business -- your business has many untapped and hidden treasures that I can assure you are unaware of.

**Just one of the strategies I am talking about brings in an additional \$250,000 a year of passive-residual income to one particular person in the mortgage/real estate industry.**

There was no "monetary" cost to achieve this additional stream of income! Just think, if you have several loan officers within your company, it could mean many more times that amount!

If your business is like most traditional mortgage businesses, you probably rely on a few of the traditional methods of bringing in the business. These methods have produced a fairly lucrative income for you, but what if there was more out there? What if there is money that you are leaving on the table and it didn't require any more work or expense to get it? Maybe you currently rely on your loan officers (which may be just yourself) to partner with a few Real Estate Agents and builders to refer business your way. Or, maybe you run some forms of institutional advertising (i.e. traditional advertising), which brings in a few calls that end up turning into a loan or two? Maybe you do a first-time homebuyer seminar to generate some leads? These are all good ideas and they do work most of the time but it's like your business only has one or two legs to stand on.

**“What if your business could add 1, 2, 3 or 21 new legs to stand on with little or no downside but with tremendous upside potential?”**

Let's suppose that if one leg fails during a given period of time you have the other legs (up to 21 or more of them) to continue to bring in the business and profits!

## **Have You Ever Really Calculated The Value Of Every Client You Currently Have?**

Example: John is a barber. He goes through his client database and finds the following information: The average client within his business comes to get their hair cut twice per month (that's the average, some come more, some come less). The average cost for a haircut is \$12 but the average profit is \$10 (revenue less expenses such as shampoo and razors used for each haircut) and the average client stays with him three years (some only make one visit, some have been with him ten years, but this is a true conservative average). He calculates the value of each client as follows: 2 haircuts per month at \$10 profit equal's \$20 x thirty six months (3 years) equals \$720.

Every time barber John brings in a new client he has just added \$720 of value to his business. Knowing this he now views each person differently. He now sees each client's value.

If John were to apply some of my marketing methods to his business and if he was successful in adding 100 new clients in one year with no cost or risk, John just added more than \$72,000 to his bottom line (\$720 x 100 new clients)!

### **There Are Three Ways And Only Three Ways To Grow YOUR Business!**

1. Increase the number of clients.
2. Increase the size of the sale (or the unit price or profit).
3. Increase the frequency or number of times the client makes a purchase.

The barber could simply ask every client to purchase a bottle of some salon shampoo or conditioner with each haircut. If one in four purchased a shampoo/conditioner set at a profit of \$10, the average value of each client in his business just grew from \$720 to as much as \$900! When you look at this difference over a block of a thousand clients, this translates to an additional \$180,000 of value added to his business.

With my manual/workshop, "21 Low Cost & No Cost Strategies To Explode Your Mortgage Business Profits," you are going to learn new ways to increase and grow your business by; increasing the number of clients you currently have over your traditional methods, increasing the size or profit on each sale and increasing the number of times your client makes a purchase!

If just one idea produces an additional profit of \$1,000 or more wouldn't it be worth it to check it out? What if one idea produce's as much as \$250,000 a year of residual income like it did for someone else? Remember, only one new additional loan from one of these strategies will more than pay for the cost of this program. Just think if a strategy produces one new loan a month? Or, a new loan a day - or a new loan an hour?

The problem with most marketing programs is that they are too generic or too difficult to implement. Many marketing programs require reading and re-reading several times to really figure out the central message.

I have found that most mortgage marketing programs are simply trying to re-package the same old methods, not really sharing with you anything new or unique.

**This marketing program is simple. Maybe too simple.** It can be reviewed in a short amount of time and you can begin implementing the strategies immediately. Most of the strategies require absolutely "NO" outlay of cash to implement - or at worst very little. They do require you to implement them to work. One person asked the question, "How soon does it work?" The answer is simple: "As soon as you implement them." These unique, never revealed strategies are only ingenious in their simplicity, which may have been over-looked by you and your competitors.

*"One strategy from Michael resulted in 278 phone calls in three weeks of which over 180 were qualified prospects who wanted to do business with me!"*

James H., Del Mar, CA

### **It's No Accident You Are Receiving This Offer!**

The mailer you have in your hands was by no accident. I cannot guarantee that your competitor will not get a hold of these strategies. However, I will guarantee that if your competitors get a hold of these strategies before you, well I won't elaborate on what may become of your business.

Let's be honest. The amount of money I am asking is ridiculously low - especially in light of the guarantee I am offering.

The price is so low that you are bound to not see enough value in this offer. On top of that, you can review this marketing manual and return it for a full refund anytime within the next sixty days - and you get to keep the valuable bonuses just for reviewing it (more on this latter).

What I am really after is your testimonial. This manual/workshop you are about to order is my prototype workshop. I plan to sell a slightly expanded version in the future for \$1,997. Yes, I plan to offer these strategies to your competitor in the future in the form of a similar training manual course or a live seminar.

**I'm Giving You 21 Mega-Cash Producing Strategies For Less Than \$25 each - guaranteed to bring you at least 10 times the value back within 60-Days Or Your More Back - and the Bonuses Are Yours To Keep Either Way!**

If you review the twenty one strategies and don't feel you will get ten times that amount back in profit over the next sixty days then just return the manual for a full refund and keep the bonuses as my way of saying thank you for giving it a read!

On the other hand, if you experience new growth and profits in your business, I'm asking you to send me a short testimonial with permission to use your testimonial in my future offers. I'm not holding you too this but I'm just hoping to receive enough testimonials to help me roll out my entire program for \$1,997! (A bargain considering one idea may be worth one hundred times that amount!).

If you are reading this far then you are the person for whom this mailer was intended. Let's face it, there are some unscrupulous-types in the mortgage industry (and other industries as well) but you know the types I am speaking of which have given our industry a bad name at times. Reading this far was too much work for them so I'm not worried about them ordering this manual as if they did they would return it or worse - never even read it. Not because the strategies aren't any good, but because they would actually have to work to implement some of them -- even if they don't cost money to implement.

Read on...

**In my manual/workshop, "21 Low Cost & No Cost Strategies  
To Explode Your Mortgage Business Profits For Less Than  
\$25 Per Strategy" continued...**

**Here is just some of what you will learn...**

- 1 How to create a unique USP (Unique Selling Proposition) to set your business apart from all of your competition. No one will want to do business with your competitor once you learn this strategy!
- 2 The one strategy that led one mortgage/real estate industry professional used to generate \$250,000 a year in residual income. Money that comes in whether you work, vacation -- or even if you retire!
- 3 A unique referral method to get every life insurance agent and financial planner in your community to send over hand-fulls of 'ready-to-go' qualified clients begging to do a loan with you!
- 4 The one telephone script and sales letter that works like "magic" on all your prospects and you will never even have to quote a single mortgage rate to get the prospect to use your services!
- 5 The one FREE gift worth \$1,200 you can give to every one of your clients to look like a "hero" while getting paid up to \$200 for every gift you give away!
- 6 What to put in every one of your advertisements to generate dozens of qualified leads!
- 7 How to get dozens of referrals from your clients in a non-threatening way and making your clients actually feel like you are doing them the favor!
- 8 How to get FREE 30 minute to 90 minute infomercials on television with no production costs and the potential to have your infomercial in dozens or hundreds of markets with zero costs!
- 9 The one classified ad that pulls as little as 8 but as many as 278 calls over three weeks!
- 10 Learn how to generate up to a \$1,000,000 in free publicity which equals free advertising!
- 11 Learn how to get all of your advertisements paid for FREE!
- 12 The one secret method to get sales representatives to actually pay you for the opportunity to work for you!
- 13 How to save 15% "guaranteed" on all your current forms of advertising!
- 14 Guaranteed strategies to get paid on virtually every lead, qualified or not!
- 15 The one 'virtually guaranteed' marketing strategy that a famous marketing guru charges \$5,000 for - and you will get the strategy for FREE!



- 16 Ready to implement advertisements, mailers and more (and computer disk included)!
- 17 A marketing video demonstrating FREE advertising techniques -- this video is worth the cost in itself.
- 18 A **FREE** detailed review, analysis, critique and consultation of your *current* marketing materials! This benefit alone is valued at more than \$300!
- 19 **FREE** -- One year of my marketing newsletter authored by myself. Anytime I come across a powerful new strategy, I will share it with you... FREE of charge! A \$199 value!
- 20 And much, much more! Too many other benefit and strategies to mention here!!!

