

You may have heard us say before that Gravitational Marketing can help you...

“...Naturally attract more customers, double your client base and become a recognized expert in the next 12 months.”

*You probably said to yourself something like:
“That sounds great!” – “Give it to me guys!”
“Show me the money (and the customers)!”
“Where’s The Beef?” – “How do I start?”*

... Maybe you’re thinking right now ...“I Deserve More Money, More Time, And More Fun” ... but are lost and confused by the process of attracting customers and growing your business bigger, faster, smarter.

- Maybe you aren’t sure what actions to take, what to do first, where to start...
- How to market on a shoestring budget...
- How to build an effective marketing funnel that pre-sells prospects...
- How to use new technology to automate that process (giving you more free time)...
- How to effectively follow up with prospects and customers and get them to do business (for the first time or the tenth time) and to refer others...

If you’re exhausted by Internet marketing hype and promises that result in dead ends...

If you’re willing to invest some real live energy, elbow grease and hard work...

If you want to build a real business, that sells to real people, and earns real money...

But you’re not 100% certain of how to make it all happen on your own and you really feel like you could use some extra guidance and support...

Then this revealing letter, which explains, in detail, our newest life-altering training and coaching experience, will be THE MOST IMPORTANT LETTER YOU WILL EVER READ.

INTRODUCING: Jim & Travis' Exclusive Newton Network Coaching & S.T.A.R.T. Implementation Program

Turn the page and let’s begin our journey together...

From:

Jimmy Vee & Travis Miller
Mouseland -- Orlando, FL

Dear Friend:

In this letter we are going to help you get a handle on where you are in your business and life and what it is exactly that you want out of it. Then we're going to expose the missing pieces of the entrepreneurial success puzzle that are holding you back from achieve everything it is that you want out of your business and life. We're going to reveal the big "secret" (*actually, there are two secrets*).

But first, you need to answer this...**What does success look like for you?** Think about it and then ask yourself, "**What is my definition of success?**"

Not sure?

Know this. In order to reach a destination you must first know what that destination looks like. Otherwise you won't know it when you get there. For many of the business owners we speak to and consult with, success looks something like this:

- **Freedom to do whatever, whenever**—really set your own schedule and make your own hours. Spend more time with friends and family. Never turn down opportunities for fun, relaxation or just hanging because of work commitments. Never miss a soccer game, dance recital or basketball practice again. Never miss those special moments you can't get back.
- **Freedom to go wherever, whenever**—take vacations, play golf, enjoy your hobbies and travel the world and experience everything life has to offer.
- **Freedom to buy whatever, whenever**—eliminate debt and eradicate the feelings of guilt when you want something you can't afford or buy something you don't have the money for.
- Control your opportunity, destiny and legacy.

Are You Working Too Hard For Too Little?



What the heck is going on with you? When you first opened your business or started in your line of work you had great expectations. Visions of dollars signs, freedom and luxury danced in your head. But now the reality has set in.

Your lifestyle has expanded to the budget allotted and you're just getting by. You're hovering at 14,000 feet looking down on some but getting trampled and overshadowed by a lot of folks who are doing better than you but deserve it less.

Didn't you go into business for yourself to *improve your lifestyle*? To have the financial freedom to live life on your own terms? Giving yourself and your family the opportunity for free will? You know...the ability to be the commander of your own destiny. Not being tied down with invisible chains of financial pressures and being strangled by the ups and downs of your business, your commissions, your cash flow or the economy.

We know it's mind numbing. Especially when all of it replays itself in your head over and over. Maybe your situation isn't as bad as some. Maybe you don't have a constant nagging in the back of your head when you think about *what should be* versus *what actually is*. Maybe your stomach doesn't do a silent somersault when your husband or wife comes home from a trip to the mall, bags in hand.

Maybe you do...

The Hamster And The Wheel

Did you have a pet hamster growing up? If you didn't, maybe you had a friend or your school had one. Interesting creatures. A lot of business owners and sales people we meet remind us of hamsters. That sounds odd doesn't it? But it's true.

Do you know what a hamster's favorite pastime is? Running on his little wheel. Funny thing that hamster wheel...it doesn't go anywhere. The hamster pours his heart out, exerts a whole lot of energy but never actually goes anywhere. He just ends up in the same place he started, just burnt out and exhausted. Sure he got some exercise, maybe it was even fun. But after it's over he's got nothing to show for it.



