

**If You’re a Serious Entrepreneur, a Serious Online Marketer or a Serious Businessperson**

**This Could Be the most Serious (and the most fun) Money-Making Seminar**

**You (and your family) Might Ever Attend**

At Strategic Profits, we have put together what could possibly be the most powerful, interesting, informative, educational, entertaining, life-altering, business-enhancing, and profit-making program you will ever attend. We have assembled ten of the most-recognized, most-successful, most highly-compensated, most highly-sought-after business coaches and marketing pros known not just throughout the info-marketing industry at large, but globally, whose advice, wisdom and money-making ideas are sought by the most highly-respected business people and corporations around the world.

Each is an expert in the field they will cover and every single one of these master-marketers and entrepreneurs-extraordinaire will provide you with secrets, tips and techniques that their individual clients pay tens-of-thousands of dollars to receive that always result in hundreds if not thousands-percent increase in their personal or corporate performance, productivity and profits. You’ll also come away with ways in which you can (and will) lead a more balanced life. You’ll discover how to work smarter, not harder and that enjoying an improved lifestyle is as important as showing you how to make more money.

So, if you are ready to get serious about your business, and your life, and turbo-charge both beyond what you might even think imaginable, then this is unequivocally the single most important (serious and fun) conference you will ever attend.

**Bring the Family: While You’re Learning, They’ll be Laughing**

While you’re looking to make a better life for yourself and your family, they can be having the time-of-their life at the greatest theme park on the planet -- Walt Disney World, Orlando, Florida. We have a block of rooms reserved at (fill in some details of Hotel plans, etc.)

**An Incredible Opportunity Just Got Even Better. You Have Our Money-Back Guarantee!**

IF YOU ARE NOT ONE HUNDRED PERCENT CONVINCED BY THE END OF THE SECOND DAY WE WILL RETURN YOUR MONEY IN FULL FOR THE COST OF THE PROGRAM.

That’s right. The headline says it all. We are so confident that this program is everything that we’ve said it is, that it can and will make a dramatic impact on your life and business we are willing to make this a NO RISK offer to you. At Strategic Profits we are once again setting new standard for our industry by making this NO Risk Money-Back Guarantee to participants.

**Option 1: Main Event (2.5 Days)**

By signing up for this program you are ready to have a success-spell cast upon you. Joining us at the Magic Kingdom for this stellar seminar means you are sincere in seeking to make a significant, dramatic and immediate impact in your business, and your life. Snow White isn’t the only one at Disney World who can make magical-things happen. Our speakers will enchant you, and they won’t be waving any wands either. Our master-marketers are world-class story-tellers who will share with you personal

experiences, priceless nuggets of wisdom and business aphorisms from the ages, and rarely-publicized techniques that have helped them and their clients achieve out of this world success.

Each day of this two-and-one-half day program you will learn from several of our speakers. But know this, you will hear from each and every one of these incredible gurus, providing you with expertise that will empower you to uncover your own personal map triggering your own highly-individual journey into the world of self-exploration that will set you down secret and rarely travelled paths for you to reap life’s rich rewards. Creative sparks are guaranteed to fly when you attend this electrifying conference. We guarantee you’ll be hanging on every word and teetering on the edge of your seat as these marketing wizards sprinkle their life-altering fairy dust on you, and all conference attendees.

### **Option 2: Main Event (2.5 Days) + Advanced Workshop (2 Days)**

This program allows you to really step up your commitment as well as your knowledge-base in your journey to seek the success you desire. Of course you get to hear all the speakers during the nearly three days of the Main Event, but you also get to pick and choose the one master from whom you’d like to learn more. We know it’ll be tough to decide since all of these speakers are industry icons, but once you pick you’ll get nearly three-days of seemingly semi-private tutelage, instruction and insights from the particular marketing wizard of your choice.

### **Option 3: Main Event (2.5 Days) & Boot Camp (3 Days)**

Your participation in this advanced phase of our program shows just how serious you are about learning from the masters and taking your life-altering, business-enhancing objectives to the next level. In addition to participating in the nearly three-days Main Event Program populated with our ten-world class business and marketing professionals, as an attendee of either the Early-To-Rise or the Jay Abraham/Rich Scheffren Boot Camp Program you have an incredible opportunity to get up-close-and-personal for an additional three days of quasi-private instruction with some of the industry’s most accomplished leaders.