I invite you to take action now! You have nothing to risk by ordering this manual/workshop. If you don't think the strategies are for you, just pop the manual back in the mail for a refund.

On the other hand, if you are a person who recognizes that you only have a finite amount of time on earth and you want to make the most of it "in all regards" including your business & personal life -- then you owe it to yourself to explore some of these strategies to see if they are worth incorporating into your business.

Have you wondered why some people do three loans a month and work sixty hours a week and yet there are people in the industry that do over fifty plus loans a month and work half the amount of time? **The answer is in one word. The one word is "Leverage."** These strategies will help you to better leverage all of your time and efforts with little or no downside and with tremendous up-side potential!

Your Raving Fan,

*Michael Helgeson*

Michael Helgeson, MBA

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P.S. In addition to a few marketing strategies you may have never thought about, I'm going to share a few simple secrets that the industry leaders use to increase your repeat business and ways to keep your client database pure and current - all of the time!

P.P.S. See enclosed order form or mail your payment of \$495 and get FREE SHIPPING for a limited time! Mail to: Michael Helgeson C/O Greatest Mortgage Marketing Secrets, P.O. Box 20363, Billings, MT 59104 or email via. Paypal to: michael.helgeson@yahoo.com

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### ***FREQUENTLY ASKED QUESTIONS***

**Q: How is this mortgage-marketing program different from other programs?**

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A: The system is designed around the three and only three ways to grow a business that are discussed in the enclosed report. By focusing on these three areas it will simplify your business life and even your personal life. The idea is to create a multitude of 'legs' to your business. Having 10 or 21 legs to stand on will prevent your table (business) from collapsing. Furthermore, these strategies work automatically, bringing in leads and then converting them to sales without the pressure of getting into a 'rate bidding war' with your competitors. In addition, I feel it's not only important to put your lead generation on autopilot but also creating a residual stream of income from your business. By doing this, it will allow for a person to retire from their business long

after the doors are closed or increase the net value of the business for a greater sale of the business. If a business has \$250k per year coming in automatically and a database of several thousand happy clients, a person could sell their mortgage business (even if they are not the owner of the company) but could sell their database and income stream for a handsome profit to retire on much sooner than they would be able doing things the traditional way.

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A: Every day I open my local newspaper, go on the Internet or drive by billboards and bus benches and I literally cringe! I see so much money being pissed away. I do not understand the traditional advertising whereby someone takes out an expensive display ad in their newspaper that has their “cute picture” with a caption that says, “Thank you to all my clients for your past business.” I see so much wasted opportunity in this and I know that the measured results are virtually nothing. Nobody is going to get emotionally involved to make a phone call to this originator from this ad. Sure it makes for great conversation at the next chamber of commerce business reception but who really cares? At least buy my manual/workshop to learn how you can cut 15% off the costs of these types of ads if you are so inclined to do them anyway.

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**Q: What about Advertising Agencies, when should someone use them?**

A: Never. Let me expound on that. If an advertising agencies claim to fame is that they have won a lot of rewards, simply excuse yourself and tell them you have an important conference call to attend. Advertising campaigns that have won awards do not translate into advertising campaigns that have grown a business. Lot’s of billboards and ad’s have cute slogans but how many have caused you to stop what you were doing and pick up the phone to buy that product or service? Really, how many? Probably none! Effective marketing means getting the person on the other end to literally stop in their tracks and make a call or inquiry because there would be a great loss to not do so now.

**Q: Can a person really get free advertising?**

A: Absolutely! But it will not come automatically. You will have to implement systems to do so, though they are free-- they require work, effort and implementation. Many marketing programs promise you can sit at home in your underwear and your fax machine and email will spit out a million leads to your printer and you won’t have time to even get dressed. I will tell you this... to get to that point you will have to roll up your sleeves and be strategic, tactful and persistent but it can be accomplished. Also, if someone tells you can do it by just reading their material and then sit back -- they are not being honest.

**Q: Is this program really worth the price you are asking?**

A: Let’s be real. One new loan will more than pay for the cost of this program. In fact, one loan will pay for several of these programs with the price I am asking. What if you just get one loan from this marketing manual? It would be worth it! However, what if you get one new loan a month, a week, a day or even an hour? I think it’s worth investigating. You have nothing to lose, especially since you can return it for a refund and keep the bonuses just for trying it. Even if you purchase this down the road when I am asking \$1,997 it will still be worth it. In fact, if I asked \$10,000 it would be worth it.

**Q: What other guarantees are you making or willing to throw in?**

A: Simply buy the manual and read it. View the video and read the resource directory. After that, send me your marketing materials for a FREE review, critique and analysis. If you still have questions I will give you my email address to ask me questions should you for some reason have a question about one or more of the strategies -- or if you get stumped. I don't know how else to make it any more painless. I am here to see that YOU succeed. I want your success testimonial. I want you to have success and make a bundle. I do not recommend you stop your current business activities but rather slowly implement some of my strategies to compliment your current way of doing business. This way you have your current way of doing business and your current level of income but by implementing these unique strategies one at a time you will not see yourself adding several hundreds of hours to your work week but a few for the short-term and in a little time you will be able to drop your work week to half the amount of hours you are currently working while making double the money -- or even more!

**Q: What are my ordering options?**

A: As you may recall, you have a short-time to respond to this offer for the savings. Otherwise, you will have to pay \$500 + more for it. However, by ordering within days you get this offer for \$495 with FREE SHIPPING for a limited time! That's only a cost of about \$25 per strategy. Let me say that again, "That's only a cost of about \$25 per strategy when you purchase the course for \$495!" You get the 21 Greatest Mortgage Marketing Secrets of the Millennium manual, the \$1 million dollar Free publicity video, the advertising disk jam packed with ready-to-go ads, the Resource Directory, FREE marketing materials review and one year of my marketing newsletter. You get to keep them all *except the manual* if you return for a refund. ***Simply mail \$495 check or money order to: Michael Helgeson C/O Greatest Mortgage Marketing Secrets, P.O. Box 20363, Billings, MT 59104*** or pay electronically (credit card) via. Paypal by emailing your payment and shipping address to: michael.helgeson@yahoo.com. Allow a few weeks for delivery.

*"Michael, I just wanted to let you know that since I purchased your mortgage marketing program just two months ago I have already made between \$10,000 and \$12,000 from your strategies. Thanks for the way you look out for us mortgage brokers!" Brad M., Rancho Cucamonga, CA*

## **BETTER THAN RISK FREE ORDER FORM!**

\_\_\_\_ Michael, I am ordering your manual/workshop **within 21 days** so I am enclosing \$495.00 for your manual, "21 Low Cost & No Cost Strategies To Explode Your Mortgage Profits For Less Than \$25 Per Strategy" (**A Savings of \$1,500 + off my future price of \$1,997!**). I understand that I can review the 21 strategies in the manual and if I do not feel that one or more of the strategies will bring me at least one new loan or \$5,000 in profit then I can return the manual anytime within 60 days for a full refund and I get to keep the "Publicity Video, Resource Directory, ready-to-go advertising diskette" just for giving it a try. By ordering this offer at this low introductory price, I will not share, duplicate, produce, digitally scan or market these strategies to any person or business outside of my own company. With that I am enclosing a check or money order made payable to: Michael Helgeson. Or, send payment electronically via. Paypal by emailing your payment and shipping address to:

michael.helgeson@yahoo.com -- credit card orders can only be done through Paypal. Visit [www.paypal.com](http://www.paypal.com) to pay electronically with credit card.

\_\_\_\_ (Or) Michael, I am ordering your manual **within 21 days** but I am making (3) installment payments. I am enclosing my first payment of \$166.00 and I will be billed \$166.00 per month for two additional months. With that I am enclosing a check or money order made payable to: Michael Helgeson. Or send payment electronically via. Paypal by emailing your payment and shipping address: michael.helgeson@yahoo.com

\_\_\_\_ (Or) Michael, I am sending my order in **after the 21-day order period** so therefore I am enclosing \$679 for your manual plus \$20 shipping and handling for a total of \$699.00. Still saving close to \$1,300 off your future price!

My Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Shipping Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email\* (optional): \_\_\_\_\_

Phone (optional): \_\_\_\_\_

Fax (optional): \_\_\_\_\_

**Mail order form and payment to: Michael Helgeson, C/O Mortgage Marketing Secrets, P.O. Box 20363, Billings, MT 59104 or email via. Paypal to: michael.helgeson@yahoo.com**

\*Your email address will not be shared with anyone. However, on occasion I may share some free techniques I discover which may add to the bottom line of your mortgage business. Date and code: ic2007

**My Unconditional "Better Than Risk Free" Money Back Guarantee:** If after reviewing my manual/workshop, "21 Low Cost & No Cost Strategies to Explode Your Mortgage Business Profits for Less Than \$25 Per Strategy," you do not generate a at least one new loan or 10 times the cost of this manual in profits within 60-days more than paying for the cost of the manual -- simply return the manual to me and keep the Bonus Video "Get \$1 million dollars of Free Publicity," the "Resource Directory" and the "advertising disk" for my way of saying thank you for giving my manual/workshop a try. However, If one or more of my 21 never before revealed strategies generates unforeseen profits and uncovers your hidden treasures your mortgage business please send me a testimonial so that I may use it in the future for marketing the manual for \$1,997. Allow a few weeks for delivery. We reserve the right to deny any order.

Referred by Business Development Representative: \_\_\_\_\_

# The Greatest Real Estate Agent Marketing Secrets Of The Millennium...

## 21 Low Cost & No Cost Strategies To *Explode* Your Real Estate Business Profits!

One Idea Alone Could Produce A Windfall Profit Of  
\$2,000 to \$250,000-- *Or More!*

*Just One New Strategy From One Of These "Twenty One Strategies" Will More Than Pay For The Cost Of This Manual!*

**BONUS!!! Valuable marketing tips included in this report.**

*(Read on...)*

To: Real estate Co. Owners & Real Estate Agents

Re: Making this the most profitable year to date!

Dear Real Estate Co. Owners & Real Estate Agents:

You have probably grown your real estate business with the same methods that other similar real estate agents have used "year in" and "year out." What if there were unique and successful strategies that are used with other related and non-related industries, that if applied to YOUR business could produce new and unforeseen profits with little or no downside and tremendous up-side potential? Do I have your attention? **Great!**

I think we can both agree that the real estate industry is a competitive business - especially as interest rates begin to rise. However, there are ways to position your company so that virtually every potential client in your community will only want to do business with you!

In fact, they would want to avoid the pain of doing business with your closest competitor. Just so we are both on the same page, I'm not talking about adding some new psychological triggers or positive messages to your current form of doing business (although I will suggest some of these strategies). What I am talking about is positioning your company as the only place someone will want to do business. I am also talking about setting up several streams of residual income within your business -- your business has many untapped and hidden treasures that I can assure you are unaware of.

**Just one of the strategies I am talking about brings in an additional \$250,000 a year of passive-residual income to one particular person in the real estate industry.**

There was no "monetary" cost to achieve this additional stream of income! Just think, if you have several strategy officers within your company, it could mean many more times that amount!

If your business is like most traditional real estate businesses, you probably rely on a few of the traditional methods of bringing in the business. These methods have produced a fairly lucrative income for you, but what if there was more out there? What if there is money that you are leaving on the table and it didn't require any more work or expense to get it? Maybe you currently rely on your agents (which may be just yourself) to partner with a few Mortgage Brokers and builders to refer business your way. Or, maybe you run some forms of institutional advertising (i.e. traditional advertising), which brings in a few calls that end up turning into a sale or two? Maybe you do a first-time homebuyer seminar to generate some leads? These are all good ideas and they do work most of the time but it's like your business only has one or two legs to stand on.

**"What if your business could add one, two, three or twenty one new legs to stand on with little or no downside but with a tremendous upside potential?"**

Let's suppose that if one leg fails during a given period of time you have the other legs (up to 21 or more of them) to continue to bring in the business and profits!

## **Have You Really Calculated The Value Of Each Client You Currently Have?**

Example: John is a barber. He goes through his client database and finds the following information: The average client within his business comes to get their hair cut twice per month (that's the average, some come more, some come less). The average cost for a haircut is \$12 but the average profit is \$10 (revenue less expenses such as shampoo and razors used for each haircut) and the average client stays with him three years (some only make one visit, some have been with him ten years, but this is a true conservative average). He calculates the value of each client as follows: 2 haircuts per month at \$10 profit equal's \$18 x thirty six months (3 years) equals \$720.

Every time barber John brings in a new client he has just added \$720 of value to his business. Knowing this he now views each person differently. He now sees each client's value.

If John were to apply some of my marketing methods to his business and if he was successful in adding 100 new clients in one year with no cost or risk, John just added more than \$72,000 to his bottom line (\$720 x 100 new clients)!

### **There Are Three Ways And Only Three Ways To Grow YOUR Business!**

1. Increase the number of clients.
2. Increase the size of the sale (or the unit price or profit).
3. Increase the frequency or number of times the client makes a purchase.

The barber could simply ask every client to purchase a bottle of some salon shampoo or conditioner with each haircut. If one in four purchased a shampoo/conditioner set at a profit of \$10, the average value of each client in his business just grew from \$720 to as much as \$900! When you look at this difference over a block of a thousand clients, this translates to an additional \$180,000 of value added to his business.

With my manual/workshop, "21 Low Cost & No Cost Strategies To Explode Your Real Estate Agent Profits," you are going to learn new ways to increase and grow your business by; increasing the number of clients you currently have over your traditional methods, increasing the size or profit on each sale and increasing the number of times your client makes a purchase!



If just one idea produces an additional profit of \$1,000 or more wouldn't it be worth it to check it out? What if one idea produce's as much as \$250,000 a year of residual income like it did for someone else? Remember, only one new additional strategy from one of these strategies will more than pay for the cost of this program. Just think if a strategy produces one new strategy a month? Or, a new strategy a day - or a new strategy an hour?

The problem with most marketing programs is that they are too generic or too difficult to implement. Many marketing programs require reading and re-reading several times to really figure out the central message.

I have found that most real estate marketing programs are simply trying to re-package the same old methods, not really sharing with you anything new or unique.

**This marketing program is simple. Maybe too simple.** It can be reviewed in a short amount of time and you can begin implementing the strategies immediately. Most of the strategies require absolutely "NO" outlay of cash to implement - or at worst very little. They do require you to implement them to work. One person asked the question, "How soon does it work?" The answer is simple: "As soon as you implement them." These unique, never revealed strategies are only ingenious in their simplicity, which may have been over-looked by you and your competitors.

*"One strategy from Michael resulted in 278 phone calls in three weeks of which over 180 were qualified prospects who wanted to do business with me!"*

James H., Del Mar, CA

### **It's No Accident You Are Receiving This Offer!**

The mailer you have in your hands was by no accident. I cannot guarantee that your competitor will not get a hold of these strategies. However, I will guarantee that if your competitors get a hold of these strategies before you, well I won't elaborate on what may become of your business.

Let's be honest. The amount of money I am asking is ridiculously low - especially in light of the guarantee I am offering. The price is so low that you are bound to not see enough value in this offer. On top of that, you can review this marketing manual and return it for a full refund anytime within the next sixty days - and you get to keep the valuable bonuses just for reviewing it (more on this latter).

What I am really after is your testimonial. This manual/workshop you are about to order is my prototype workshop. I plan to sell a slightly expanded version in the future for \$1,997. Yes, I plan to offer these strategies to your competitor in the future in the form of a similar training manual course or a live seminar.

**I'm Giving You 21 Mega-Cash Producing Strategies For Less Than \$25 each - guaranteed to bring you at least 10 times the value back within 60-Days Or Your More Back - and the Bonuses Are Yours To Keep Either Way!**

If you review the twenty one strategies and don't feel you will get ten times that amount back in profit over the next sixty days then just return the manual for a full refund and keep the bonuses as my way of saying thank you for giving it a read!

On the other hand, if you experience new growth and profits in your business, I'm asking you to send me a short testimonial with permission to use your testimonial in my future offers. I'm not holding you too this but I'm just hoping to receive enough testimonials to help me roll out my entire program for \$1,997! (A bargain considering one idea may be worth one hundred times that amount!).

If you are reading this far then you are the person for whom this mailer was intended. Let's face it, there are some unscrupulous-types in the real estate industry (and other industries as well) but you know the types I am speaking of which have given our industry a bad name at times. Reading this far was too much work for them so I'm not worried about them ordering this manual as if they did they would return it or worse - never even read it. Not because the strategies aren't any good, but because they would actually have to work to implement some of them -- even if they don't cost money to implement.

Read on...

