

**FOR GLAZER-KENNEDY MEMBERS ONLY**



# ***F-A-S-T*** **IMPLEMENTATION** **BOOT CAMP**

*Cutting Edge Curriculum Created Personally by Company Co-Founder BILL GLAZER*

**NO FEE REQUIRED - FAST BUSINESS GROWTH IMMINENT**

**WARNING: Nearly 185 Glazer-Kennedy Members are being called to duty!**  
**Limited Seating. RESPOND IMMEDIATELY - Training Officially Closes When All 185 Seats Are Filled!**

**Your Mission:** Infiltrate a **TOP SECRET** 2-day GKIC Members ONLY Operation ...

**Your Target:** Seize heavy business artillery **FAST** (a.k.a. explosive business growth strategies) and discover ...

**How To Quickly & Easily IMPLEMENT Glazer Kennedy Marketing in Your Business For FAST Growth**



At the F-A-S-T Implementation Boot Camp, company Co-Founder Bill Glazer shared his secrets with a jam-packed house of GKIC Members eager to discover the unique strategies and tactics that destroy your competition on the business battlefield. Read this IMPORTANT Message for details on the next Boot Camp Coming Soon to a city near you!

Dear GKIC Member,

**THIS IS FOR YOU** whether you're new to marketing your business - in which case you'll leave with advanced marketing acumen, or if you've been a student of marketing for quite some time - you'll discover little hinges that swing BIG doors wide open in your business to let hidden profits pour in! Here's why you NEED this training ...



If you're like most Glazer-Kennedy Members, you're rightly convinced that our unique and outrageous marketing strategies work, as is evident by the tens of thousands of Glazer-Kennedy students, worldwide employing these powerful strategies with tremendous success. . .

as a GKIC Member, you're still likely feeling a range of isolating emotions that leave you ...

✓ Wondering how you can consume all the information you receive in the GKIC newsletter, Gold CD, and other materials in a way that will **have the information sink in FAST, so you can implement it FAST, and GROW YOUR BUSINESS FAST!**

✓ **Unsure where to start** to implement Glazer-Kennedy marketing in your business,

✓ Feeling like **a lost and lonely soldier doomed to do battle in the business jungle, alone** without the tools and strategies you need to make YOUR business the DOMINANT business in your community or business category.

And worse, you might still be thinking that your business is *different*. That's the thinking of an AWOL business soldier.

At Glazer-Kennedy we believe and have proven over and over again that all businesses **including:**

- ★ small businesses
- ★ businesses
- ★ selling to businesses
- ★ service businesses
- ★ professional practitioners
- ★ sales professionals
- ★ authors & speakers
- ★ consultants
- ★ entrepreneurs of any kind

are the same in that ...

You are NOT in the business of doing taxes if you're an accountant ... you are NOT in the business of dispensing legal advice if you're a lawyer, you are NOT in the business of selling 'how to sell a Membership Site' if you're selling online, you are NOT in the business of cutting meat, baking cakes, or making candles if you're a butcher, baker, or candle stick maker ...

You're not in the business of doing the thing that you're business provides ...

## **YOU ARE IN THE BUSINESS OF MARKETING YOUR BUSINESS!**

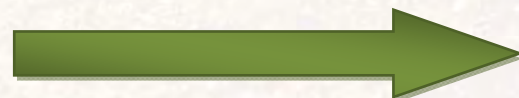
And that is why our sole mission is to provide you with proven and effective marketing advice, strategies, resources, and know how so you can MARKET your business effectively (for MAXIMUM PROFIT & GROWTH) - because after all, that's the business you're in.

### **WOW! Just WOW!**

Since joining GKIC, I've been reading and listening to Dan and Bill's newsletters, books, and CDs - but having 2 Solid Days in person with GKIC-style marketing experts was an invaluable experience. It all makes more sense now. Seeing actual examples and hearing explanations reinforces it all.

