

# Master of Recessionary Income Orientation Call #1

**STEPHANIE:** Welcome, and here's Jay.

**JAY:** Thank you, Stephanie. Hi everybody, and thank you at short notice for accommodating my invitation to get acquainted. This is a very unique and sort of an unprecedented first time program. We've never done this one before, and I wanted to really sort of share with you my intentions, my objectives for you... the outcome I hope I can engineer... introduce you to a colleague of mine who will be collaborating throughout the process to support you and me... tell you a little bit about what I expect will happen... give you a little comfort with how I am to work with...

And then, with a little bit of cooperation from you, get to know you, and just sort of get to know a little bit about your circumstances and your situation. And this will take as long as it does.

There's a small group on today, and it's probably because we didn't get the invitation out as early as we wanted. And we're going to have another one of these Tuesday, and you're very welcome to be on that too if your schedule accommodates, because you'll get to know more of the participants in your group.

So let me start. Obviously, I'm Jay Abraham, and I'll be your guide, your mentor, your pilot, per se, over the next... what is it, 13 months? 13 months, presuming you want to continue in the program, during which we will very systematically go through an orderly progression that will cover each and every one of the elements we talked about in the original promotion you listened to, along with the examples that I gave on that two-hour short course primer.

You're already in the process. After you basically signed up and got confirmed, we sent you the password so that you could become familiar with the confidential resource vault that we have up, and on that vault there's some number of reports. I think there's almost 2,000 pages. There's a lot of really cool stuff there, and I invite each and every one of you to, on a daily basis, visit and read, or listen, or reflect on every one of them, because they're up there as filler.

We're very, very, very fortunate. In the course of my life work... in the course of my service to some very prominent clients... in the course of just the interactions I have done in my life, we've been able to really create, accomplish, amass, and produce some really extraordinary documents that are very compressed with rich, rich, rich intellectual content. And if you will systematically review them, and I will start giving you a real orderly sort of a directive when we get on the real, live call... But right now I just want you to know that I think you'll enjoy thoroughly reviewing all the documents.

Just a couple of recommendations: The interview of me from Tony Robbins is quite popular, and it gives you a good foundation in my belief system. The interview I did of Stephen M.R. Covey on trust is quite impactful. The interview I did of Stephen Covey on passion is quite important. Understanding and embracing the Strategy of Preeminence (These are all documents that are up on that board) are extremely important. There's an interview, I think it's called "Encounter," it may not be called that, but with a man named John Dudeck --- two of them. There's two different documents there, and they're all about how to make yourself about three times more effective and productive, and stop dissipating your opportunity cost, and your time, and your energy. There's something called "The Wealth Report." There's something from a Chris Howard event.

These are all different spins and twists and slants and nuances on my body of work and thinking. And they're all up there because we want to expand your CAT scan understanding of all this before we really start the ball rolling. There's a lot of transcripts. There's a recording. There's a course on joint venturing, and there's just a lot of cool stuff.

That's only one part of your participation resource and reference library. There are a number of hard goods, meaning materials, CD sets, books... There's a set of books, I think, is it 2,000 pages? I can't remember what this is. And you will affirmatively be receiving that. Very frankly, and very honestly, you're going to get one or two components in the next couple of weeks while you're still in the test drive mode, but the vast majority of them, and they have a market value which is probably exceeds \$10,000. We really sell them individually for those kind of prices. But you'll get all of them after you stay in the program, and they're designed to do two things: dramatically support and integrate with the progression of mentoring sessions we do. And then they're designed to be your lifeline and safety net for the rest of your life when the mentoring program concludes at the end of the 13 months. And they're just cool things, and they were already enumerated in the program. And I think I'll put that back up, too, so they can relisten to it. That might be very good, too. So we're going to put back up on your resource ---

The resource vault is a very dynamic, sort of an entity in sorts, because we keep adding to it as we get to know and understand the individual participants in a various group or program. Because I have, to my great delight, an extraordinarily rich and vast source of components that I can draw from to put up on the resource, and we try to keep evolving it as we get to know the various participants, their hopes, their dreams, their challenges, their skills, their abilities, their needs... And that will happen with you, too, so if I say, "I'm going to put this up," it'll happen almost every week. Unfortunately, the person I'm going to introduce you to gets a headache every time I say that, because he's got to go scurry and find it, and put it up.

But we want you to have every advantage, every edge, every support, every enhancement, every high viability enhancer that's going to help you make the very most from this program for yourself, your family, your financial future.

Let me then move to a little bit of an explanation of the process. The program you are on the precipice of being part of, the journey you're going to be taking, hopefully for the next 13 months, is really cool in its content. So let me tell you how it will progress so you're very comfortable.

First, every month will be divided into two different activities. One session every month is going to be keenly focused on curriculum, and the curriculum is progressive. It will be building, and building, and building, and reinforcing, and solidifying, and utilizing each progressive step. So every month you will be given a specific study/homework assignment. It will not be oppressive. I can promise it'll be exhilarating, stimulating, exciting, enriching, and very, very liberating.

And usually --- and it changes, depending upon the progression we're at, it'll be something like, listen to two hours of CDs from the hard stuff, the physical things we'll send you... read 40 pages from such-and-such a document that's on your resource vault. And then, depending on whether it's a DVD or a collection of reference books we give you, you will either watch or read some other data from the physical goods we give you.

Then on the call, once a month, on the curriculum call, we will as a group discuss what you got out of that study process. And we will solicit and canvas the perspectives of as many different people in the group who represented many different experiences, thought processes, and perspectives as possible because it'll give each one of you an extraordinarily expansive context and spectrum of understanding.

We have done this many times in the past, and it's probably the most powerful, accelerated growth and achievement enhancing dynamic you will ever experience. And listening to all the different interpretations, perspectives, ideas, insights, realizations, epiphanies, revelations that each person in your group got that you didn't expands your thinking, your understanding of what's possible, and your motivation by a geometric manner. That's what we will do on one session every month.

The other session every month will be interactive, where we will just be talking and choosing different people, and we will be exploring what they're trying to do... what their skill sets are... connecting the dots... trying to show them the fastest track... the shortest distance... the least difficult... the most rewarding... the most evident, but not necessarily obvious way that they can use the progression of this training to create for themselves the financial and the psychic richness and prosperity that I think you're all after.