**In my manual/workshop, "21 Low Cost & No Cost Strategies To Explode Your Real Estate Agent Profits For Less Than \$25 Per Strategy"**

**Here is just some of what you will learn...**

- 1 How to create a unique USP (Unique Selling Proposition) to set your business apart from all of your competition. No one will want to do business with your competitor once you learn this strategy!
- 2 The one strategy that one real estate industry professional used to generate \$250,000 a year in residual income. Money

that comes in whether you work, vacation -- or even if you retire!

- 3 The one FREE gift worth \$1,200 you can give to every one of your clients to look like a "hero" while getting paid up to \$180 for every gift you give away!
  - 4 What to put in every one of your advertisements to generate dozens of qualified leads!
  - 5 How to get dozens of referrals from your clients in a non-threatening way and making your clients actually feel like you are doing them the favor!
  - 6 How to get FREE 30 minute to 90 minute infomercials on television with no production costs and the potential to have your infomercial in dozens or hundreds of markets with zero costs!
  - 7 The one classified ad that pulls as little as 8 but as many as 278 calls over three weeks!
  - 8 Learn how to generate up to a \$1,000,000 in free publicity which equals free advertising!
  - 9 Learn how to get all of your advertisements paid for FREE!
  - 10 The one secret method to get sales representatives to actually pay you for the opportunity to work for you!
  - 11 How to save 15% "guaranteed" on all your current forms of advertising!
  - 12 Guaranteed strategies to get paid on virtually every lead, qualified or not!
  - 13 The one 'virtually guaranteed' marketing strategy that a famous marketing guru charges \$5,000 for - and you will get the strategy for FREE!
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  - 15 A marketing video demonstrating FREE advertising techniques -- this video is worth the cost in itself.
- A FREE detailed review, analysis, critique and
- 16 consultation of your *current* marketing materials! This benefit alone is valued at more than \$300!
  - 17 FREE -- One year of my marketing newsletter authored by myself. Anytime I come across a powerful new strategy, I will share it with you... FREE of charge! A \$199 value!
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A: Marketing is not an art! Marketing is a science. I've lost over a \$100,000 learning that lesson. I had the cute ads, the pretty brochures and expensive business cards that made me look like a success but they didn't produce success. If you want to just look pretty and have the Beverly Hills image than stick with doing that. However, if you want to really make your business work for you rather than you work for it than you need to get this marketing program. You should want people calling you and wanting to do business with you. Great advertising materials will not do this for you. Advertising agencies will not do this for you. You need to implement a strategy that you can measure, one that produces results because at the end of the day only the results will pay your bills and support the lifestyle you want for yourself and family.

**Q: What about Advertising Agencies, when should someone use them?**

A: Never. Let me expound on that. If an advertising agencies claim to fame is that they have won a lot of rewards, simply excuse yourself and tell them you have an important conference call to attend. Advertising campaigns that have won awards do not translate into advertising campaigns that have grown a business. Lot's of billboards and ad's have cute slogans but how many have caused you to stop what you were doing and pick up the phone to buy that product or service? Really, how many? Probably none! Effective marketing means getting the person on the other end to literally stop in their tracks and make a call or inquiry because there would be a great loss to not do so now.

**Q: Can a person really get free advertising?**

A: Absolutely! But it will not come automatically. You will have to implement systems to do so, though they are free-- they require work, effort and implementation. Many marketing programs promise you can sit at home in your underwear and your fax machine and email will spit out a million leads to your printer and you won't have time to even get dressed. I will tell you this... to get to that point you will have to roll up your sleeves and be strategic, tactful and persistent but it can be accomplished. Also, if someone tells you can do it by just reading their material and then sit back -- they are not being honest.

**Q: Is this program really worth the price you are asking?**

A: Let's be real. One new strategy will more than pay for the cost of this program. In fact, one strategy will pay for several of these programs with the price I am asking. What if you just get one strategy from this marketing manual? It would be worth it! However, what if you get one new strategy a month, a week, a day or even an hour? I think it's worth investigating. You have nothing to lose, especially since you can return it for a refund and keep the bonuses just for trying it. Even if you purchase this down the road when I am asking \$1,997 it will still be worth it. In fact, if I asked \$10,000 it would be worth it.

**Q: What other guarantees are you making or willing to throw in?**

A: Simply buy the manual and read it. View the video and read the resource directory. After that, send me your marketing materials for a FREE review, critique and analysis. If you still have questions I will give you my email address to ask me questions should you for some reason have a question about one or more of the strategies -- or if you get stumped. I don't know how else to make it any more painless. I am here to see that YOU succeed. I want your success testimonial. I want you to have success and make a bundle. I do not recommend you stop your current business activities but rather slowly implement some of my strategies to compliment your current way of doing business. This way you have your current way of doing business and your current level of income but by implementing these unique strategies one at a time you will not see yourself adding several hundreds of hours to your work week but a few for the

short-term and in a little time you will be able to drop your work week to half the amount of hours you are currently working while making double the money -- or even more!

**Q: What are my ordering options?**

A: As you may recall, you have a short-time to respond to this offer for the savings. Otherwise, you will have to pay \$500 + more for it. However, by ordering within days you get this offer for \$495 – with FREE SHIPPING. That’s only a cost of about \$25 per strategy. Let me say that again, “That’s only a cost of about \$25 per strategy when you purchase the course for \$495!” You get the 21 Greatest Real Estate Agent Marketing Secrets of the Millennium manual, the \$1 million dollar Free publicity video, the advertising disk jam packed with ready-to-go ads, the Resource Directory, FREE marketing materials review and one year of my marketing newsletter. You get to keep them all *except the manual* if you return for a refund. **Simply mail \$495 check or money order to: Michael Helgeson C/O Greatest Real Estate Agent Marketing Secrets, P.O. Box 20363, Billings, MT 59104** or pay electronically (credit card) via. Paypal by emailing your payment and shipping address to: michael.helgeson@yahoo.com. Allow a few weeks for delivery.

*“Michael, I just wanted to let you know that since I purchased your marketing program just two months ago I have already made between \$10,000 and \$12,000 from your strategies. Thanks for the way you look out for us in this industry!”*  
Brad M., Rancho Cucamonga, CA

## BETTER THAN RISK FREE OFFER

\_\_\_ Michael, I am ordering your manual/workshop **within 21 days** so I am enclosing \$495.00 for your manual, "21 Low Cost & No Cost Strategies To Explode Your real estate Profits For Less Than \$25 Per Strategy" (A Savings of \$1,500 + off my future price of \$1,997!). I am also receiving Free Shipping. I understand that I can review the 21 strategies in the manual and if I do not feel that one or more of the strategies will bring me at least one new strategy or \$5,000 in profit then I can return the manual anytime within 60 days for a full refund and I get to keep the "Publicity Video, Resource Directory, ready-to-go advertising diskette" just for giving it a try. By ordering this offer at this low introductory price, I will not share, duplicate, produce, digitally scan or market these strategies to any person or business outside of my own company. With that I am enclosing a check or money order made payable to: Michael Helgeson. Or, send payment electronically via. Paypal by emailing your payment and shipping address to:

michael.helgeson@yahoo.com-- credit card orders can only be done through Paypal. Visit [www.paypal.com](http://www.paypal.com) to pay electronically with credit card.

\_\_\_ (Or) Michael, I am ordering your manual **within 21 days** but I am making (3) installment payments. I am enclosing my first payment of \$165.00 and I will be billed \$165.00 per month for two additional months. With that I am enclosing a check or money order made payable to: Michael Helgeson. Or send payment electronically via. Paypal by emailing your payment and shipping address: michael.helgeson@yahoo.com

\_\_\_ (Or) Michael, I am sending my order in **after the 21-day order period** so therefore I am enclosing \$679 for your manual plus \$18 shipping and handling for a total of \$697.00. Still saving close to \$1,300 off your future price!

My Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Shipping Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Email\* (optional): \_\_\_\_\_

Phone (optional): \_\_\_\_\_

Fax (optional): \_\_\_\_\_

**Mail payment to: Michael Helgeson, C/O real estate Marketing Secrets, P.O. Box 20363, Billings, MT 59104 or email via. Paypal to: michael.helgeson@yahoo.com**

\*Your email address will not be shared with anyone. However, on occasion I may share some free techniques I discover which may add to the bottom line of your real estate business. Date and order code: IC2007

**My Unconditional "Better Than Risk Free" Money Back Guarantee:** If after reviewing my manual/workshop, "21 Low Cost & No Cost Strategies to Explode Your Real Estate Agent Profits for Less Than \$25 Per Strategy," you do not generate a at least one new strategy or 10 times the cost of this manual in profits within 60-days more than paying for the cost of the manual -- simply return the manual to me and keep the Bonus Video "Get \$1 million dollars of Free Publicity," the "Resource Directory" and the "advertising disk" for my way of saying thank you for giving my manual/workshop a try. However, If one or more of my 21 never before revealed strategies generates unforeseen profits and uncovers your hidden treasures your real estate business please send me a testimonial so that I may use it in the future for marketing the manual for \$1,997. Allow a few weeks for delivery. We reserve the right to deny any order.