We call it labor masquerading as achievement. And we hate it. But that's what most business owners and sales people do...run around on a wheel all day pretending like they actually accomplished something. But at the end of the day, they're still broke and exhausted.

Don't be hurt if that's you. You're not alone. We've been there ourselves (more on that later). You're in the majority, not the minority. But successful entrepreneurs don't do this.

The Ladder Of Success Is A Myth And It's Holding You Back

Traditional thinkers say rapid business success is a bad thing that can't happen unless you are dishonest and corrupt. But we don't have the patience or time for this conventional wisdom and arbitrary hierarchy that says you should stand in line, climb a ladder and wait your turn for moderate success and a life of mediocrity.

Don't listen to them. Right now you may feel like you're living paycheck to paycheck. If you're a business owner you might feel like you own a job instead of a lucrative business that makes you rich and fulfilled.

This could be because your day is filled with nagging employees, vendors and customers. Incompetence around every corner. People not being responsible for themselves, their positions and the jobs they are supposed to do. It all falls back on your shoulders. Messes that rob you of more time because you're stuck having to clean them up. Constant fires for you to stamp out all the while getting burned in the process.

These problems have residual and systemic effects. They leave you with a feeling that you can't get ahead which mentally ruins your performance and your spirit. It affects your family life, your relationships and your pleasure time...if you have any.

What Does Your Free Time Look Like?

For a lot of business owners we talk with its non-existent. They don't take vacations or time for themselves. They cheat themselves and their families with the excuse that they will reach a magical place in their business and financial world that will open up an oasis of time and freedom.

They keep pushing off their personal pleasures and time with their loved ones for some fantasy rest stop in the sky that never shows up. How much of your life do you have to waste before you finally arrive and start living? Finally start creating a business that provides a lifestyle instead of robs you of one.

We like to travel with our wives and babies. We like food too. So we often combine the two and go on food tours. What's a food tour? It's where you travel to somewhere you've never been just to spend a few days trying the food that region is famous for. We meet lots of cool people and see amazing places when we do this. It's a lot of fun. Just a day in our lives and could be yours too.

Can we ask you a question... Do You Feel Guilty Taking Time Off?

And if and when you do take time off are you really just working remotely? You know, you're constantly checking in, dealing with crap and stressing over what's not getting done or what you're going to have to come back to. You end up needing a vacation from the vacation and the office is a welcome sight.

Does your family miss you? If you have small children do you often see them for only a few minutes in the morning and they're already in bed when you get home? You probably miss bedtime more than you make it and if you have older kids you miss the important moments you can't get back—only to see them after the fact on video or film. **Maybe you ought to buy stock in Kodak because they're the only reason you get to experience your family.**

What about what *you* enjoy. Golf for pleasure, not business, drinking good wine with friends over a wonderful dinner, major sporting events, playing chess or just relaxing and reading a really good book.

When was the last time you snuggled up on the couch with a great flick and big bowl of popcorn with nothing else on your mind?

When was the last time you did any of that? Wouldn't it be nice to know you could do those things any time you wanted? Having the freedom to do it any day, any week you choose. Maybe even every week!

The Real Secret

We can tell you, this little ride we call life is short. And you're supposed to enjoy it. You better have fun while you're here. You're supposed to love life and live in the moment. Now don't get us wrong. We love what we do. We love helping business owners like you create businesses and lives that are ESP—Enjoyable, Simple and Prosperous. It's our passion and we purposefully built our business from the ground up to allow us the freedom and flexibility to do just that.

It really is a choice. And the beauty of it is that *you get to make it*. A few years ago we built our own business up to capacity, then we fired all of our clients and started from scratch just because our

business wasn't the kind of business that delivered the life we wanted to live. An ESP business centers around **your life**—not the other way around.

Here's the secret. Living life to its fullest and enjoying your friends, family and free time is all about leverage. That's right... it all boils down to personal and financial leverage. As long as you are trading your life and your time for dollars you can never truly be free. And you can never truly be rich either because even at the highest dollar per hour rate you don't have enough time on this Earth to amass the kinda of wealth you want, need or deserve.

Have You Ever Wanted To Help People?

We're sure you're not totally selfish. The best people aren't. The people we want to join us in our little project are the kind of people that want to help others. It's a pre-requisite of being truly wealthy in life. You need to be spiritually abundant before you can be financially rich. It's just the law of the universe. Of course there are a few bad apples that spoil the bunch... but hey, the world's not perfect. And neither are we.