Remember, these experts command (and receive) thousands of dollars for their time and advice, but when you attend this Boot Camp you will be part of a select group of entrepreneurs who’ll have access to the deepest secrets and magical marketing methodologies these mavens offer. ***Warning: As results may be extraordinary, this program may not be for everyone. Only attend if you are prepared for true business and life-altering transformation.***

### **Early to Rise - Boot Camp (3 Days)**

The Early-to-Rise (ETR) component of the Strategic Profits “Live” program will infuse participants with some of the broad principles of success that serve as a strong foundation upon which to build, or expand, your business and help you identify with crystal-clear clarity what it is that you want to achieve. The primary goal is to get you to understand something, remember something, realize something and (ultimately) do something that will make you healthier, wealthier and even wiser every day of the year.

What’s stopping you from making \$100,000 a year? (Or a million dollars a year, for that matter?) What’s stopping you from becoming a doctor? What’s stopping you from getting your book published or your play produced or your art hung in a gallery? You’ll come away with a strong foundation of knowledge based upon the concept that success is a lifetime process. You’ll leave with ideas and steps that will help you create, develop and execute your very own success-strategies to achieve ALL of your life goals.

**During the ETR two-day program you’ll hear from the company’s founder and president, Michael Masterson and success executive, Mary Ellen Tribby.**

**Michael Masterson** has developed a loyal following through his writings in **Early to Rise**, an e-newsletter published by Agora, Inc. that mentors more than 160,000 success-oriented individuals to help them achieve their financial goals. Masterson has been making money for himself and others for almost four decades. At one time or another, he has owned and managed multi-million dollar companies that were either public/private, onshore/overseas, local/international, service-/product-oriented, retail/wholesale/direct mail, and even profit/not-for-profit.

Masterson is the author of the Wall Street Journal best sellers *Seven Years to Seven Figures: The Fast Track Plan to Becoming a Millionaire*; *Automatic Wealth: The Six Steps to Financial Independence*; *Automatic Wealth for Grads... and Anyone Else Just Starting Out*; *Power and Persuasion: How to Command Success in Business and Your Personal Life* (all published by John Wiley & Sons); and *Confessions of a Self-Made Millionaire*.

**MaryEllen Tribby** joined the Early To Rise team just this past May as Publisher/CEO. Ms. Tribby brings over 20 years of publishing and business experience. After graduating from New York’s prestigious NYU, she accepted a position at New York’s PBS station *WNET/Thirteen* where her marketing passion was ignited. From there she went to *Times Mirror Magazines*, one of the largest publishing companies in the nation. Later she was recruited to manage a division of *Forbes*.

From there her corporate resume includes *Crain’s New York Business*, *Globe Communications* and most recently *Weiss Research* where she served as President. As a publisher, Ms. Tribby is determined to provide the finest research, content and products as well as partner with and hire only superlative people in the industry.

### **Boot Camp Option 2: -- Speaker’s Jay Abraham and Richard Schefren**

During these two days you’ll hear from two marketing geniuses. The first is literally in a class all his own, his name is Jay Abraham and he stands heads and shoulders above all the rest (probably because he’s standing on the mountains of money he’s made for himself and clients). You’ll also hear from Richard Schefren, a multi-millionaire multiple times over by having converted struggling business to stratospheric success, starting and creating other multiple-million dollar empires and coaching hundreds of others into building their own massive money-making machines.

#### **Jay Abraham**

As the founder and CEO of Abraham Group, Inc. in Los Angeles, California, Jay has spent the last 25 years solving problems and significantly increasing the bottom lines of over 10,000 clients in more than 400 industries worldwide. Jay has seen and dealt with every type of business you can imagine. And he’s studied and solved every kind of business question, problem, challenge and opportunity. Jay shows his clients how to take different success concepts from different industries and adopt them to their specific business. This gives Jay’s clients a powerful advantage over their competition. As a proven business leader with energy and vision, Jay has demonstrated the critical ability to stimulate true breakthrough thinking and execution throughout organizations, in all 4 vital areas of performance enhancement: strategy, innovation, marketing, and management. This is just the tip of the iceberg, remember, you’ll get

all Jay Abraham, all day; just imagine what that’s worth. To be honest with you, it’s so big we can’t even put a price tag on it.

**Richard Schefren** has offline built, run and sold multimillion dollar businesses in the fashion industry, music industry, and the hypnosis industry. He’s been profiled in numerous media including the front page of *The Wall Street Journal*, *Business Week*, CNN news, Fox News, and dozens hundreds of other TV, radio, magazines and newspapers. Rich has continued his offline success online.

He currently has over 70 niche specific product sites, and has orchestrated teleseminars with marketers like Jay Abraham, John Carlton, and many others that individually have grossed as much as \$2.5 million. Currently Rich maintains an elite marketing coaching program, where many of today’s top internet marketers and service providers are among his clientele.