I want to introduce to you right now my colleague. His name is Spike Humer, and Spike is not his real name, but he looks like a "Spike" if you met him. He is our COO. He's also the head of our consulting division. He's a very dear, and valued, and highly respected colleague of mine. He travels and does training programs with me, and he's extraordinarily well skilled in organizing change in linear teaching, and he's very masterful at taking some of my very evolved and sometimes wildly profitable, but a little

sophisticated commentary and torquing it down, and translating it, and organizing it into easily usable and transactable activities that you can easily master.

So he's going to be on every call with me, acting as your advocate, as your champion. Like, we go to Japan, and we do seminars where we speak in English, and there's a translator that simplifies it, translates it, and re-presents it. He's your torque converter and your actionability translator. Spike, hello.

**SPIKE:** Hi, Jay. Thank you for letting me be here.

**JAY:** Thank you for being here on behalf of all these people. And because you are as critical a part of this, and this is a process that we have used very effectively... By the way, before I turn it over, Spike, because I want him to make some comments, too, just to help you get comfortable with the process you'll be experiencing... Know that every month you will make progress. Very quickly, you will have an understanding of things you can do right away that can monetize. As we go forward and get deeper and deeper in the program, you will get more and more significant, substantial direction, understanding, education and training.

I don't want to bore you with the reiteration of all the different components we're going to go through. You listened to that on that first two hour call. We'll put an audio of that call, less the proposition, back up for you so you can hear it again if you want to just to get your juices flowing until we start. The first call begins, when, Spike?

**SPIKE:** I don't have the calendar in front of me. It's the first week of March.

**JAY:** It's the first week of March. I think it's the 5<sup>th</sup>, but don't hold me to that. We left a message on your phone, hopefully, if we have your phone number telling you, but you'll get formal notification. It'll always be posted in the resource vault, too, so if you don't know what to do it's always going to be in the resource vault.

Any call we ever have, any mentoring session that is scheduled, if for any reason you can't be on it... if for any reason you have to come late... if for any reason you have to leave early... if for any reason you've got some other stressful diversion, and even though you're listening, you don't hear... if for any reason you're listening and it's so exciting that you get all spiraled out on thinking about one concept, and you don't really grasp the rest of the things discussed because your mind's so focused on the first idea --- it will always be archived in an audio format so you can relisten over and over again.

We recommend and encourage every member, every participant to try and listen to each call at least once after the live one if you're on it live, and twice if you're not and as many more times as you can because there are --- and I've very proud of this, and with Spike's collaboration it's multiply enhanced. But there are so many nuances, and so many facets of this that the more times you listen, the more dimensional it becomes.

Spike, why don't you make some comments, because you're going to be an integral part of this, and I want them to get to know you as well, and then we'll get to know them.

**SPIKE:** OK. Well, first of all, it's a pleasure and an honor to be working with you at the beginning of this program, and hopefully we'll have not only a very successful mentorship here for the next 13 months, but we'll also learn a lot, have a lot of fun, and build some lasting success.

One of the things that I would say is that this program is not dissimilar from other programs that Jay's done, or other programs that he and I have done together. But there is a critical distinction that's built into this program, perhaps more so than any other program that Jay and I have done together, or programs that Jay's done that I've been involved with or been aware of.

The program itself is really balanced between having an education, having the tools, having the knowledge, having the insights, having the mentorship to give you lasting success, and that's really something that's inherent in every program that Jay does, and everything that we've ever done together.

But in addition to that, this program, specifically because of the economy and the fact that there's a lot of uncertainty in people's financial world, and in many other parts of their world, lives, and environment, we've also built into the program what we believe are some of the tools, techniques and strategies that are designed to give you quick wins. Because we recognize that while this is a 13-month program, we don't want you to wait until 13 months before you have an impact on your financial situation or financial future.

The other point that I would make regarding the materials: Jay went through a listing of some of the materials that are there, and I think if you go into the resource vault, the members' forum, you'll see that there are a couple of categories. You have the MPI transcripts and the MPI recordings, which are components of a program that we just finished up not too long ago that was wildly successful and well received, but also very transactionable for people.

But also, you'll see a segment in there that says "Other Resources." And if you click that and open it up you'll see that there's just a tremendous amount of materials and information. Now, two things I want you to do with that: One is I want you to look around and see what's there, and I want you to be familiar with some of the stuff so you can go in there, and you can open up some of the documents, and read some of the things, and you can notice that not only is there a tremendous amount of information, there's also a great wealth of knowledge.

But the thing that I don't want you to do is look in there and get overwhelmed, because one of the things that we'll be doing as part of this program is that we'll be giving you the information, the materials and knowledge in a very digestible, very actionable, very learnable, and very absorbable format. So that when you see all that

information, don't think that it's something you have to do every single month or memorize from start to finish. We will be giving you guides and a process that allows you to go through that to get maximum value.

Now, if you want to get a jump on the program or process, by all means, jump in there and listen, and look, and read, and print out, and go through a lot of the materials, because it is an incredible resource library. And as Jay mentioned, that's just the beginning. There'll be more materials that'll be shipped to you later. There's be materials and information that'll be posted as we go.

And the real advantage, I think, to this program, like a number of other programs that we've done, is that we have the ability to customize it based on the needs of the group, based on the direction of the learning, and based on the results that people are achieving. So if there's something that doesn't exist and it needs to be created, we can create it. If it's something that exists that hasn't been included, we can add it. If it's something that most of the group really has a great handle on, we don't need to spend a lot of time on it. So we really have the ability to customize and position the materials in such a way that we can give the group the maximum outcome and impact possible.

**JAY:** Good. All we want to do today is get you very comfortable with us... trusting us that we have your best interests long term at heart... feeling confident that we really are going to put you through an extraordinarily enjoyable, comfortable and gently progressive growth process that will not be intimidating, or awkward, or difficult for anyone who's committed. And we want to get to know you.

One of the things that is very important to this kind of a program, and it's actually quite wonderful, but I need you to appreciate and enthusiastically embrace it, is it's totally collaborative. It's not Spike and I just sitting here doling out lecture-based, theoretical ideas. It's all about real life examples, case studies, participant situations, doing interactions with people... That requires you to be comfortable, trusting, and a little bit vulnerable enough to be open to when we call upon you, not being afraid to interact, and we call upon you for lots of things.

In the beginning we're going to call upon you --- not today. We will call upon you just to get to know you very comfortably, just to learn a little bit about you. But in the curriculum sessions when we call upon you, we want to know what your interpretation was or is from whatever segment of the homework we're discussing. In the interactive, the hot seat part, we'll want to know about what you're doing as we progress with it. In the beginning, we might do more curriculum.