Here's the thing though... we do like helping people and we really love helping people succeed.

We make it a personal goal to help everyone we surround ourselves with build the kind of business that serves the kind of life they want to live. It actually drives our friends nuts sometimes. But it's just the way we think it should be.

We believe that if you want it and you're willing to work for it, you should be happy. It's the REAL American way. It's what this country was founded upon. It's what our forefathers believed and fought for. And we love it!

Do Gooders

We just really love helping people make money, build marketing systems, live life their way...we love making people laugh, inspiring others, freedom, great food and wine and helping people fulfill their dreams. Oh yeah.

Helping people is fun. It makes you feel good and fulfilled. You like helping people right? People love people that help others and it's never a bad thing to be loved. Are you loved? It's part of the inherent nature of mankind to want to be loved...to feel important. It's woven into the fabric of who we are. It's what we're here for. Sometimes it's hard to feel loved and important when you're stuck in a rut and your self-esteem is in the toilet.

You know, nothing helps boost your self confidence more than helping someone else. We help people every day and maybe you do too. We'd really like to help you learn how to use Gravitational Marketing to become extremely successful and be personally, spiritually and financially leveraged for life and later we're gonna ask you to help us in return.

Remember Your High School Graduation?

Think back for a moment. You're in the cap and gown surrounded by all your friends and even your arch nemeses. Even they didn't seem all that bad on this big day because it was a major turning point. Life was about to really begin. Or so you thought.

Put yourself back there on that day. Then think about this question. Standing there with your diploma, who did you think you'd be at your 10 or 20 or 30 year class reunion?

Who Did You Think You Would Be?

Maybe you thought you'd be a doctor or an engineer or a lawyer, and maybe you are. Maybe you knew early on that you'd work for yourself and be an entrepreneur. But didn't it seem then like the glory and lifestyle that came with those distinctions and designations would be so much grander and more lucrative than they are in reality?

We'll tell you this... what we are today never came to mind when we were kids. Not in high school and not after. We don't think many kids dream about the career path of becoming a successful entrepreneur, who's a recognized expert in their field as an option out of high school.

But they should. The reason they don't is they never have a chance. The traditional education system is all screwed up and they don't teach you how to be a successful entrepreneur, expert and trusted resource that is financially leveraged.

Here's the sad reality. You probably wanted what that brings—a bottomless bank account, ultimate freedom and flexibility, prominence, friends, family, the power to lead and to help and the ability to make a significant difference in other people's lives, the community and the world—but you picked a traditional path and followed the traditional advice to get it. You just didn't know then that most of those traditional paths lead to dead ends instead of big leverage and ultimate success.

Thousands Suffer From Slow Sales But Never Find Out Why

Sometimes the truth is hard to face. It's real, it's ugly and most likely you're battling with it right now. Struggling with the fact that your real life and business doesn't look anything like the one you visualized when you did the exercise at the beginning of this letter.

The success you desire seems more like a pipedream than a possibility.

The reality is you plug away everyday waiting for your vision of true success to materialize. "Maybe today's the day," you hope. But most days are exactly like the day before...hectic, ordinary and frustrating with little movement toward your vision of success.

It's the life of an entrepreneur who owns a job instead of a business that's ESP—Enjoyable, Simple and Prosperous.

Maybe you know some of what you should be doing. Maybe you've got some semblance of a plan. Heck, maybe you even have a few big ideas that you'd like to implement to take your business to another level. If you don't that's OK too because we're going to instantly download a whole bunch of those ideas right into your brain.

Whether you have ideas or not the big problem is that the reality of your life and business won't let you do anything. With your current systems, methods and operation you can't implement.

In other words...you just can't find the time to get started.

We're sure you know what we're talking about. You've been to a seminar, bought a book or a product or hired a coach and then didn't have the time to do any of the ideas. It's hard. You're busy. But if you want to take your business to the next level and you want to achieve the ESP lifestyle then you have to make a change.

If you continue the cycle you're currently on, if you continue to do what you've always done, then you will always get the same results. That's just the way things are. Think about Newton's first law (he's the guy who discovered gravity).

"An object at rest tends to stay at rest and an object in motion tends to stay in motion with the same speed and in the same direction unless acted upon by an outside force."

You're either on a current motion path that delivers your current results or you have no motion at all. Either way you need an outside force to change your speed, direction and outcome. Remember earlier we talked about you joining us in a little project?