I'm so glad I took the 2 days to attend this boot camp. I learned so much. **I know when I go back and implement just one or two of the things I learned - it will increase my profits dramatically!**

Mary Forte  
GOLD Member  
Bensenville, Illinois



This is about YOUR BUSINESS becoming the DOMINANT business in your community or business category, shutting out your competition and putting an iron cage around your customers.

That's why - especially for GKIC Members - we're inviting you to attend this-

## ***F-A-S-T* IMPLEMENTATION BOOT CAMP**

**Designed to arm you with EVERYTHING YOU NEED to Quickly & Easily IMPLEMENT  
Glazer-Kennedy Marketing in Your Business For FAST Growth**

I've included a little toy soldier with this letter to get your attention and put you in the right state of mind for what you're about to experience. You're going into battle and your mission, as stated in the beginning of this letter is to **SEIZE HEAVY BUSINESS ARTILLERY** (a.k.a explosive business growth strategies).

During this **FREE 2-day BOOT CAMP** you'll spend TWO AMAZING DAYS live and in person with three highly decorated 5-Star Generals of "Glazer-Kennedy" style-marketing personally selected by me.



Your first 5-Star Marketing General is **Darcy Juarez**. Darcy has spent the last 7 years creating marketing systems in the direct response and information marketing world that have gained national attention and earned her Accolades in 2007 and 2009.

As the Director of Marketing/Operations Dentist Profits and The Team Training Institute she grew revenue from \$1 Million to over \$29 Million while starting four additional companies. She has developed some of the most successful and profitable product launches for top marketers by incorporating her perfected system of automation, implementation and delivery.

In addition to her marketing expertise, Darcy is an accomplished speaker, presenting for organizations such as Infusionsoft, Dentist Profits, The Team Training Institute and The GKIC-Insider's Circle. She has taught thousands of business owners her step-by-step strategies for creating their own success.



Your next 5-Star Marketing General, long-time GKIC Member **Derek Freund**, landed on "Planet Dan" over 15 years ago and quickly joined one of Dan Kennedy's high-level mastermind groups. Implementing proven Glazer-Kennedy Marketing Strategies, he grew his "bricks and mortar" business into a mega-successful niched direct mail, printing, and design company.

In 2007, Derek took ownership of the S.E. Michigan Chapter of the Glazer-Kennedy Insider's Circle as a No B.S. Certified Business Advisor. He is also a GKIC Certified Peak Performer Mastermind Mentor and Expert Solutions E-mail Marketing Partner for Constant Contact™.

A busy schedule has Derek actively running a monthly GKIC Chapter meeting, facilitating four mastermind groups, and consulting with a core group of private clients that he coaches and writes ad copy for. In early 2012, Derek and Dan Kennedy will be co-authoring the newest edition of Dan's most widely published book, The Ultimate Success Secret.





Entrepreneur and GKIC Business Advisor in San Diego **Henry Evans** is your next, 5-Star Marketing General. Henry has been involved in getting results with sales and marketing for over 20 years. He began his sales and marketing training "on the streets" selling the "Buffalo Evening News" at age 14.

Henry has been successful on the front lines and in leadership capacities in software companies, hardware companies, commercial real estate firms, and manufacturing organizations. He's successfully sold everything from newspapers to office buildings, kitchen remodeling to enterprise software licenses and even Cutco Cutlery (yep, kitchen knives!).

He has generated over \$15 MILLION in sales and has engineered a \$189,000 payday in 90 minutes. Henry currently manages and runs 4 different businesses, has created over 15 web sites and taken more than 10 products to market.

As the ancient proverb goes ...