We always reserve the right to have flexibility, because we're not so rigid that we just do something to be doing it. We very carefully monitor, measure, observe, and adjust the response, the progression, the level of achievements that the group is reporting in the first stages, and we might shift and do a couple more curriculum calls up first, and more of the other as we get on. But it works towards your best outcome.

But the point is, we ask all of you to openly, enthusiastically, and most importantly, trustingly (if that word exists) interact with us. We want to hope that each and every one of you will so enthusiastically do your study requirement. It's not going to be daunting. It'll be really doable if you just put an hour or two every week into it. It's not going to be that difficult. And if you do just that, you'll have a lot of perspective to share, and you'll be able to relate even more to a lot of the really marvelous perspectives and exciting differing points of view that all your other colleagues in the group will share.

But when we call on you, please don't flinch. Don't get uncomfortable. Every member of this organization, meaning you all on this call, are there for the betterment, and the support, and the collaboration of one another. It's the ultimate mastermind alliance. It's the ultimate amalgam of support. It's the ultimate brain trust, and each and every one of you are a critical part, so please feel comfortable.

Before we go to meet you all... And there's not a lot of people on this call, so it won't take long, Spike, is there anything else you want to add? OK, well, here's what I'd like to do: We have a list of who's on the call, I think, don't we, Stephanie?

**STEPHANIE:** Yes.

**JAY:** OK, you do, OK. So Stephanie will call your name. When she does, what I would ask you to do first of all is respond. Don't be afraid, because we're only here to help, and to support, and to help really enrich your life, and your level, and your prosperity path, so to speak.

When you're called upon, tell us whatever business you're in now, or whatever business you're trying to get into. Tell us what your goal is from this program. Tell us quickly, because we only want a couple of minutes on each, whatever you've done so far, if you have your business, how it's doing, and if you've got a startup, how it's doing or what you've been maybe frustrated by, and what you think your biggest strength is, and what you think you would appreciate having the greatest help overcoming. That's pretty good, isn't it?

**SPIKE:** Mm hm. Absolutely.

**JAY:** So Stephanie, spin the dial and pick somebody and announce their name, and when she does, you're already open, right? All you have to do is start talking.

**STEPHANIE:** OK, let's see... Dick, your line is open.

**JAY:** Hi, Dick.

**DICK:** Hi.

**JAY:** How are you? I hope that what I explained, and what Spike explained is more positive and exciting to you, because it's very different than what you guys are probably used to in anything else you've done. I hope that it stimulates your imagination.

**DICK:** It should work good.

**JAY:** OK, tell me a little bit about yourself and your situation, Dick.

**DICK:** I have worked about 45 years in the news and publishing industry, and went through some major medical that kind of left us in some heavy debt, and left me disabled, so I'm trying to take that knowledge now and shift to an online type business where we can utilize our knowledge and skills with that, where we don't have the mobility we used to have.

**JAY:** And do you have a business already in place, or are you contemplating it? And if you do have one, tell me the product or service... and if you don't, tell me if you're thinking about one... and if you're not... By the way, there's no wrong answer. So we're just trying to grasp the various sort of circumstances, the situations, the hopes/dreams of each person that's in the group so we can make sure that we modify the curriculum to be as valuable to everyone as possible.

**DICK:** Yes. I've had a traditional publishing business from the traditional sense of publishing, and we want to shift now to going to doing the marketing using some of the newer technologies.

**JAY:** Good. What --- can I ask, is it fiction, non-fiction, reference...? What would it be? What kind of products?

**DICK:** Non-fiction books and reference-type materials.

**JAY:** OK. Is it one industry that you serve, or a lot of them?

**DICK:** Multiple. We primarily have hit some in the health industry with some of our books. Some of them are going out in the recreational cookbooks. So we're just trying to take that knowledge. We're also working on a project right now on how to actually put together the e-books and stuff for companies.

**JAY:** OK, that's good. All right. And you've given me a little bit of the mobility. As far as skill sets and strengths, and I don't want to use the word "weaknesses," but areas of less, let's say...

**SPIKE:** Growth opportunities.

**JAY:** Growth opportunities, where do you think you're the absolute strongest, and where would you gain the most, you think, from us?

**DICK:** I want to learn how to just keep everything put together so we can move forward in a positive way and be able to get my brain working with some new ideas from... You know, the old ideas in publishing as it has been in a traditional sense is now changing drastically, and I want to take that to the people, or to the businesses that they can actually get into that mode now under the new type of a template with book publishing that's never been around until today. You know, it's a brand new world for publishing.

**JAY:** Very good. Well, it's a pleasure meeting you, and we are looking greatly forward to contributing to your achieving that goal and accelerating it very significantly over the next 13 months. Thank you very much.

**SPIKE:** Thanks, Dick.

**DICK:** Thank you.

**JAY:** Give me the next one, Stephanie.

**STEPHANIE:** Next, Anthony, your line is open.

**JAY:** Hi, Anthony.

**SPIKE:** Hi, Anthony.

**JAY:** Hello, Anthony? Are you there? Sometimes people will get it stuck on mute, and if you're at all intimidated, don't be, because we're just trying to help you. We'll announce your name once more, and if you're uncomfortable we will move on. But please don't be, because we're just here to help, and everyone else is, too. One more time. Anthony? OK, no problem. Next?

**STEPHANIE:** OK, next we do have Wilma, your line is open.

**JAY:** Hi, Wilma.

**SPIKE:** Hi, Wilma.

**WILMA:** Hello. How are you?

**JAY:** We are very well. Tell us a little bit about yourself.

**WILMA:** Well, I'm in prepaid legal services, and I do network marketing, and I've started a training program helping veterans to start their own businesses, and I wanted to incorporate the two.

**JAY:** Oh, that's neat. That's good. Now, where are you geographically?

**SPIKE:** Los Angeles.

**JAY:** Are you right here?

**WILMA:** Yes, down the street. Yes, I'm in L.A.

**JAY:** OK, good. So is the prepaid legal, is that a full time endeavor? Are you doing that very well, and doing a lot of it?

**WILMA:** Well, not as much as I'd like, but that's what I'm doing full time now.

**JAY:** OK. All right. What do you think your biggest, strongest... Like, what's your biggest strength? Where do you think we could be the most singularly valuable to you?

**WILMA:** I can use my prepaid legal business as a joint venture with other businesses, is what I'm wanting to get from you --- ideas and suggestions.