Well, we'd like to introduce to you two very innovate concepts we've created called **Newton Network Professional** and **Newton Network Mastermind**. We're going to help you decide which one is right for you, and whichever you choose, you're also going to be supported by our S.T.A.R.T. Implementation Program. More on that in a few moments.

These programs have evolved out of us working with so many business owners and entrepreneurs and giving them tons of great ideas and then seeing them unable to put them into action.

You've heard of the Pareto principle right? It states that 80% of the effects come from 20% of the causes. It's also called the 80/20 rule and the law of the vital few.

The law of the vital few is really an accurate name because it's only a vital few that ever embrace a concept, take action on it and succeed. In our experience 80/20 may actually be an overstatement and that's very disappointing for us.

We want to help people improve their lives and businesses. We want to help people succeed. And it's not hard. In fact, it's very simple. You just need to take the right action. You just need to START.

We've found that the best place to start...the quickest way to turn your business around, and as a result, your life, is to **create scalable, automatic systems for attracting customers and converting them into paying, repeating, referring clients for life.**

Such a system is the exact leverage that you're missing right now. Leverage that will allow your business to work for you and create the life and lifestyle you truly desire. Leverage that makes your business an asset instead of a liability (a.k.a. pain in the ass).

Are you ready to do something about all this? Are you ready to START?

Congratulations!

Yes, Even You Can Learn How To Transform Your Existing Business ...
To Dramatically And Quickly Revolutionize Your Business And Your Life & Make It
ESP—Enjoyable, Simple And Prosperous.

- **MORE ENJOYABLE:** Work less, have customers seek you out, be viewed as a trusted advisor instead of a product pusher or slimy salesman, rid yourself of the fear of letting your family and yourself down.
- **MORE SIMPLE:** Don't worry about where the leads are, where your next customer will come from, what marketing you're going to run next or what's going on in the economy. Have automatic systems that work for you and generate leads even while you sleep. Learn how to create a life and a business by design instead of being a victim of circumstance.
- **MORE PROSPEROUS:** More prospects, more sales, higher prices, fees and profits, more free time to spend with your family or doing the things you love to do. Know the feeling of being admired by friends and colleagues. Have a bank account that reflects your passion, talent and value.

We Want To Share With You A Little-Known Customer Attraction Secret That Has Been Closely Guarded For Years

When you finish reading this letter, you will finally understand why your business hasn't been growing at the rate you desire, and you'll finally know what you can do about it— immediately.

This information is not known by most people, and that may be the exact reason why you aren't living the life you want to live and the reason you are scratching your head trying to find ways to make your business more productive.

Turns out that most people aren't terribly interested in sharing a lot of valuable, how-to-get-customers-to-pay-attention-and-buy kind of information. It makes more sense to confuse everybody by talking about branding and other voodoo and black magic marketing art. That's what they teach in school and that's what most people in business believe...that it's all about getting your name out there. But nobody really knows how to do that.

Don't get us wrong...we're certainly not big fans of "free consulting" and we're not going to insult your intelligence and tell you that everything you need to know about marketing will be found in this brief letter...but we will tell you that reading this, and carefully considering this opportunity, is a HUGE step in the right direction.

This "secret weapon's" ability to produce a raging stampede of highly qualified leads and a burgeoning bank balance has been proven again and again in cities around the world, in hundreds of business types.

With This Information You Can...

1. ...rapidly and easily get more leads in one month than you used to get all year.
2. ...have a business that is swamped with quality leads from the first of the month till the end of the month— even when your competitors' business is slow.
3. ...learn how to achieve double and triple digit increases in your sales and profit in less time than it would take to go back and get your MBA!

So if you're ready to move ahead, let's go...

Here's The Secret...

"The Big Money's NOT In Doing "What You Do" Better (being a better real estate agent, a better financial advisor, a better dentist, a better chiropractor, a better restaurant owner, whatever) – It's In Learning How To Effectively Find Prospects, Market To Them And Naturally Attract Them To Your Business."

*And When You Learn How To Do That, Your Life And Your Business Will Become
ESP—Enjoyable, Simple And Prosperous.*

How about a quick introduction!