*Better to Spend One Day with a Master than 10,000 years of Study*

*(at this F-A-S-T Implementation Boot Camp, you'll get 2 days with 3 Masters!)*

## HERE'S WHAT YOU'LL DISCOVER AT THE LIVE EVENT...

(from three 5 Star Generals of "Glazer-Kennedy" style-marketing, determined to drill and mold you into a finely tuned, elite, Special Forces Business Soldier prepared and armed to WIN ANY business battle with ease):

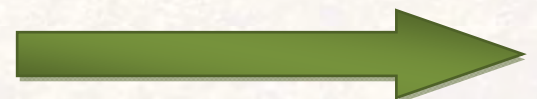
- ★ How to create A **Unique Selling Proposition** for your Business so yours is the clear choice of your customers or prospects
- ★ The "**8- Direct Response TRIGGERS**" that you must know in order to DOUBLE or TRIPLE response in all of your marketing
- ★ **ONLINE MARKETING:** How to drive MASSIVE Amounts of Qualified Traffic to YOUR Web Site(s) - to directly sell products/services OR promote any business, Secrets for **BUILDING SQUEEZE PAGES& WEBSITES** that Absolutely Capture Traffic, **TRIPLE** your online sales/conversions, and Secrets for Productive, **PROFITABLE E-mail Marketing NOW**
- ★ The Single Most Valuable Time You'll Spend On Growing Your Business Each & Every Year
- ★ How to **CHOOSE The RIGHT MARKET** for your Business so you can focus with laser-like precision, cut your waste to zero, and get **MAXIMUM** results from all of your marketing.
- ★ Fundamentals of Crafting a **COMPELLING MESSAGE** that will have your prospects whipping out their wallets to buy from YOU.
- ★ How to find the **HIDDEN GOLDMINE** in your own Customer List (there's a fortune to be made with just this bit of information alone)

### Created his USP in One Evening...

My biggest take-away was getting clear on my Unique Selling Proposition (USP). A big piece of feedback I have been getting is that people are unclear about how I can help them. They know I COULD help them, but they don't know how.

Using Bill Glazer's fill-in-the-blank template, I was able to tailor my USP for 3 specific niche markets - All in One Evening

Conrad Hall  
DIAMOND Luxury Members  
Morris, Illinois



- ★ The 3<sup>rd</sup> Easiest Customer to sell to (You can easily get them and probably don't even know it.) **NOTE: You'll leave the Boot Camp with an actual marketing campaign ready-to-send to sell to these customers.**
- ★ **The 10 Money-Making Rule\$** you'll learn to live by and LOVE!- as a Glazer-Kennedy Insider
- ★ **"The Secret Sauce"** ....**S & D Marketing**: How to transfer winning offline and online campaigns from one Industry to another (this is where the big business breakthroughs occur - master this skill and watch your profits soar!)

### **ADVANCED BUSINESS WEAPONS TRAINING YOU'LL ENCOUNTER:**

#### **Tactical Lesson: Build-Your Glazer-Kennedy Vocabulary**

You might have picked up on a few new words since you became a Member, but this tactical lesson will inundate you with the language you need to know to understand and employ this special kind of marketing. Words like "Swipe File" and "Mastermind" are far from just words ... they're part of a special language spoken by the elite special forces of Glazer-Kennedy Members worldwide ... it's the language of business professionals armed with the weapons to win ANY business battle and you'll learn it all at this 2-day boot camp.

#### **Tactical Demonstration:**

#### **Meet our elite Special Forces Leaders**

Glazer-Kennedy Members who have experienced tremendous growth by employing our strategies. You'll see firsthand the powerful promotions that have added zeros to their bottom line including examples from **small businesses, businesses selling to businesses, service businesses, professional practitioners, sales professionals, authors & speakers, consultants, and entrepreneurs of any kind.**

#### **ADVANCED Tactical Lesson:**

#### **OUTRAGEOUS ADVERTISING**

OUTRAGEOUS Advertsing examples, including several from the personal swipe file of company co-founder, Bill Glazer, the best-selling author of **OUTRAGEOUS Advertising That's OUTRAGEOUSLY Successful** and a man famous for his outrageous advertising campaigns. This session will show you how to cut through the clutter and get noticed!