**JAY:** Good, well, we know a surprisingly lot about it. I know, not well, but I know the impairment of the company, and I know a lot of people who are very successful with it. So this could be fun. All right, well, it's welcome to you, and it's a pleasure having you involved in the group. Thank you.

**SPIKE:** Thanks, Wilma.

**WILMA:** Thank you. Thank you.

**JAY:** Stephanie?

**STEPHANIE:** OK, next we do have Joe. Your line is open.

**JAY:** Is it Joe or Jill? I'm sorry.

**STEPHANIE:** Joe.

**JAY:** Joe? Joe?

**JOE:** Yes. Joe.

**JAY:** Hi, Joe. How are you?

**SPIKE:** Hi, Joe.

**JOE:** I'm great, thanks.

**JAY:** Good. Now, where are you?

**JOE:** Well, I'm located in New Jersey.

**JAY:** OK, and tell us a little bit about yourself.

**JOE:** Well, I've tried a number of different ventures, and at this time I'm selling capital equipment for manufacturers --- automation, robotics, that type of thing.

**JAY:** OK. And what's your objective? Do you have a current either startup, a vision, or are you sort of just opening on your options here, but you want to transition into your own entrepreneurial endeavor?

**JOE:** Well, it's my own business right now, but...

**JAY:** Is it your own equipment? Are you a rep? What are you?

**JOE:** No, I'm a manufacturer's representative.

**JAY:** OK, but you have an exclusive territory or industry?

**JOE:** Right, yes.

**JAY:** Got it, got it, got it. OK, what do you... Is your goal to use this for that business, use this for that business and start another, start another...? I'm just trying to get your primary objective.

**JOE:** OK, I'm looking at starting a new venture.

**JAY:** OK.

**JOE:** Something in the building energy efficiency.

**JAY:** OK.

**JOE:** And I'm looking for new ideas and opportunities for multiple streams of income.

**JAY:** All right, that's good. And when we get --- and please remind me as we get in, when we start talking about power partnering and about gaining control of other people's products and access, remind me that I said to you to say, "Jay, this is where you said you were going to give me all these breakthrough ideas," OK?

**JOE:** OK.

**JAY:** All right, good. What's your strength? What would be the most helpful of giving you, Joe?

**JOE:** What is my present strength?

**JAY:** Yeah. What do you think you're strongest at? Obviously you must be very good at selling, or you wouldn't be in that field, or making connections with manufacturers. So it sounds like that's a strong suit. Is it?

**JOE:** Yeah, well, it's high level industrial sales.

**JAY:** Multi-influence. How many contacts before you make a sale?

**JOE:** Dozens. Sometimes it takes like a year or more.

**JAY:** What's the average unit of sale?

**JOE:** Oh, it typically takes 18 months or so to make a sale, and maybe total contacts could be 100 before you get it.

**JAY:** Wow. And what's the dollar value on a typical sale?

**JOE:** Well, it could be hundreds of thousands to millions of dollars.

**JAY:** Very interesting. OK, now where do you think you're, not the weakest, but we would be the most singularly valuable?

**JOE:** Well, I'm used to selling to high-level industry, and it's a little different selling to smaller companies, and I'm looking for a new type of a venture, so...

**JAY:** And right now you don't have the product or service yet, right? Or you do?

**JOE:** That's correct.

**JAY:** OK, good. I get it. Well, it's a pleasure having you involved. I think you're going to be very happy with the direction we can take you on. Thank you very much, Joe.

**JOE:** OK. Thank you.

**JAY:** Next, Stephanie?

**STEPHANIE:** Donna, your line is open.

**JAY:** Hi, Donna.

**SPIKE:** Hi, Donna.

**DONNA:** Hello, Jay. Hi, everybody. Happy Friday.

**JAY:** Thanks. Same to you. What... tell me what you do right now, what you're trying to do... Give me a little bit of profile on you to sort of answer the same kind of questions.

**DONNA:** OK, very simple. Right now I'm working for the city, Los Angeles City, in the election department, and we just got our pink slip yesterday, so that gives you a whole focus on where I'm going.

**JAY:** An instant opportunity: Do you have a part time business or a vision of what you want to do?

**DONNA:** The vision is I would like to start --- I already started working on wholesaling. I'd like to get into real estate doing some wholesaling, yes. That's what I want to have.

**JAY:** And have you done well wholesaling?

**DONNA:** No, no. I'm just getting started. Just getting started.

**JAY:** And I don't want to know if you've taken anyone's specific training, but have you taken training, or are you just sort of doing it on your own?

**DONNA:** No, taking training. Taking training, yes.

**JAY:** OK, what's your greatest strength, Donna?

**DONNA:** Energy. Energy, talking to people, sales.

**JAY:** Are you pretty directable?

**DONNA:** Yes.

**JAY:** OK, and what do you think you'd need the most... what's the most important single area that you could benefit from our help on?

**DONNA:** Being more laser beam focused on exactly... putting a plan in place exactly what I need to do and accomplish to get to my goals.

**JAY:** OK. Good enough. I get it, and it's something we are particularly, in all modesty, I think we're really good at doing that for people, so this'll be fun. Thank you, and welcome into the group.

**DONNA:** Thank you, Jay.

**SPIKE:** Thanks, Donna.

**JAY:** Stephanie?

**STEPHANIE:** Next we have Cynthia. Your line is open.

**JAY:** Hi, Cynthia.

**SPIKE:** Hi, Cynthia.

**CYNTHIA:** Hi.

**JAY:** How are you?

**CYNTHIA:** I'm just fine, just fine. Thank you very much. I'm located in Southern California in Orange County.

**JAY:** We have a lot of people in Southern California. It's a beautiful day today, isn't it?

**CYNTHIA:** It sure is, absolutely. What am I doing sitting in an office?

**JAY:** Well, I just said to my assistant, I think I'm going to leave after this call. It's just too nice. I want to go sit in the sun. Tell us what you do, what you're trying to do, where you're strong... Just a couple things that'll help us just appreciate you more.

**CYNTHIA:** OK. Currently I'm the corporate controller for an IBM computer company, and the company was recently sold, so within a very few weeks here I will be without a job.

**JAY:** OK.

**CYNTHIA:** So I'm looking to take all of the background instilled that I have and either start to work for myself, or incorporate all of that in working for other people. I have a strong cost accounting background, strong internal audit. I am a corporate controller right now. I did have my own business for 15 years about 10 years ago.