Business Development Representative: \_\_\_\_\_



## GETTING STARTED!

The important thing is to not allow your self to get in the mode of, “paralysis of analysis.” There is a lot of ideas, strategies and opportunities covered in this manual and it’s easy to get stuck and not know what to do first or next!

The important thing is to take at least “ONE ACTION” now to get the ball rolling. Here is a simple outline of what steps you may want to consider taking next.

### **STEP 1:**

First of all you should decide which Joint Venture Opportunity appeals the most to you. Here are your options:

- A. The Joint Venture “Tele-Seminar” and “Seminar Booking” Opportunity with Patrick Snow and I. Recap: You get people who have an interest in doing a tele-seminar to their group to contact me or Patrick about setting up a venture together. You own this account and get a referral fee any time money is made on this account.
- B. The Joint Venture with “Mortgage Brokers & Real Estate Agents” whereby you send them the free reports included once they request them. You get a referral fee anytime an order is placed.
- C. You focus on being a manager and getting other reps to work with you to market one or more of these business-marketing opportunities.
- D. You do your own joint ventures and you can bring me in when a sales letter/copy is needed to increase the sales or to win back customers who have not frequented the prospective business in a while. Or, you bring me in when the business is looking for other strategies to increase their profits and I help to structure some strategies and earn you a handsome finders fee for being the middle-person.
- E. You make contact with “business coaches” “life coaches” “health coaches” by doing some google searches and you interest them in getting their own book published. You then turn them over to Patrick Snow to let him close the deal. Your commissions start at \$250 and go up to \$750 depending on which publishing coaching program they enroll in at. Before Patrick Snow was a published author he received NO MONEY on his first 300 speaking engagements – **just a free meal**. Once he became a published author (and now a best-selling author with more than 125,000 books sold) his speaking fees have jumped to as much as \$10,000 per engagement. There are thousands of “life coaches” who don’t have a book and need one. See Patrick’s publishing section on his website for more info at: [www.createyourrowndestiny.com](http://www.createyourrowndestiny.com).
- F. You sign up for a free website and membership at: [www.freecardmatrix.com](http://www.freecardmatrix.com) and enter in the referral ID of: madborgmike in the JOIN NOW box in order to market credit cards and credit repair programs to people with A credit, Poor credit or students. You get \$10 for each person that enrolls for a credit card and a % of their credit card purchases once Phase II is enacted. See the website listed above for training materials and rules etc.

- G. You send the enclosed sales letter directed to Auto Dealers & Car Lots. This marketing report is designed for this specific industry. You will find this report in the following pages. I didn't want to mention this earlier as you are probably over-loaded with information as it is. This is just one more market that you can advertise to. Your commission on these sales will start at \$300 but once you hit 10 sales your commission will jump to \$500 per sale and once you hit 25 sales you can start making \$1,000 per sale! I would recommend sending this report by regular mail to the Owner/Manager of respective car dealerships. They have a HUGE budget for advertising and are always looking for new ways to sell their cars!
- H. You could simply sell this manual and keep 100% of the profits once the \$2 royalty fee has been paid. See the last page of this manual for conditional reselling and redistribution rights.

### **STEP 2:**

Well there were a lot of options available above. I hope you settled on the one that appeals to you most. Of course you can work on several of them if you are inclined to. The next step is to fill out any 'agreements' or 'letters of understanding' included in this packet that may apply to that particular opportunity. If there are areas of these agreements that you don't understand or you want changes to in order to make you feel more comfortable, feel free to contact me about them. You don't have to fill them out now as you could wait until you get an interested party before sending in the appropriate agreement -- but sending it will make this a more professional relationship between you and us.

### **STEP 3:**

Decide on your market!

### **Target Marketing List For Patrick Snow Joint-Venture Tele-seminar Program...**

There are primarily two ways to capitalize on this opportunity. One is to actually go out and make contacts with "list owners" and arrange for a JV tele-seminar whereby they provide the list (or notice to their subscribers) and Patrick Snow provides the content.

Specific Groups to target would be any company that has a sales force or mailing list such as:

- Real estate offices (you would want to speak with the Broker or Branch Manager etc.)
- Mortgage Companies
- Insurance Agencies
- Auto Dealers
- Trailer or Modular home companies
- Bloggers
- Home-based business gurus
- Network or MLM marketers and companies
- Newsletter providers
- Magazines

- Tele-seminar providers
- Ezine providers
- Website owners
- Associations
- Organizations
- Chamber of commerce's
- Charities
- And many more!

The Second group to target would be people who would like to do this as a business or job. This would be ideal for you to leverage your time as you would make approx. \$500 for every \$2,000 in commissions that they earn.

#### **Some creative ways to recruit JV dealmakers might be:**

- Contact people running 'sales position help wanted ads' and ask them for their rejects (people they don't hire) in exchange for a portion of the income from any person who is brought on and creates lucrative Joint Ventures.
- Run some FREE classified ads in different free online ad sites such as craigslist.com, kaboo.org, citynews.com, livedeal.com, usenetads.com, classifeds.zoads.com, merchandiseselect.com, thefreeadforum.com and inetgiant.com.
- Run some inexpensive classified ads in the weekly shoppers like Thrifty Nickels or Penny Savers.

#### **STEP 4:**

Decide on how you will market the joint venture opportunity that you have decided to pursue. I have included in this manual the strategies for calling, mailing, emailing and faxing – as well as sample ads and postcards you can use. Now you just need to decide which method you want to incorporate into your marketing plan. You download the sample letters and advertisements in this manual as a WORD DOCUMENT by going to:

<http://www.freewebs.com/icrep/freereports.doc> -- this will allow you to customize the order pages and sales materials to have your contact information or name on them for tracking purposes. Please note that when you download these sales materials the margins on your computer may be different than the ones I used – some of the type setting may be off as well. You will need to spend a little time straightening all that out if that should be the case.

#### **STEP 5:**

TAKE ACTION! ANY ACTION – JUST TAKE SOME ACTION NOW! Send a letter, a report, make a call, look up some contacts, google search some leads...Just do something. Don't figure out the HOW—just start doing it and the HOW will present itself to you! If you have further concerns or questions contact me at: [michael.helgeson@yahoo.com](mailto:michael.helgeson@yahoo.com) please understand that I am not always able to respond right away.

The following report can be sent by mail to auto dealers. See "G" above for more info about this market.

**Urgent...TOP SECRET REPORT!!!**

# **The Greatest Auto Dealer/Car Lot Marketing Secret Of The Millennium!**

**By**

**Michael Helgeson, MBA**

**&**

**Randy Rusk**

**Disclaimer:** No income guarantees are being made in this manual or by its author. Each marketing suggestion or strategy merely represents a new possibility for your business. It is up to each individual's personal efforts to produce or grow one's income. No legal, tax, or financial advice or claims are being offered by this manual's author or anyone associated with him. A person should consult with a professional before making any changes to one's business, taxes, or finances. All persons should check with their local and state laws before making any changes to their current manner of business to make sure their tactics are compliant with regulatory laws. This manual may not be copied, reproduced, digitally transferred in any matter. Copyright laws protect this manual, its intellectual property and the information provided. The author has done his best to provide accurate information.

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***Urgent Special Report... Time Sensitive Material!***

From The Desk Of:

Rand Rusk  
Marketing Expert

& Michael Helgeson, MBA  
Marketing Guru

# **How Many More Cars, Trucks & SUV's Could You Sell If You Offered A FREE \$15,019 Vacation Package With Every Vehicle Purchase?**

**Your Competition Will 'Scratch Their Heads' And Wonder Why Everyone Is Flocking To Your Lot!!!**

**Imagine Your Newspaper Advertisements, Your Radio & TV Advertisements And Your Direct Mail Letters With The Caption...**

***...FREE \$15,019 Travel Package With ANY Car, Truck Or SUV Purchase! Get "5" FREE Luxury Cruises, Plus Dozens Of Other FREE Luxury Vacation Travel Accommodations Valued At More Than \$15,019!***

"Is it out of line for me to suggest that if a potential customer is considering purchasing a new or used vehicle from you ranging from \$4,000 to \$75,000 - getting 5 FREE paid luxury cruises and a total luxury vacation package with bonuses totaling more than \$15,019 would certainly assist in getting the vehicle sold?"

