



Mindshift

In Association with

Preeminence



NIGHTINGALE CONANT

This story is an example of how it need only take a simple joint venturing idea to generate a huge profit.

Nightingale Conant years ago realized that there were tons of seminar people that only saw seminar-giving as a linear process. At the end of their seminars, if those seminar companies never sold anything else, Nightingale went to them and said, "If WE provide the staff and the programs, will you let us sell CDs of those programs in the back of the room at the end of your live seminar if we share profits?" Millions were shared on this "Ah ha!"