**JAY:** And was it accounting?

**CYNTHIA:** Yes, it was. Well, it was property management and accounting. I was the CFO, so I did all of the accounting.

**JAY:** And one of the good things about what I think the byproduct of this program'll be... you'll have the option of being a consultant, being a venture partner, using it for some other application... using it for an application within your skill set...

Very good. We know what you're the strongest at, but are there other skills and attributes other than accounting that you're strong at, and what would the singularly most valuable one thing we would do for you more than anything else be?

**CYNTHIA:** I think I have good all around business experience and skills, but I want to develop as many additional skills as I possibly can.

**JAY:** OK.

**CYNTHIA:** And I'd like to try to determine whether I think I should be working for myself, which I do think I should be, as opposed to going out and working for another company and working for other people. Because of the way that the economy is right now, I have a lot of leads, a lot of people who would like me to be doing work for them, but they can't afford to hire me permanently. And so they're very interested in partnering with me somehow, or having me doing some consulting work for them, and so I would very much learn how to structure that and go about doing that.

**JAY:** Good.

**CYNTHIA:** One of my long term goals, though... Because of, also, health problems for myself and for my husband, I would like to build as much passive income as I possibly can.

**JAY:** May I ask if you have much or any right now?

**CYNTHIA:** Passive income? I do have some, but not nearly enough. My husband has had some very serious illnesses in the last few years, and we've had to divest ourselves of a lot of assets to pay for his medical bills, so I need to build this back up.

**JAY:** OK, very good. We understand, and I think that we'll be able to make a big impact. Thank you very much, and it's a pleasure having you as part of the group.

**CYNTHIA:** Thank you.

**SPIKE:** Thank you, Cynthia.

**JAY:** Stephanie?

**STEPHANIE:** Next, Joe. Your line is open.

**JAY:** Hi, Joe.

**SPIKE:** Hi, Joe.

**JOE:** Hello, Jay, Spike, Stephanie, and thank you all. Once again, my name is Joe. I'm a retired military 22 years. I'm specialty in law enforcement. I'll be retired

from law enforcement in three years, and I got involved in real estate but I'm a little bit upside down right now, and I'm looking at different streams of income, and I think that's where you can help me out --- that, and returning to the way I used to be before. Right now, I've procrastinated a lot, and I need somebody to kick me in the behind to get me moving.

**JAY:** And thanks for the candor. We all need it, and just so you know it, I have people I have to be accountable to, because we all need to be held to a higher standard. And we're really good, not at tough love, although I'm a little tougher than Spike, but we're very good at inspiring, pushing, pulling, cajoling, motivating people to stretch themselves to make happen what they say they want their life to become. So this'll be fun, and I think you'll get not just some good ideas, but a number of very specific directions that you can choose from. And depending upon which one serves your goals the best, you'll be able to do it.

By the way, just an aside, as we get into this you'll be able to get a real clear understanding of what it is that will serve you best and why, and you'll get clear on what will almost reverse engineer it. So we'll see, well, what is it you need to accomplish, backwards. You say, "I need \$100,000 a year." Well, what has to happen? Is that going to be ten \$1,000 a year deals? Two \$50,000? What... And we'll give you the options, Joe, and everyone listening, and then you can figure which one of those is going to be the most appropriate for you and why.

So this'll be fun. But it's a pleasure having you involved, and Spike knows, because he's got the list of everybody, and he knows where you are. I don't. Where are you, geographically? Right here, too?

**JOE:** Southern California.

**JAY:** Wow, that's amazing! We've got so many people in Southern California. You're enjoying the day, too. Are you out right now in the city?

**JOE:** I'm driving right now in the city. It's beautiful, Jay.

**JAY:** Yeah, it really is. Thank you. OK, next?

**SPIKE:** Thanks, Joe.

**STEPHANIE:** OK, next we do have Salvador. Your line is open.

**JAY:** Hello, Salvador.

**SPIKE:** Hi, Salvador.

**SALVADOR:** Hi, Jay. I never worked --- I always worked, and I've never had a business in my life, and, well, it's not exactly, because I'm not working right now. Two years ago I stopped working, and I --- I lost my job.

**JAY:** OK.

**SALVADOR:** So I'm here to try something else, to try something new, and I cannot say I have many strengths even though I was somewhat involved as a realtor, and I did some insurance, but that is not exactly the direction that I wanted to go.

**JAY:** Well, let me ask you this question, Salvador... excuse me for interrupting. What would you say, with a clean slate... If you're sitting here, and our job is to put you directionally into that activity and that area that's going to take the maximum advantage of who and what you are, and what you're the best at, and the least diversion for what you're not the best at, what do you think you're the best at doing?

**SALVADOR:** What I'm good to do?

**JAY:** Well, what are you the best at doing? Yeah, what are you good at? Or what do you enjoy, and what are you good at? Skill...

**SALVADOR:** What I'm good at, I don't know, but I enjoy quite a few things. I...

**JAY:** What are your hobbies?

**SALVADOR:** I enjoy to look stocks. I enjoy doing things like that, and I like things related to numbers, like math, even though I'm not an accountant.

**JAY:** OK, but you grasp it. So analytics are really easy for you to understand, right?

**SALVADOR:** Right. Things related to numbers, to spatial... Business is not a thing that I have a kind of sink myself into, so I cannot tell you how my approach is, and how do I feel in a business or anything like that.

**JAY:** I understand.

**SALVADOR:** So I would like to have some directions on that.

**JAY:** Well, I'll tell you what, you're going to be surprised, because we have a couple of exercises and templates and processes that'll help you realize you probably have access to a lot more opportunity, and a lot more activity than you even imagined. But that's good. Thank you for being candid, and I think you'll be very delighted with the number of doable opportunities and activities that come out of this for you. Thank you very much, Salvador.

**SALVADOR:** Oh, thank you too, Jay. Thank you.

**JAY:** OK, you're welcome.

**SPIKE:** Thanks, Salvador.

**JAY:** OK. Spike, let's see who else is here.

**STEPHANIE:** OK, it looks like we have Anthony, and your line is open, sir.

**JAY:** Is that the first Anthony?

**SPIKE:** Hi, Anthony.

**JAY:** Oh, you're back. Hi, Anthony.

**ANTHONY:** Yeah, I had to put you on mute. I was getting ready to leave work, and I was explaining everything that I was done with to the boss, so...