In case you don't already know, we're Jimmy Vee and Travis Miller. We've been called the nation's leading experts on attracting customers. We're the authors of the number 1 bestselling book, *Gravitational Marketing: The Science of Attracting Customers*. We're probably most well known for having generated more than \$12 billion dollars in revenue for our combined clients, before either of us were 30. You may have read about us before in Investor's Business Daily, Forbes or BusinessWeek or seen us on CNBC.com.

Some people say we're the Penn and Teller of Marketing because of our unique partnership, aggressive personalities, intolerance of bulls***, penchant for straight talk and the ability to help business owners create systems that attract customers almost like magic (*we'll share some of these stories later*).

You see, we've watched business owners, entrepreneurs and sales pros (*our friends*) work themselves to near death-exhaustion and nervous breakdowns just to eke out a so-called "GOOD" living.

That's not enough for us - and it shouldn't be enough for you.

So we've made it our lives' work to uncover...test, prove, and bring together...strategies for quickly, easily, and affordably attracting quality customers that pay more, stay longer and refer repeatedly giving your business the leverage you need to make as much money as you want and be as successful as you'd like.

Which One Of These Entrepreneurs Are You Like?

Imagine this. Two business owners each find our website, get our Ultimate Free Gift and trial subscription to our newsletter and both are looking to increase their business and attract more customers.

Both receive the *exact same information*. The CDs, interviews, back issues and more.

They both get the offer to be part of our program.

ENTREPRENEUR NUMBER ONE: (*we'll call him Bob*) Bob calls a buddy named Chuck who runs a sleepy financial planning firm. He asks Chuck if he has heard about our program. Chuck tells him we are too young to know anything about getting customers or making money.

He tells Bob, "You just need to get your name out there. Do a good job, give good service and pay your dues. Eventually it will happen for you. What those guys are sellin' is just smoke and mirrors." So, Bob takes Chuck's advice – a guy who's been in business for 21 years and has no prospects and makes no money – and passes on our program

A few months later...

Bob's losing even more money than before. He keeps doing the same old lame marketing he had done in the past that wasn't working. Copying other broke people like Chuck. He has debts piling up and is working so many long days and nights that he is on the brink of mental exhaustion. How's that sound?

ENTREPRENEUR NUMBER TWO: *(his name will be Jay)* Jay starts searching high and low for something completely different than what was being done by any other business in his industry.

When Jay gets our information a light goes off in his head. He says, "EUREKA!" and decides to get involved with the Newton Network.

Jay plugs our Gravitational Marketing strategies into his small town. **He is amazed with the results...it is as if someone sounded an alarm.**

It seems like there is an emergency message directing all citizens to head directly to Jay's business. People are literally taking numbers and waiting to be helped in his lobby. **Imagine - people patiently waiting in line to talk to you!**

In less than 6 months Jay's business doubles. **In a year, business triples.**

It's not easy, but it is simple if you follow our system. However it's nontraditional. It breaks all the rules. Here's the long and short of it...

Bob, did what most entrepreneurs do, what YOU ARE probably doing right now— taking advice and looking for direction from friends, associates, ad reps, creative types, your sister, your uncle, your son.

You're copying what you see on TV, what other struggling business owners around you are doing and what you've done in the past. But there's something you need to know...

THAT'S WHAT EVERYONE DOES AND THAT DOESN'T WORK!!

Bob wasn't willing to take a small risk and try something out of the ordinary. He was married to what everyone else was doing. So he was getting what everyone else was getting— DAMN NEAR NOTHING!!!!

Jay was wiping the floor with everyone in town. He was even doing more business than all of his competition. Customers were seeking him out to help them solve their problems and they were referring him to their friends and family like crazy!

Does it sound like a fantasy? A fairy tale? Make believe? Absolutely not. We've seen it work with our own eyes. We've been embraced (literally, hugged) by the families of people we've helped. This fictional story has been the reality for numerous entrepreneurs we've worked with through the years.

The TWO Key Elements That Made Jay A Super Successful Business Owner And Bob A Loony Bin Inmate Are...

Key Element #1:

GRAVITATIONAL MARKETING: THE SCIENCE OF ATTRACTING CUSTOMERS

Our gravitational marketing strategies will give you a significant and (*what could be perceived as*) unfair advantage over your competition.

And you know what...these strategies are virtually unknown in most industries. And possessing them gives you a truly unfair advantage over your competitors. These strategies become the framework on which you can build the systems you need to attract and convert customers, which you can leverage into success (financially and otherwise) in your business and life.