#### **Option 4: VIP Super Pass – Exclusive Plan with Upgrades – Limited Registrants**

In order to ensure the exclusivity of this option, we are limiting the number of registrants who can participate. Okay, so here’s what you get with this option -- EVERYTHING! Period. You get the whole deal; you get to pick the pro you want to hear from during the two-day pre-conference, you’ll attend the two and one-half day Main Event where all the speakers give you they’re big picture overview from their remarkably successful perspective in their specialty arena, there is the three-day Boot Camp selection you’ll need to make where you get to pick the brains of the mega-business-star of your choice, AND then there’s the VIP stuff! That’s right, you’ll not only get to rub elbows with the conference speakers at a private VIP reception fit for royalty, but naturally a setting like this includes a stunning array of delicious delectable’s. Even more importantly, you’ll have a rare and precious opportunity to speak with these legendary business achievers in person in a gloriously relaxed setting. But wait, there’s more (there always is, right?) You’ll be treated like a king, or queen, as well during your entire stay with a room upgrade and special discounted 3-day park pass.

#### **A Powerful Success Potion Exclusively for You**

For this program option our staff at StrategicProfits.com has conjured up a success potion so powerful you just may see Merlin sitting in on some sessions. While we can’t (and won’t) reveal to you now some of the secret ingredients in this boiling cauldron five-day success stew, we can assure you though it does not contain eye-of-newt or the toe-nail clippings of rare bird from the Amazon.

#### **Grandiose, Extravagant & Eccentric – Whatever Your Idea, We’ll Help You Make It Happen**

What we can assure you of right now is this -- that by virtue of your commitment to this pricey but premiere option you possess an essential ingredient in your desire to reach whatever goals you may have - - regardless of how extraordinarily grandiose, extravagant or eccentric even it may be. And, we hope they are all these things, and more, because it’s more than likely when you complete this VIP program you will have the most powerful thing of all one can possess in both this world, and the netherworld – knowledge. Sleeping Beauty and the Genie aren’t the only ones who will perform magic for you when you join us for this luxury and life-altering program at Disney World. We won’t give you a cape, a black hat or a wand but we guarantee we will give you all the tools and knowledge-power necessary to make absolutely any dream or wish you have come true.

## **Speakers Page**

### **The Best Business Coaches and Marketers in the World**

#### **You Get It All – Best of All, You Won’t Be Pitched Products to Buy from our Speakers**

In a rare, ground-breaking, industry-revolutionizing trend, what makes this program even more special is the following: Each speaker will be talking on a virtually separate topic, so there is very little, if any overlap. You’ll be getting amazing information from each speaker, and best of all --- there is NO PRODUCT PITCHING. That’s right, incredible but true. Each speaker will be sharing with you their in-depth knowledge, no holding back. No teasers, no appetizer-taste of mind-boggling and valuable information so you can be sold products at the back of the room. You’ll get none of that. What you will get is the full course, the whole entrée at Strategic Profits “Live.” You get it all from these renowned marketing masters without manipulation, tricks, back-ends or up-selling.

#### **Here’s Our Absolute Killer Line-Up of Some of the World’s Most Successful Marketing Masters!**

##### **Tom McCarthy**

Your business is up and running, you’ve got people and product in place, but it’s not the cash-generating cow you expected it to be. Something’s wrong, something’s missing but you just can’t put your finger on it. Well Tom McCarthy can and his unique perspective, powerful insights and performance-enhancing strategies have turbo-charged many business leaders and their Fortune 500 companies. Not only will you be inspired and invigorated, but you’ll come away with instantly applicable ideas that will impact the bottom line, increase sales, improve customer loyalty, dramatically impact productivity and help your people breakthrough to new levels of performance.

##### **Jay Abraham**

Jay’s uncanny ability to increase business income, wealth and success by uncovering hidden assets, overlooked opportunities and undervalued possibilities has not only captured the attention and respect of CEOs, best-selling authors, entrepreneurs and marketing experts, but his extraordinary successes has also earned him an undisputed heavyweight title in the business world as “America’s Number one Marketing Wizard.” Jay’s clients range from business royalty to small business owners. But they all have one thing in common — they have all profited greatly from his expertise and now you can too. His advice has helped clients increase their business by millions, and you’re guaranteed to leave this session with ideas that you can immediately apply to help you increase your company’s performance and profits.

##### **Janet Switzer**

In internet marketing creating new products means your generating new profits and who better to learn that from than Janet Switzer, widely-recognized as one of the leading internet product developers in the country. Regarded as a marketing genius and business growth expert of choice for some of the world’s leading business and success guru’s, including master motivator, Mark Victor Hansen, Janet will show

you exactly how to turn expertise in any field into publishing assets and promotional activity that can generate millions of dollars in revenue. After Janet’s session you’ll be able to create products at will and give you the knowledge, practical steps and power to put the big bucks in the bank.