**JAY:** Oh, that's ---

**ANTHONY:** I heard you, and I was like ---

**JAY:** You mean we're not as important as he is?

**ANTHONY:** Apparently.

**SPIKE:** Not yet, not yet.

**JAY:** So tell us about yourself. Thanks for coming back. Tell us about yourself.

**ANTHONY:** Thanks. I'm an electrician, Detroit, MI area. Let's see... I don't have a business. I've never had a business. I've been an electrician for about nine years. Before that, I ran a shipping department at a manufacturing company. Before that I was in the Marine Corp.

I guess my strengths would be, in my opinion, at least... I'm imaginative conceptually, and I'm pretty empathetic. I can usually understand where the other person's coming from, so... Usually.

**JAY:** Well, actually, I think the tonality and the inflection in your voice conveys that. That's good. What do you think you're the... What one thing could we, of all --- And it's not necessarily the only thing. It's not even the main thing. I'm just trying to learn a little bit about you before we start. What's the one thing you would think we could do most valuably for you?

**ANTHONY:** All right. If I could learn how to sell concepts, I'd appreciate that.

**JAY:** OK. All right.

**ANTHONY:** Whether it be for marketing, or whatever. But concepts, you know? Because concepts pop into my head a lot of times, like, "This would be good with that." And if I could how to put that together to package and market that to businesses, that'd be outstanding.

**JAY:** That's great. OK. Well, thank you for calling back, because I was hopeful I didn't scare you off. That's good. Thank you, and I think we can ---

**ANTHONY:** You're pretty ferocious, so I was pretty intimidated. Not really... I'm fine.

**JAY:** All right, thank you. We'll look forward to interacting with you, and I think we can provide you with the tools you're looking for. Thank you.

**SPIKE:** Thanks, Anthony.

**JAY:** Stephanie?

**STEPHANIE:** Next, Claudette. Your line is open.

**JAY:** Claudette.

**SPIKE:** Hi, Claudette.

**CLAUDETTE:** Hello.

**JAY:** How are you?

**CLAUDETTE:** I'm doing wonderful.

**JAY:** Good, good, good. Tell us a little bit about yourself.

**CLAUDETTE:** I am a full time high school teacher.

**JAY:** Wow.

**CLAUDETTE:** And part time real estate investor. But of course, in this market I'm not making any money in that no one wants to lend me money at this time for real estate.

**JAY:** I understand. And what are you trying to accomplish, so we know what direction you would want us to take you in?

**CLAUDETTE:** I am looking for, like most people, multiple streams of income, and I'm looking for passive income so that I can at some point take a decent vacation with my kids. I think my greatest strength is the fact that right now for marketing I am a dry sponge waiting to suck up all the information that I can retain, and I am a pretty good learner. And I'm just excited to be a part of this program.

**JAY:** That's good. What --- again, as a teacher you obviously understand strengths, and I don't want to use the word "weaknesses," but what one are would we be the most valuable to you in right now, based on your own assessment?

**CLAUDETTE:** Well, to be pretty honest, you're being helpful to me in every way. I'm not very good at marketing myself. I need to understand how to promote and how --- I'm not a very good seller of anything, so to speak, especially myself. So right now my weakness is marketing, so if I can develop that strength, then I think I'd be in a pretty good position.

**JAY:** Good enough. All right, very good.

**SPIKE:** Thanks, Claudette.

**JAY:** Glad we're having you on board, and I think you're going to have --- I think we can... obviously, I know a modicum about marketing, so we'll have fun. Thank you. Stephanie?

**STEPHANIE:** Next, Phillip, your line is open.

**JAY:** Hi, Phillip.

**PHILLIP:** Hi, Jay.

**JAY:** How are you?

**PHILLIP:** I'm fine. How are you?

**JAY:** I'm very well. Tell me a little bit about yourself, please.

**PHILLIP:** I am currently unemployed, have been for quite a while... in urgent need of cash flow. Background in a number of fields. What I'm trying to do currently... I've been learning this past year about real estate strategies, and it's now time to put those into action, and I'm also trying to get into Internet marketing.

**JAY:** And where are you geographically?

**PHILLIP:** Tampa, FL.

**JAY:** OK. The last job that you had, what direction, what field were you involved in?

**PHILLIP:** Computer security.

**JAY:** OK, so you understand that well?

**PHILLIP:** I do.

**JAY:** OK, and --- I'm sorry. Go ahead.

**PHILLIP:** There is a great deal of competition, many, many people in that field that are not working in that field due to not the demand.

**JAY:** I understand. What do you think your strongest skill is?

**PHILLIP:** I think a couple of things: Analytical, very much so, very good at that, and also I think good in empathetic skills.

**JAY:** OK. What one thing more than any at this early stage of really knowing each other, what do you think we could bring to you the most singularly valuable?

**PHILLIP:** What I'm hoping, actually, two fronts: I easily get overwhelmed, and when obstacles come along, that flusters me, and it slows me down. And if I could learn to keep on going... And the second thing is being able to present ideas to people and gain their alliance. My real goal is not only just cash flow for myself, but raising many, many millions of dollars so that I can set up entities to fund hunger relief... Basically the idea of charitable organizations.

**JAY:** Noble cause. So what do you think you're the --- well, that helps me. That's enough. I get it.

**PHILLIP:** OK.

**JAY:** That's good. Where are you geographically?

**PHILLIP:** Tampa, FL.

**JAY:** And what's the ---- is the real estate market terrible there, or good?

**PHILLIP:** It depends on who you talk to. The values have plummeted. It's really bad in that sense. Many, many homes on market, many foreclosures, but that means opportunity.

**JAY:** OK, good. All right, well Phillip, you're going to be a fun person to help. Thank you, and welcome to the group.

**SPIKE:** Thanks, Phillip.

**PHILLIP:** Thank you, Jay.

**JAY:** OK, Stephanie?

**STEPHANIE:** Yes, next we do have Char. Your line is open.

**JAY:** Hi, Char.

**SPIKE:** Hi, Char.

**CHAR:** Hi, hi. Excuse me.

**JAY:** Tell us a little bit about yourself.

**CHAR:** So I live --- I'm in Chesapeake Bay in MD.

**JAY:** Oh, that sounds beautiful.

**CHAR:** It is beautiful here. And my business is books and speaking, and I've had it for... The first book came out 15 years ago, and it's done very well, and I've been successful. And they're books to help non-profits. The first one was called *To Lead Is To Serve: How To Attract Volunteers And Keep Them*. And so my speaking jobs have always been for conferences of non-profit associations and things like that.