Our systems are easy to implement and they work fast (*plus we are here to help you every step of the way*). When you roll up your sleeves, do the work and implement Gravitational Marketing, it's reasonable to expect to see results within 60 days and in some cases as quickly as three to four weeks.

And don't worry **it's not going to cost you a fortune** to use what we reveal to you. Some of these are cheapo, lazy mans secrets. You might be wondering...

"How Much Is It Going To Cost Me To Implement These Strategies?"

Here's the real kicker. Some of the strategies we share don't cost a single penny. Much of what we'll show you involves changes you can make internally, to your business and to your thinking, for free. And we focus on tactical methods you can apply to your business to make money now.

Most of the time, if you're spending any amount of money on advertising and marketing you'll take what you are currently spending and double the effectiveness of it. You spend the same and get significantly more!

Does that sound over confident? Well, we've found that most marketing is wasteful, so making a dramatic uptick in the results is actually easy when you have the right strategies...

You may be asking yourself, "Why should I care so much about marketing?"

Let us spell it out for you...

Those of you who don't get serious about your marketing are...

FACING A SCARY FUTURE Will You Be A Victim Of The Thinning Of The Herd?

The landscape of the small business marketplace has completely changed. There's more competition than ever before in almost every industry across the board. Forcing you to lower your price, struggle for the scraps and make a lot less money.

And another thing that's dramatically changing the game is the Internet. Now everyone is a competitor. Not just the guy down the street. Search engines, web sites, local search, social networking, SEO, PPC, CPM...E.I.E.I.O. (*remember, old McDonald?*)

It's outrageous, mind numbing, intimidating and costly for most business owners trying to figure it out on their own.

The Internet has added another layer of opportunity to the game which can either be a blessing or a curse depending on the systems you have in place and the handle you have on your business.

A downside is that the Internet has made it easy for every Tom, Dick and Judy to get in business and take sales directly from you and food right out of your family's mouths.

Not only that. Customers now have more information at their fingertips than ever before. They are more savvy buyers. Many small business owners don't even have a website and the ones that do, more than likely, are being harmed more than helped by their web site.

Heck, so many small business owners use AOL and Yahoo email addresses instead of a business email address tied to their business domain. That's just one of the hundreds of mistakes you may be making right now that's undermining your success.

Being online is not an option anymore. It is a necessity.

And the way you use your website is extremely important...This is another critical principle we teach in the "*Newton Network*." We'll show you how to turn your website into a business building asset and if you don't have a website we'll show you how to get the right kind of site that makes you money instead of one that sucks up your money like a hyper active vacuum cleaner.

The Internet is also backing you into the commodity corner and driving down your profit and perceived value.

Shrinking Profits Are Like A Growing Cancer – You Know It's There, But It's Hard To Stop

Fortunately, we have a solution. We'll share with you several simple strategies that will allow you to **stop slashing your prices and begin increasing your profits.**

Once you apply these techniques, you'll be amazed at the difference it makes in your bottom line. AND it has everything to do with how you advertise! It's about attracting the RIGHT kinds of prospects. The ones who value what you do and don't view you as a commodity.

Entrepreneurs across that country who have learned these few strategies have been utterly amazed at the results...and you will be too.

If You Do Not Embrace A Non-Traditional Approach To Marketing And Acquiring Customers You Will Continue To Struggle. *Sticking with traditional "SAME IS LAME" marketing techniques will get you killed!*

THIS IS WAR!!!!

WARNING: This next statement might make some business owners uneasy, queasy or soil their pretty little under shorts. We apologize in advance but we're not really sorry. You need to know the truth **BUT... YOU CAN'T HANDLE THE TRUTH!** Or *Can You?*

We hope so because we're going to be frank and honest with you here. The big, ugly truth about marketing IS that it's really about "keeping" your loyal customers and *STEALING* new customers from your competition by being a better promoter.

Your competition is not playing around. They are out to dominate. If you try to go a few rounds with the 800 pound gorilla in your marketplace or an Internet master without a tested and proven system, you **WILL** lose. They **WILL** destroy you. They aren't taking this lightly. They're out to win.

How can you take this lying down?

You don't see Wal-Mart shedding any tears over the thousands of little guys they've put out on the streets. The entrepreneurs that were once their competition are now their door greeters and cart pushers. And they wouldn't prefer it any other way. In their minds... **Biz is Biz.**

Maybe you ought to close up shop right now and take a job as a telemarketer in a Dilbert cube.