**"It's conceivable that with the right advertising your entire fleet could be sold in one weekend with this irresistible offer!!!"**

Dear Auto Dealer:

The competition is tough and the high gas prices may not necessarily help with trying to move your vehicles and replenish

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your bank account. However, as business growth experts we know that presenting "irresistible offers" is the only way to stand out and get noticed in this new marketing age.

The old gimmicks and advertising methods aren't enough these days to get the attention of your potential customers. People are inundated with offers, advertisements and come-on's everywhere they turn. People don't want to be "Sold" anything. People are seeking new and better "Wants."

Your customers and prospects are highly skeptical in this day and age. It has to be "their" idea to make a purchase. They don't want to be sold or pressured. They want satisfaction that they got the '**better end of the deal.**'

**The best way to sell any product or service in this day and age is to make an offer so irresistible that your prospects would feel cheated if they "didn't" do business with you!** I am sorry if we are being so blunt and to the point, but this is really the way it is. Everyone has to feel like they have come out a winner. It has to be Win-Win!!!

It's true some people already have their mind made up with what they want to purchase. They already have a pre-set price or a price range that they will accept. However, if everyone were this way there would be no need to *advertise* or to *market*. People would just happily show up and give you their money. *Unfortunately, this is the exception and "not" the rule!*

**Our Goal Is To Put YOU In The Position Of  
Absolute Leverage With Your Customers.**

*This way everyone comes out a winner and the deals get done easier, quicker and there is more of them!* **More sales equal more revenue and profit.** Your customers feel happy because they just received an additional value of \$15,019 with their vehicle purchase. This offsets any price objections and perhaps your customers will even overlook the other obstacles that may have prevented a sale. Obstacles such as; the vehicles color or the vehicles options. Your sales person is happy because he or she is making more sales which equals more commissions and less stress. You are happy because you are moving more products faster and perhaps more profitably than you ever have before. Your advertising and marketing dollars return a much higher profit margin, its "Win-Win" for everyone!

**And that is the real secret to making more sales this year and beyond!** It puts you in a position of leverage. People are eager to do business with you because they feel like they are being treated right and getting "multiplied value" with their

purchase. They talk about their planned cruise/s, ski trips, luxury hotel get-a-ways that they have planned with their friends and co-workers. *Their friends and co-workers want to purchase their vehicle from you because they don't want to be left out on these luxury vacations.*

**Here is exactly what you will be able to give each customer with his or her vehicle purchase:**

*Special Note: We were tempted to leave some things out as it almost seems "to good to be true" - this package really is worth the \$15,019 value...and it is backed by a 20 year old Luxury Travel Company (this is not some fly-by-night start-up). Your customers will practically buy your vehicle just to get all of these bonuses with their purchase!*

**1. 5 Luxury Cruises:**

*Carnival Cruise Line - A complimentary 5 day /4 night cruise and stay for 2 adults. Includes a stay at the Port of Call for 1 day and 1 night and spend 4 days and 3 nights on board the ship with extravagant meals and top-notch entertainment included. (\$1,000 est. value)*

*Sail Vacation for 2 - Sail on a round-trip cruise from Port Everglades to Freeport! 2 adults for 4 days /3 nights. Stay at the beautiful Island Palms Resort. All meals and snacks included. In addition, all on board activities and entertainment included. (\$1,000 est. value)*

*Bahamas Resort Cruise - Round-trip cruise from Ft. Lauderdale to Freeport. 1-6 person stay for 7 days /6 nights in the lovely, tropical Freeport. (\$800 est. value)*

*Bahamas Cruise and Stay 1 - Relax for 4 days /3 nights on a round-trip cruise to the Bahamas. You will savor 3 lavish buffet meals on board and be entertained by a Vegas-style show - plus, much more! Hotel accommodations are for 2 adults in the Grand Bahamas for 4 days /3 nights.*

*Bahamas Cruse and Stay II - the same as package I (above but for 1 to 6 people!).*

**2. The customers of yours who purchase a vehicle and receive this package will also receive 20 Membership Cards. The first four of these membership cards offer up to 50% discount on thousands of hotels and resorts worldwide!**

**3. Coastal Condo Resort Card: Stay at Luxury Resort Condos Worldwide for up to 75% off regular prices.**

4. Golf Access International Card: Save up to 50% at Golf courses and driving ranges in the USA, Canada, Mexico, Africa, Bahamas, France and England!
5. Adventure Camping Network Card: Enjoy \$6.00 Per night camping at over 500 campgrounds!
6. Recreation Access International Card: Save up to 50% on Recreational Activities such as amusement parks, miniature golf, laser tag, horseback riding, museums, biking, hiking trips, white-water rafting, helicopter tours, zoos and more!
7. Ski Access International Card: FREE lift tickets, 2 for 1 lift tickets, and other discounts at over 260 Ski Resorts Worldwide.
8. Coastal Travel Card: Specializing in Airfare & Group package tours.
9. Coastal Cruise Card: You can now afford to go in style on 1<sup>st</sup> rate cruises such as; Norwegian, Royal Caribbean, Carnival, and Princess at savings of 50% or greater!
10. Coastal Membership Card: Choose from over 100 vacations & Cruises as often as you want, in unlimited quantity.
11. Coastal Dining Card: Get up to 50% off at over 1,000 restaurants Worldwide!
12. Coastal Tour Membership Card: Major discounts on hundreds of Tours Worldwide!
13. Coastal Theme Park Card: Substantial savings at well-known theme parks across the USA!
14. Coastal Roadside Assistance Card: Coast-to-Coast Emergency Service.
15. Alamo Rental Card: Auto rental discounts of up to 15% off normal rates!
16. Phone Card: Receive several FREE hours of long-distance calls to use while traveling!
17. National Golfers Network Card: Preferred rates up to 50% off 2,000 Plus Golf courses & driving ranges worldwide!



18. Coastal Travel Gifts & Services Card: Unlimited access to \$1,000 gift certificates to give out to anyone you choose as Rewards, Gifts, Incentives and more!

19. Your customers will also receive over 25 Prestige Bonus Vacations and more!

20. Your customers will also receive Airfare discounts, luggage, camera and film!

21. Your customers will also receive access to the Nationwide Benefits Association health plan!

***Total Estimated Value Of Luxury Vacation  
Package: \$15,019.00++***

## **There Are Only "3 Ways" To Build Or Grow A Business!**

*It's true...there are only three ways to build or grow a business. That's any business! Doesn't matter if it's a Car Dealership, a Real Estate Company or a Dental practice, there are only "3 Ways."*

1. Increase the number of customers (or clients or members).
2. Increase the profit per sale (or the price).
3. Increase the number of times (or frequency) a customer purchases.

Randy and I work to help **EXPLODE PROFITS** in businesses! As mentioned earlier, the only way to do this is to bring so much VALUE to the table that a person just can't say, "No" to your offer.

### **We help businesses with:**

1. Increasing the number of their customers.
2. Increasing the profit on each sale.
3. Increasing the number of times a customer buys from you. We also help increase the number of referrals to your business.

As a business Owner or Manager you have the burden of creating more sales and profits for your organization. It doesn't have to be a burden. There are things right now that you can do to dramatically increasing your bottom-line profits. Things that are safe, effective and ethical. Some of the current marketing methods you may be using may not be effective. The one's that are effective could be made **more effective** with some tweaks and 'add-ons.'

Your advertising company (if you use one) will just tell you to SPEND MORE MONEY in order to increase your sales. That is their only advice. The only problem is that they have a 'conflict of interest' because they make more money when you spend more money!

That's right... they get a 15% discount (kick-back) on any advertising you purchase whether it be radio, TV, newspaper display ads, billboards, bus benches etc.

#### **How much do you spend a year on advertising?**

Let's say you spent \$25,000 last year on advertising (just an example). If you were to go to you're bank and set up a separate checking account with an "advertising company name" on the account... Something like "Creative Advertising Concepts" as an example. Then you do the necessary required state or city filings for a new business or DBA that is required, you could essentially go to your advertising outlets (newspapers, radio stations, TV stations etc.) and place your own ads and "deduct" 15% off the price - as a savings to you!