**JAY:** Do you have great relationships with a number of non-profits?

**CHAR:** Do I, or are you saying -- ?

**JAY:** Do you. Are you very, very well connected with a lot of non-profit organizations?

**CHAR:** Well, I would say that one of my --- yes and no. I think my strength is that I've been doing this for a long time. The weakness is that it's been like sort of once... Like, I'll speak at a conference, and then on to the next, and on to the --- So it's almost always been a first-time...

**JAY:** Well, that's --- I mean, that's truthfully, that's the bane of most speakers. They don't come back for a long time, if ever, to a group because they're always trying to come up with a new drug. Interesting. What are you trying to accomplish from this program?

**CHAR:** Well, what I would like to do is find ... is market to corporations to... Like, let's say if a bank would sponsor me to --- Because my real strengths have been able to help non-profit organizations attract more volunteers and attract donations. So what I want to do is instead of constantly selling to the non-profits, it's like, sell to a corporation to sponsor me to bring all these non-profits to them as potential customers, and at the same time the bank would be offering the non-profits education in how to improve donations and volunteers.

**JAY:** Very cool. OK, I like that, and I understand that. Very, very good. What do you think we would bring the greatest single value to you besides that? In other words, not what are you weak at, but what do you think we can do most singularly for you right now?

**CHAR:** Well, I think the help with the marketing to the corporations.

**JAY:** OK, good. Well, it'll be fun having you in this group, and I understand your need. And we have a number of ideas that have worked for others on how to do variations of that, so this'll be fun.

Thank you very much, and I envy you. We're having a beautiful day here, but I bet sitting and looking at the Chesapeake Bay is not exactly an unpleasant experience either, so enjoy.

**CHAR:** Thank you.

**SPIKE:** Thanks, Char.

**JAY:** Thank you. Stephanie, are you there?

**STEPHANIE:** Yes, I am.

**JAY:** Anybody else? We don't have a big group today, so this was last minute. I think there was like 20 or 25 of you max, so it's not a big group on this first call. But I also, if you guys are available, you might want to listen on Tuesday because you'll get to meet some other people. And we won't be able to do everybody. We'll probably pick 20, 15... whatever we can get to. Who would be next?

**STEPHANIE:** Next we do have Quincy. Your line is open.

**JAY:** Hi, Quincy.

**SPIKE:** Hi, Quincy.

**JAY:** Or is it Quincy, or Clincy?

**STEPHANIE:** Quincy.

**SPIKE:** Quincy.

**JAY:** Quincy. I am so sorry. Hi, Quincy.

**QUINCY:** Good afternoon.

**JAY:** How are you?

**QUINCY:** I'm in Boseman, MT.

**JAY:** OK.

**QUINCY:** You actually, because of the timing of this I had some other things I had to do today, so I'm sitting in a parking lot talking on a cell phone.

**JAY:** Oh, no. Well, you can be fast if you want to. Explain, just tell us as quickly as possible a little bit about you.

**QUINCY:** Well, I'm what you might call a "serial entrepreneur."

**JAY:** OK.

**QUINCY:** I have started and sold or run a number of businesses. I sold the last business that I had last spring, and I was recruited to go to work in the same industry by somebody that used to be a trainer for me.

**JAY:** Oh, that's funny. Can I ask what field?

**QUINCY:** Well, I work for a company. We provide wildfire defense services.

**JAY:** Oh, that's interesting. And who would your clients be? Like, forest...?

**QUINCY:** Major --- well, major insurance companies, is the part that I work for.

**JAY:** Wow, that sounds interesting.

**QUINCY:** Yeah, well, I was recruited to go to work in this business, and it's similar in some respects to what I was working, and I worked in the wildfire industry. I invented some equipment to prevent the spread of noxious weeds from offroad vehicles. But I sold that business, and I don't want to work in it.

**JAY:** Was that business, when you sold it... I don't even know how big, or how much you got, but was it a pretty large business?

**QUINCY:** No, it was never that large. I was very frustrated in dealing with the government, and so I sold it basically to get out from under it. And ---

**JAY:** And so right now what are you ---

**QUINCY:** A car alarm, of all things, just went off.

**JAY:** That's no problem. What are you trying to accomplish right now?

**QUINCY:** So right now I've got an idea for creating a business that essentially would be in competition with my current employer. I don't have a non-compete agreement or a non-disclosure agreement with him, and I set up this department for the company that I work for now, but I'm not at all pleased with the way that the company is being run. I don't think that they're doing things very wisely.

And I've come up with a system to do something as a service for the insurance industry that will give them better tools to evaluate the risk of wild --

**JAY:** Hello?

**QUINCY:** Hello.

**JAY:** Yeah, you just went... maybe somebody was calling you, because you just said, "...the risk of ---" and it went blank. So --

**QUINCY:** Oh, yeah. So something in your system that said, "Push something to ask a question."

**JAY:** It's Stephanie's system. Stephanie...

**QUINCY:** Anyway...

**JAY:** So tell us ---

**QUINCY:** I've developed a way to automate wildfire hazard assessment. I've done this on my own time, and so I'm thinking about creating a business to do that.

**JAY:** Very good. And what do you think you're the --- what are you in the biggest need of from us? Not negative, but from a compensating sort of a perspective.

**QUINCY:** Well, a number of things. I don't have a lot of experience with marketing, especially to big corporations. But right now my problem is that I'm really capital poor, so I need to find some way to raise funds to start this business. I also need to attract other people to help me run it.

**JAY:** OK. And surprisingly, I've had to do that for a lot of people, so it's not going to be that difficult.

**SPIKE:** Thanks, Quincy.

**JAY:** Thank you. Stephanie, are there a lot more?

**STEPHANIE:** We may have approximately four to five additional.

**JAY:** OK. My voice is going. Spike's going to take the next one just so I can get some water, and I'll be right back. Go ahead, Stephanie.

**SPIKE:** Who do we have next? Stephanie?

**JAY:** Stephanie?

**STEPHANIE:** Next we do have Mark. Your line is open.

**SPIKE:** Hi, Mark, how are you?

**MARK:** I'm good, thank you.

**SPIKE:** So tell me a little bit about who you are, what you're doing, what you're looking to do, what you're good at, and what you'd like to improve.

**MARK:** All right. I'm really --- I have a company right now in construction consulting, a relatively new company. I've been in the construction contracting field for a time, but the construction consulting company is new.