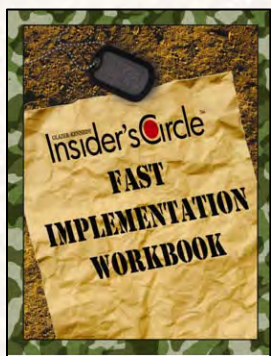
#### **An IMMEDIATE Solution to my Cash Flow Challenge...**

"My biggest take-away was the fill-in-the-blank done-for-you "Lost Customer Campaign" This hit me square in the face as an IMMEDIATE solution to my current cash flow challenge. I am supremely confident that I can execute this plan within the next 30 days and expect to close at least \$20,000.00 worth of NEW business that was previously lost to me."

Bill Metcalf  
GOLD Member  
Oak Park, Illinois

### **SPECIAL BONUSES FOR BOOT CAMP ATTENDEES:**





**Boot Camp Bonus #1:** Every attendee will receive a **FREE Fast IMPLEMENTATION Workbook (a \$300.00 VALUE)**. You'll use this as your battle planning guide throughout the Boot Camp. It's over 100 pages of precise, step-by-step instructions and examples that you can plug right into your business IMMEDIATELY to get you up and running (and PROFITING) from our kind of marketing in a hurry.

**Boot Camp Bonus #2:** You'll also receive completely FREE "The Definitive Guide to Using 3D Mail in Your Marketing

Campaigns," (a \$97.00 VALUE) - a 42 page catalog AND CD, along with proven and successful **fill-in-the-blank sales letters**, examples, sample headlines, strategies, and ideas of how to incorporate this proven direct mail technique into your marketing.



**Plus ...** On January 23, 2012, the night this mission begins, you'll get an opportunity to meet and network with your fellow Boot Camp trainees at a wine and cheese reception. This is the place for you to network and form lifelong relationships that will benefit your business for years to come.

When you add in the Bonuses it's worth even more than that. There is **NO FEE REQUIRED**, but you must submit a 100% refundable \$97 seat deposit to secure your spot. When you register at the Boot Camp, your deposit will be refunded. You can even bring up to two guests for FREE too (same \$97 refundable seat deposit required for each). Bringing guests is a smart thing to do because when you leave the boot camp you'll go home with people who are on the same page as you and you'll be able to implement Glazer-Kennedy marketing even faster.

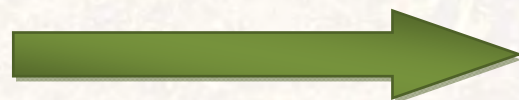
If you're as serious about business growth as we think you are, you won't hesitate to accept this mission. **Fill out and fax (or mail) back the enclosed "Mission Acceptance" Form immediately or register online at [www.dankennedy.com/bootcamp](http://www.dankennedy.com/bootcamp)**. Once you register, you'll be notified of the hotel in Los Angeles, but hurry because **seating is limited to 185 by the Department of Defense**. Don't miss your chance at a unique, live, in-person training with three 5-Star "Glazer-Kennedy" Style Marketing Generals.

Dedicated To Helping You GROW Your Business **FAST**,

*Dan K*

Dan Kennedy  
Glazer-Kennedy Insider's Circle™  
The PLACE for PROSPERITY™ **Without the Bull**

P.S. As a reminder, those who accept this mission will receive two FREE Bonuses for attending ...



a FREE Fast IMPLEMENTATION Workbook (a \$300.00 VALUE) and "The Definitive Guide to Using 3D Mail in Your Marketing Campaigns" - a 42 page catalog AND CD (a \$97.00 VALUE).

P.P.S. Again, it's "better to spend a day with the master than 10,000 years of study." Just imagine what these 2 DAYS with 5-Star Generals of "Glazer-Kennedy Style Marketing" will do for your business. Your opportunity to get 2 days of pure study with these masters dwindles as the clock ticks because seating is LIMITED for this mission. Complete your "mission acceptance form" and fax or mail it back IMMEDIATELY or register online at [www.dankennedy.com/bootcamp](http://www.dankennedy.com/bootcamp).