***\$25,000 advertising expense x 15% (discount savings) = \$3,750.00***

Now you could really do this. Your advertising company would not be happy. You would have the burden of creating your own advertisements that they may do for you now (at an added expense!) but you could do this. Now maybe the time involved and headaches are not worth it to you to set this up. Sometimes it is better to "out source" some things and just pay the price for it. But you cannot rely on your advertising agency (if you use one) to really grow your profits. You have to find ways to add more value to your customers. This will create more sales, more profits per sale, more times the customers buy from you and more times they send their friends and family to you!

**We Want To Help YOU With *Exploding* Your Profits, Creating More Sales, Creating More Referrals, Giving You **LEVERAGE** By Giving More Value To Your Customers!**

I hope that you can just take a moment to think about a few of the things we shared with you in this letter. We really want to help you with your goals. If you can just picture the possibilities and outcomes that can happen when you give your customers \$15,019 of "added value" with the purchase of their vehicle.

Just how much easier will the sale be? How many more people will come check out your vehicle stock? How much less will they dicker on the price? How much more likely will they be to refer a friend, family member or co-worker to you when they have a vehicle need?

**Everyone wants the life of luxury.** The key here is "Wants!" Most can't afford it. But now it can be possible for them because YOU made it possible!

The process to get this started for you could never be easier and it is 100% risk-free! We are so confident that our, "Greatest Marketing Secrets Of The Millennium System" will deliver the results - we guarantee it!

*"If you were to have us come into your business and do a consultation the price would be several thousand dollars - plus, we would take a share of the profits we created for you for a specified period of time. However, our "System" that we are offering you doesn't cost you several thousand dollars and you keep 100% of the profits that result from our system. And, with our system it is easy to get started to implement these strategies."*

### **Here is what we are asking and what you get in return:**

You pay us a "one time" fee of \$1,997. You can pay by check or credit card. However, if you order within 10-days of receiving or downloading this FREE REPORT **you pay only \$1,295!** Order now and **save over \$700!!!**

*With the \$1,295 you get the following (or \$1,997 if ordering after 10 days):*

1. With your one-time fee of \$1,295 you get your own \$15,019 luxury travel package. You can keep this for yourself to use for your own personal and family vacations. You get everything in the package that was mentioned earlier including the 5 luxury cruises and all the other travel accommodations the package has.

The package is also mostly transferable. What this means is that you can give certain parts of it to your sales staff as a BONUS for excelling or hitting certain sales goals. You can divvy it up how you want or keep it for your own

use. We want you to experience the product for yourself so that you really see the "value" your customers are getting.

2. You get the unconditional rights to give away the \$15,019 luxury travel package to any customer you choose for a cost of \$395 per package. In other words, you can give your customer the entire \$15,019 luxury travel package for \$395. You can build this into the price of a vehicle or set your bottom-line asking price higher. It's your call! Your customer will be more likely to visit your dealership and to purchase knowing that they will be getting this Luxury Travel Package valued at more than \$15,019 with their purchase! If the customer dickers on the price to a certain point where the financing won't work you can simply tell the customer that you are not able to offer the package because you are selling the car for less than you paid for it (or whatever the case may be).
3. You will also receive a video on how to get up to \$1,000,000 in FREE advertising for your business. In my opinion, this video alone is worth the \$1,295. It is from the foremost expert on the subject of getting free advertising and publicity for your business.
4. You will also get a 2-Audio CD interview I conducted with T.J. Rohleder and his director of marketing Chris Lakey. T.J. and his wife Eileen turned \$300 into over \$100,000,000 (that's one hundred million dollars!) with their marketing strategies. He and his partner share some of their secrets and philosophies on business. The audio program is jam packed with over 140 minutes of valuable information. What could you learn and what price would you be willing to pay to learn from a person who turned \$300 into over \$100 million dollars? We include this audio program with the package.
5. You will receive a FREE copy our good friend Patrick Snow's best-selling book, *Creating Your Own Destiny*. Patrick has been featured on the front page of *USA Today*, in the *New York Times* and on over 300 radio and TV interviews and has spoke on more than several hundred occasions. I have read every book on goal setting and achieving your dreams and this book is the best out there! The strategies he shares will help you with your quests to reach all of your business, money, family, health and spiritual goals! You really deserve more -- and you can have it!!!
6. You will also receive a FREE copy of a live speaking engagement Patrick did. This audio CD will inspire you like

nothing else! The 90-minute "Destiny Message" will change your life like it did ours.

7. In addition, you will get a \$1,000 discount coupon that you can use to book Patrick to speak at any of your sales meetings. Patrick's "Destiny Message" will inspire your sales staff to reach higher sales goals than they ever thought possible! You do not have to book Patrick to speak to your group but we offer this as additional value to you.
8. You will receive our guarantee that we will quit marketing this system to any Auto Dealerships in your area once we have received your payment and order form. We cannot guarantee an exclusive territory but we do promise that once we receive your payment and order form we will immediately 'cease' sending this offer to any other auto dealerships in your city!
9. You will receive our "Iron-Clad" 100% 90-Day money back guarantee. If you do not feel that the \$1,295 price (or \$1,997 if ordering after 10 days) is worth everything that we have said it is, just return your travel package to us for a full-refund. If you do not experience more sales as a result of giving away the \$15,019 luxury travel packages, just return the system to us anytime within 90-Days for a full, "No hassles, No questions asked" refund. You have NOTHING to risk or to lose. You can only gain from this offer. In addition, if you return the travel package for a refund, keep the other bonuses (mentioned above) as our way of saying, "Thanks for giving it a try."

Thank you for taking the time to allow us to share some of our insights, strategies and possibilities with you! You are really a unique individual for taking the time to search out greater ways to improve your business, your profits and your personal life and goals.

On the following pages we offer the most commonly asked "Questions & Answers" about the **\$15,109 Luxury Vacation Give-away program**. At the end of this letter there is an order form for you to get started right away.

Regardless of what you decide we both wish you the "Best of Success Always!"

Your Raving Fans,

*Michael Helgeson*

Michael Helgeson, MBA

*Randy Rusk*

& Randy Rusk

P.S. If you further questions please call me (Michael) directly at: (406) 679-2733. Or you can email me at: michael.helgeson@yahoo.com **or Call Randy at (760) 409-2656.**

P.P.S. Remember, you get the entire \$15,109 luxury travel package with your \$1,295 fee for you and your family to experience. You also get our "Iron-Clad" 100% BETTER THAN RISK-FREE, No questions, No Hassles Money Back Guarantee! Better yet, if you return the travel package for your \$1,295 refund you get to keep the other bonuses for giving it a try!!! So, what do you have to lose?

P.P.P.S. Hurry and send in your order and we will immediately cease marketing this valuable program to other auto dealers in your area - giving you the potential for the maximum competitive advantage!!! Also, send only \$1,295 if ordering within 10 days. Otherwise the cost is \$1,997. Save over \$700 by ordering today!

## Most Commonly Asked Questions & Answers

**Q: How do I incorporate the \$15,019 into my advertising campaign for my auto dealership?**

A: We suggest going by the old K.I.S.S. principle and that is to just keep it simple. We suggest you do a little 'Starburst' in your advertisement with a caption that says something to the effect of... "FREE \$15,019 Travel Package With Any Car or Truck Purchase Including 5 FREE Luxury Cruises."

You can put a little asterisk (\*) and some small print that might read, "Some restrictions apply." Or perhaps it would read, "Complete details available upon request." This way can have an escape clause if you do some in a situation where you can't make the sale work with the small \$395 Travel Package cost.

You might also use the Advertisement of the \$15,019 Travel Package to create a "Sense of Urgency" with your prospects and buyer. You could say in your advertisement, "For this weekend only!"

You should also send a letter to all your past customers letting them know of the BONUS Travel Package as they could be interested in doing a "trade in" or a making another auto purchase.

Your Advertising Agency or your Media representative can assist you with laying out your advertisement to include the \$15,019 package.

**Q: Do you think that this could "confuse" the sales process at all?**

A: No. Just remember to "Keep it simple" like mentioned before. Your advertisements will contain the information to get the customers to come check out your autos and to learn about the special bonus you are giving away. Your salesperson would do their normal sales pitch but might ad for example, "John, this car you are interested is \$15,000 but you are also getting a \$15,019 Luxury Travel package with 5 FREE cruises if you buy it today."