**SPIKE:** OK.

**MARK:** And I'm also starting another effort with Joe, who was on earlier, in green products.

**SPIKE:** Oh, great.

**MARK:** And so we are exploring that together.

**SPIKE:** All right.

**MARK:** And I'm really looking to this program for both companies.

**SPIKE:** OK.

**MARK:** I want to grow the consulting company I have, and I want to use it to move into the other as well, even though we don't know exactly where that's going to go yet.

**SPIKE:** All right, great. Just kind of a side question: Do you believe that what's needed for both is pretty much the same in terms of your time and talent, or do you think you need different skill sets, or for each enterprise, or are they just distinctly different, or too early to tell?

**MARK:** I don't know. I don't know the answer to that. It is too early for me to tell.

**SPIKE:** OK. Hey, just a side question: Are you in Southern New Jersey, or Northern New Jersey?

**MARK:** We're both in Northern New Jersey.

**SPIKE:** OK, so you must be a Giants fan, then.

**MARK:** I really couldn't care less about that.

**SPIKE:** Oh, OK, all right. OK, well, thanks, Mark. Is there anything else that... Because Jay just stepped out of the room for a second. Is there anything else that you would like specific help with in terms of the program? Is it marketing? Is it direction? Is it joint ventures, or is it just kind of wide open?

**MARK:** It's wide open, but I do know that we're going to be looking for help in marketing.

**SPIKE:** OK.

**MARK:** I'm interested in helping, in growing the business in all respects, just running a better business.

**SPIKE:** All right, that's a great goal. All right, thanks, Mark. Looking forward to having you in the program. Stephanie, who do we have next?

**STEPHANIE:** Next we do have Nolan. Your line is open.

**VOICE:** Get your bone. Get your bone, Donna. Get your bone. Hello.

**SPIKE:** Hi, Nolan, how are you?

**NOLAN:** I'm good, how are you?

**SPIKE:** I'm going great. Hopefully that was your dog that was chasing the bone, and not one of your children.

**NOLAN:** No, that wasn't me.

**SPIKE:** Oh, really? It must have been somebody else. OK, it might have been Mark from the last call. OK, great.

**NOLAN:** Sure.

**SPIKE:** So tell me a little bit about yourself, and what you're looking to do, what you currently do, where you need some help along the way, and what you're strong at.

**NOLAN:** Sure. I'm a real estate investor. That's my main line. From British Columbia, Canada, and over the past couple years I've also been involved in some business. I acquired quite a bit of debt, so I'm under that still. And I also do some book sales, and also had some experience in joint venturing as well.

**SPIKE:** Oh, great.

**NOLAN:** I think one of my main strengths is enthusiasm. Also understanding people. I think I can do that fairly well. I think, though, what I really want to learn from the program is getting more into joint venturing, helping other people market their products. Marketing is a really big thing I want to learn. Here in British Columbia we have so many resources. Our economy hasn't gone south quite as much as in the States, but we're sure dependent on you guys for like lumber sales and so on. And ---

**SPIKE:** Well, I will share with you, Nolan, there's three major components in the program that are all around joint ventures, and I think you'll get a lot of that information that you're looking for specifically from those things. But there'll be lots of things around the area of joint ventures, but there are three curriculum categories, and three curriculum support products that are part of this program that I think will help you quite a bit.

**NOLAN:** Oh, that's great, that's great.

**JAY:** I'm back, and welcome into the group.

**SPIKE:** Thanks, Nolan.

**JAY:** OK, Stephanie?

**STEPHANIE:** Next we do have Wilma. Your line is open.

**JAY:** Hello, Wilma.

**SPIKE:** Hi, Wilma.

**WILMA:** I'm Wilma, but I've already gone, but I'd be more than happy to go again.

**JAY:** OK. Our mistake. Nice talking to you twice. Stephanie, is there anybody else?

**STEPHANIE:** At this time it looks like we've covered everyone, Jay.

**JAY:** Good. Well, all we wanted to do today was get you comfortable with us, our process, our intent, and get you real excited about this. And we wanted to get to know some of the people, and what you're trying to do, and why, and a little bit of your hopes, and your dreams, and your strengths, and your non-strengths. And this has been very, very helpful. We're going to do this again with other people, and as I said, you're all welcome to listen in. Obviously it's redundant to offer this right now because we'll invite everybody on Tuesday to listen to the recording of this, and you can listen to this again, or you can listen to the recording of Tuesday's.

Again, I can't remember. I think it's around the 5<sup>th</sup> of March, the very first actual mentoring session will begin. This was just a bonus get-acquainted. You have a lot of really cool things in the resource vault, and I urge you to go and get familiar with it. You'll be given specific assignments on that first session, and again, it'll be a curriculum session, so be comfortable with that. And we won't be overwhelming you with your study assignments or homework, and this should be ---

The good news about this --- it's designed to give each and every one of you what each and every one of you individually needs.

**SPIKE:** Yeah. You know, a couple of points that I would share with you between now and the first call that we have, if you happen not to make the call next Tuesday. 1) The forum and the resource vault are up and available to you. You should have gotten a password so you can log on. If for any reason you didn't or you have a question or difficulty logging on, you can either call the office at (310) 265-1840, and ask for either Ruth or Sarah. Or, if you prefer to e-mail them you can do that, and they generally turn things around pretty quickly during normal business hours on the West Coast. And their e-mail address, for Sarah, is [sarah@abraham.com](mailto:sarah@abraham.com) and Ruth is [ruth@abraham.com](mailto:ruth@abraham.com). If you have any difficulty with your log in... if for some reason you lose that, you can send out a request and have that turned around for you pretty quickly.

The other thing that I would just share, and that is, as Jay mentioned, there's quite a bit of information there. And I would encourage you not to wait until we start the first official call for you to go in there and take a look. There's a lot of materials, and based on what many people were saying, there's something on the resource vault already that would address every single area of need and opportunity that was brought up on this call.

There's information on there in terms of, how do you spend your time... how to be motivated and structure your goals... joint ventures... marketing...

So there's really just a wealth of information and knowledge, and a whole lot of tools that can get you started even before the official program starts here in a couple of weeks.

**JAY:** Yeah, and also, as I said, that's only a fraction of the ultimate materials, study guides, and physical items you will receive as the program continues, and after the introductory couple of sessions that you'll go through. So after you've test-driven it, you're going to get a bunch of other things, and they're really cool.

Anyhow, we enjoyed it. I hope you did also. We look forward to the first session we'll spend together, and to 13 months of hopefully transforming and accelerating your prosperity path, and making this current recession a time of enormous opportunity and ---

END