### **Frank Kern**

“They may not be pretty, but they’re cheap to build and make a lot of money.” That’s the way many have characterized websites created by Frank Kern, regarded in the industry as the godfather of the mini-niche website arena. Whether you presently have a site, or are trying to figure out what kind to put up to begin with, Frank’s unparalleled expertise and truly unique money-making brainstorming will open your eyes to the extra-ordinary opportunities you can uncover with a mini-niche website. Frank and his partner, Ed Dale, created the wildly successful “Underachievers Mastery System” for people like himself, who he considers lazy. He may be lazy but he’s made millions for himself and other lazy people too, and you’ll probably learn how to do the same, whether you’re lazy or not.

### **John Carlton**

Driving people to your website and/or your business and getting them to buy your products – that’s pretty much the bottom line, and it all starts with your message. That means you, or someone, has got to write copy to convince your reader that you’ve got what they want and they need to buy it right now. That’s what John Carlton does and he’s been doing it better than anyone else for the past twenty-five years as a super-successful award-winning copywriter converting the printed word into cold-hard-cash. Only sit in on this session if you’d like to learn invaluable tips and precious secrets you won’t find anywhere else from a man who’s made literally untold millions for thousands of entrepreneurs and businesses large and small.

### **Paul Sheeley**

Imagine combining four dynamic mind/body/spirit technologies - that individually have affected the lives of millions - into a potent force to maximize your potential? You don’t have to imagine it, this breakthrough feat and these extraordinary technologies have been packaged into one powerful program by Paul R. Scheele the founder and President of LearningStrategies.com. Successfully combining four highly-expert areas into one life-transforming package that is synergistically empowering beyond belief, Sheele shows ordinary people (which is most of us) how through neuro-linguistic programming, accelerated learning, preconscious processing and universal energy has been converted into a highly effective and potent package family of self-growth programs. If you’re ready for the complete make-over starting from the inside out, this session is for you.

### **Jeff Walker**

You’re sites up, your product(s) in place, and the clock’s ticking down to your “launch.” You get one shot at coming out into the marketplace and the best way to do it is with a blast that will propel your sales the instant you flick your site’s “on switch” or hit the “send” button. If you want to learn how to make the

absolute most out of your next site or your next product launch then this is a must-see session for you. Jeff Walker is singularly regarded as the one person responsible for creating the “product launch.” You’ll leave with information and ideas that will send your mind reeling and the profits from your next launch skyrocketing into the stratosphere.

### **Mike Filsaime**

Are you getting the maximum amount of profit-making performance out of your site or your business? If not then you’ll want to hear what Mike Filsaime has to say about how to change that. Mike is an author, software developer, renowned speaker, personal coach, business consultant, and most of all, an intensive marketer. As the creator of one of the fastest selling multi-media home study courses in internet history – selling \$1,000,000 in just 5 days – “Butterfly Marketing” – he’s responsible for promotions that make as much as \$75,000 in less than 24 hours. He will share the power of safe lists, how to build your own opt-in list, the importance of name branding, how money can be made from free sites, the viral effect of membership sites, carbon-copy marketing, and much more.

### **Patricia Hutchings**

“You’ve got potential.” How many times have you heard that one? Well, the question is how do you convert that potential into something tangible, like finding the right job, career or profession and figuring out how to put lots of money in the bank. The best person to answer that question is Patricia Hutchings, a professional instructor and a talented author dedicated to promoting the potential of her clients. She has spent over 15 years successfully unlocking untapped energy that fuels success. She can help individuals or entire teams begin utilizing the dynamic drive that makes work, family and life more productive and more satisfying. If you’re ready to finally tap into you’re your undiscovered and underutilized potential to become more effective and profitable, this is the session for you.

### **Rich Schefren**

**Richard Schefren** has offline built, run and sold multimillion dollar businesses in the fashion industry, music industry, and the hypnosis industry. He’s been profiled in numerous media including the front page of *The Wall Street Journal*, *Business Week*, CNN news, Fox News, and dozens hundreds of other TV, radio, magazines and newspapers. Rich has continued his offline success online.

He currently has over 70 niche specific product sites, and has orchestrated teleseminars with marketers like Jay Abraham, John Carlton, and many others that individually have grossed as much as \$2.5 million. Currently Rich maintains an elite marketing coaching program, where many of today’s top internet marketers and service providers are among his clientele.