### **If you're Still on the Fence, Read these Comments and Join the Growing Army of Glazer-Kennedy soldiers who came to the F-A-S-T Implementation Boot Camp and Transformed Their Business Lives...**

"My daily prayer time has DRAMATICALLY increased to thank God my competition did not attend this boot camp to witness how REAL MARKETING is done!"

Gil Jimenez, Gold Member, Chicago, Illinois

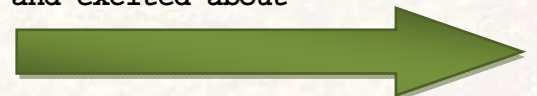
"I got more done last night than I have in the last year. I was so focused last night; I think I could have written a book if I would have had a few more hours. I started with my 'Sydney' and my USP. Then I finished a 90 day implementation plan that I already started on. **I found 6 great outrageous advertising campaigns that I can S&D to fit my company..** Between my current list and my lost customers I know exactly what I want to do."

Brenda Marquardt  
Gold Member  
Kaukauna, Wisconsin

"When you land on the marketing planet of Glazer-Kennedy, it can be a very threatening experience. **These two days at the F-A-S-T Implementation Boot Camp... singly handedly... allowed me, and others in attendance to get our mind around the exact stuff that must be on my radar screen to either get started or to get re-started.** The key point is- you don't have to sort through books, CD's, DVD's, seminars, workshops, and manuals yourself... Glazer-Kennedy has done the work for you. I have never before found, in one place (in two days) more ready-to-use ideas, fill-in-the-blank examples, tools I can use, quick-start concepts and sequences that will allow me to hit the bulls-eye when I implement what I got during these two days."

Thomas F. Ribar  
DIAMOND Luxury Member  
Grafton, Wisconsin

"I landed on the planet! Before this weekend I just hovered with an understanding and awareness that I could do it. Now that I have landed 'I Must Do It'. It is real and tangible, it is in my hands and though I cannot participate in everything presented I am empowered and excited about



the decisions I am taking home to implement. I have several foundational tools that I am taking home with the understanding and belief to implement."

Scott St. Onge  
Gold Member  
Martinsville, Indiana

"DON'T PAY THE RANSOM! I ESCAPED!!

I escaped from the past, from the well-wishers and nay-sayers and spent 2 days with people who were doing it! And making it happen in their business and their lives. I realized I do not need to blaze a new path, but merely follow in the footsteps of those G&K entrepreneurs that have gone before. S AND D!!!"

John Stone  
Gold Member  
Chicago, Illinois

"I had previously been overwhelmed by all of the ideas that come to me in the NO BS newsletter, Gold Letter, and monthly CD's. Here at this conference it was like I was being spoon-fed with bite-size chunks of proven, simple marketing processes. Now I feel I can implement many of these ideas rapidly and simultaneously because hearing them explained made more sense to me than reading the same ideas in the newsletter.

Most of these marketing projects are simple and can be worked like recipes in a cook book. **The 'Lost-Customer Reactivation System' alone should make me enough money this year to pay for my GKIC investment for 5 years!"**

Danny Stusser  
Gold Member  
Seattle, WA

**"What I've learned in two days is more than I learned in two years!** I've recently left an accounting firm where in I agreed to join because the managing partner had promised in exchange for my services, that he would teach/train me on how to acquire clients. After fulfilling my part of the deal, I was frustrated because I had got the short-end of the stick and had wasted two years of my life. So I came to a free GKIC Boot Camp and got in two days, what I have been seeking for two years."

William Clanton  
DIAMOND Luxury Member  
Staten Island, New York

**JOIN THE GROWING ARMY OF BUSINESS OWNERS,  
ENTREPRENEURS, AND SALES PROFESSIONALS  
GROWING THEIR BUSINESS IN ANY ECONOMY...**

**Register for the F-A-S-T Implementation  
Boot Camp today...before it sells out!**