**Q: What do we give the customer?**

A: We suggest you keep it simple. Previously mentioned in this report we laid out the primary contents of the luxury travel package. You simply put these "21 items" on a sheet of paper with your auto dealer name and information at the bottom. You could add a picture of a cruise ship or something to spice it up but it doesn't have to be fancy...just a standard flyer on some color paper outlining the contents of the luxury travel package will suffice.

**Q: What is the procedure for purchasing the product for the customer?**

A: Once you have made your vehicle sale to a customer and have informed the customer that they have been gifted the \$15,019 luxury

travel package you will then pay us \$395 and provide the customers mailing and contact information. You can pay for these packages by check, credit card or Paypal. If paying by check you can simply mail us the payment along with the customer's contact and shipping information. If paying by credit card, you can simply email us the customer information along with the credit card payment information. Either way, we will find a solution that best suits your situation.

**Q: How long will it take for the customer to receive the \$15,019 luxury travel package by mail?**

A: Your customer will receive their package within 14-28 days. We recommend you inform the customer that they will receive their Luxury Travel package within the next three to four weeks.

**Q: After I send you the \$1,295 (or \$1,997 if ordering after 10 days) to be eligible to offer the \$15,019 luxury travel packages to my customers, "How long before I receive the package and information you promised earlier in this letter?"**

A: Again, it will take three to four weeks. However, once you mail the payment and order form you can start marketing the package right away. You will receive two separate packages. One will be the Luxury Travel Package and the other will be the "Valuable Bonuses" that we are giving you described earlier. These packages may arrive week apart as they will be mailed from different fulfillment locations.

**Q: Explain again how I can have competitive advantage by taking action NOW rather than thinking about this for a while?**

A: Once we receive your payment and order form, we will immediately quit marketing this program to any other auto dealerships in your town or city. However, it is possible that another dealership in your area has sent payment on or near the same time as you in which case they would be eligible to market the \$15,019 luxury travel packages. We recommend you TAKE ACTION NOW to prevent that from happening. After all, you have a 100% 90-day money back guarantee if you don't like what you see. Also, by ordering with 10 days you pay only \$1,295 verses \$1,997. That's more than \$700 in savings!

**Q: Are these vacations just time-share incentives?**

A: NO. It is possible you may be asked to participate in a time-share presentation but you are not in any way obligated to do so.

**Q: Since I will be receiving the same \$15,019 travel package described above, can I sell these "bonus vacations?"**

A: No. But you can give them away because they are transferable to anyone you choose. However, your discount travel cards are not transferable.



**Q: Can I, or my customers, travel 'any day' of the year including holidays?**

**A:** The answer is Yes. However, it is possible a person will have to pay more for dates that usually book up and holidays are usually even more costly. By planning ahead, picking dates that are not normally filled, you can obtain tremendous savings with all the same amenities as others who pay much more. Also, a person can upgrade any vacation to better dates by paying more.

**Q: Do my customers have to pay other fee's to take advantage of these luxury travel packages?**

**A:** Only if they want to upgrade etc. There may be some federal or state/county travel taxes or fee's depending on the situation.

**Q: If I have other questions about the procedure and your program to grow my profits... "How can I get my questions answered?"**

**A:** Just simply call Randy Rusk at: (760)409-2656 or Michael Helgeson at: (406)679-2733.

**Q: Where do I send payment for this program?**

**A:** Mail payment of \$1,295 (or \$1,997 if mailing after 10 days) to: Michael Helgeson, P.O Box 20363, Billings, MT 59104. It is best if you enclose the order form with this packet. If you do not trust P.O. Boxes...that's fine you can call me for my street address at (406) 679-2733.

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## ORDER FORM

**YES** count me in Michael & Randy! I want to be able to offer these "\$15,019 Luxury Travel Packages" to my customers as a way to get more sales and build more value with my customers. I also will be receiving the \$15,019 Luxury Travel Package for my own use (or to gift parts of it) as a way to experience the product for myself. I also understand that I have a completely **BETTER THAN RISK-FREE** guarantee that I can review the program and return it any time within 90-days for a "No hassles, No questions asked" 100% money-back guarantee.

I plan on giving this package to: \_\_\_\_\_ (# customers) on a weekly basis.

I understand that I will provide each customers contact information with a payment of \$395 to you so that they can receive their luxury travel package valued at more than \$15,019. I plan to send you the names, addresses, contact information along with payment in the following manner (please tell us what works best for you):

\_\_\_\_\_

\_\_\_\_\_

I am ordering within 10 days so find enclosed **\$1,295.00**. Make payment to: **Michael Helgeson**  
Special note: If ordering after 10 days send \$1,997.00

I am enclosing a check\_\_\_\_ money order\_\_\_\_ cashier's check\_\_\_\_ If paying by Paypal email to: Michael.helgeson@yahoo.com.

***Or, please bill my credit card. My credit card information is:***

Type of card: \_\_\_\_\_ Card number: \_\_\_\_\_

Card Expiration Date: \_\_\_\_\_ 4 digit# on front of card: \_\_\_\_\_ Or 3 digit # on back side of card: \_\_\_\_\_

Signature: \_\_\_\_\_

### **Shipping information:**

Your name: \_\_\_\_\_

Company name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: (     ) \_\_\_\_\_ Email or Website (if available): \_\_\_\_\_

### **Billing address if different from shipping address:**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: (     ) \_\_\_\_\_

### **Mail this form and payment to:**

**Michael Helgeson, P.O. Box 20363, Billings, MT 59104**

**(OR) Call (406) 679-2733 for Street mailing address if you do not send payments to PO Boxes.**

Disclaimer: Please allow up to four weeks for delivery. Full 90-day money-back guarantee with the return of the travel package. Please allow a few weeks for refund. Only returns that are sent to the following address will be honored. Only return travel package to: Michael Helgeson, P.O. Box 20363, Billings, MT 59104. No income guarantees are being presented. All persons should seek professional advice before making financial decisions. **Referred by:** \_\_\_\_\_

## CONTACT INFORMATION:

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Billings, MT 59104  
Email: [michael.helgeson@yahoo.com](mailto:michael.helgeson@yahoo.com)  
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The Snow Group  
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Website: [www.createyourowndestiny.com](http://www.createyourowndestiny.com)  
Phone: (800) 951-7721 or (206) 780-1787

Randy Rusk  
Email: [randyrusk@yahoo.com](mailto:randyrusk@yahoo.com)  
Cell/Voice: (760) 409-2656

## **Michael Helgeson Biography**

**MICHAEL HELGESON, MBA** is an author, business & marketing consultant and entrepreneur. For more than 20 years, Michael has owned, managed and operated businesses in the areas of Real Estate, Finance, and the Internet – as well as being an avid student of marketing, selling and business growth solutions.

Michael has studied the field of personal growth and business ownership and is an advocate of business ownership where his mission has been to help others with developing “*Low-Cost*” and “*No-Cost*” strategies to create profits within their businesses. Michael is also the author of several business-marketing manuals and systems including, “*The Greatest Marketing Secrets of the Millennium.*”

Michael divides his time between Montana and Southern California. He earned his B.A. from the University of Montana and his M.B.A. from the University of Mary.

## **Patrick Snow Biography**

**PATRICK SNOW** is an author, speaker, coach, and entrepreneur. For more than 20 years, he has studied the field of personal growth and development. As a result, he has been called “The Dean of Destiny” by high achievers nationwide. Patrick Snow is also the founder of ***Creating Your Own Destiny University*** – an international business education program designed to “*Help You Achieve Your Destiny Through Business Ownership.*”

Patrick’s “DESTINY” message has been recognized in major newspapers such as *The New York Times*, *Denver Post*, and the *Chicago Sun Times*. His book and photo were also featured on the cover story in the December 5, 2002, issue of ***USA Today***. His message has also been featured on hundreds of radio stations throughout North America and Europe. Patrick has also been a TV guest on Seattle’s popular ***Northwest Afternoon.***

Patrick is author of ***Creating Your Own Destiny: How to Get Exactly What You Want Out of Life*** which has sold over 100,000 copies since its first printing in July of 2001. This book is a Success Road Map for High Achievers.

Patrick has been in business-to-business and high-tech corporate sales for more than 15 years. During this time, he has been tracking layoffs and worker discontent. As a Business-Ownership Advocate, Patrick’s mission is to help others overcome their fears by turning their career distress into personal success, through business ownership.

Originally from Michigan, Patrick graduated from the University of Montana in 1991, and has lived in the Seattle area ever since. He and his wife, Cheryl (a prosecuting attorney), currently reside on Bainbridge Island, Washington, along with their two boys, Samuel and Jacob.

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