If you're in it to win it, **you've got to do SOMETHING!** You may not be able to afford to play a big money game but **you can't afford NOT to FIGHT!**

You must take some ACTION.

When we help our members compete, we teach them to shine, to be the hero for the consumer and create a perception of superiority over all other businesses in the market. We teach you how to specialize and stand out among the sea of sameness and lameness and marketing noise.

We help you discover what makes you unique and use that uniqueness to stand out. Once you know your strengths and weaknesses you can uncover what your biggest advantages are. Those advantages are your greatest weapons and most business owners don't have a clue what they are. **You're sitting on a marketing gold-mine and don't even know it.**

Once you've identified your advantages you can capitalize on them and put them to work for you to attract customers and build the kind of business and client base you only wish you had.

You see, without knowing your unique advantages you're left with very little marketing ammunition. You're basically left with "low" price and "good" service. And frankly those benefits suck for everyone. They suck for you because you can't make a profit and it sucks for the customer because they don't believe those cliché promises.

If you only market “price” and “service” you **WILL eventually go out of business.**

This gets even scarier. Things aren't getting any easier. In fact, things are going to get worse before they get better. The economy isn't looking good according to the media and economists and many business owners and entrepreneurs are already feeling the effects.

A slow down, a recession, a dip... whatever you want to call it... may be on the way, or already here, and the days when you can sloppily run a business and make decent money are over.

This may very well separate the wheat from the chaff, the men from the boys and expose who is an imposter and *who is a real deal entrepreneur.*

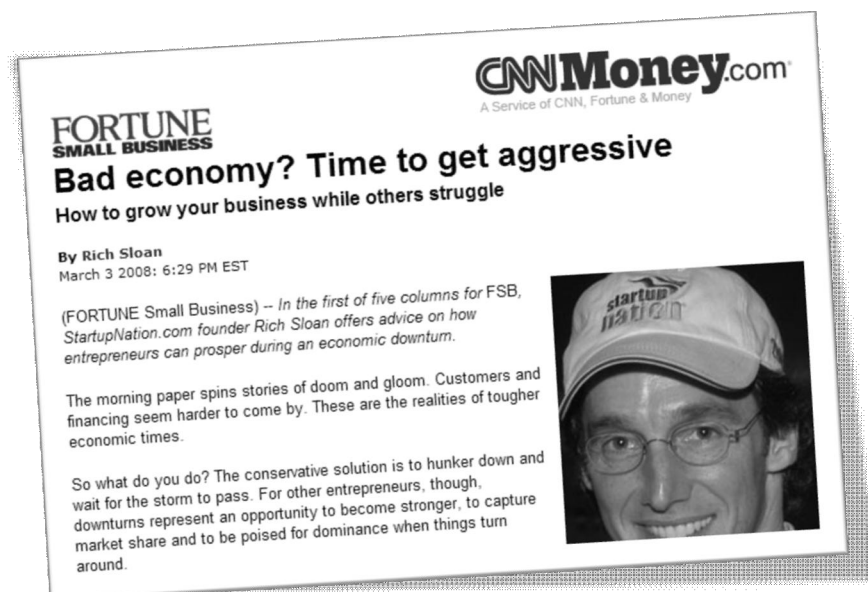
This is a turning point for business owners. Consider it a reformation for entrepreneurs everywhere. And during this "reformation" three things will happen:

1. **Some entrepreneurs will see the opportunity and embrace, grab control of their businesses and thrive, flourish and make more money than ever.**
2. **Some entrepreneurs will survive the thinning of the herd by the skin of their teeth and limp along, bloodied and beaten.**
3. **Some will be absorbed by bigger players or just go out of business.**

What Will Happen To You?

We're not exaggerating. Think this can't happen to you? ***Take a look around at other industries that have experienced the same phenomenon.*** Take for example the retail booksellers, menswear stores and independent furniture retailers.

Small independent booksellers are almost non-existent. **The minute a slow down hits (or is even talked about), most small minded business owners throw in the towel or go belly up.**



To Die Or Thrive?

You have a choice friend. Which kind of entrepreneur are you going to be during this great "reformation?" Are you going to "make a graceful exit" or are you going to **learn the secrets and tactics you need to not only make it but to actually grow during the tough times?**

Are you going to take the helping hand we are extending you? **Grab the advantage** we are casting your way? Are you going to learn the only true way to compete, survive and thrive?

It's not going to be a magic pill or a silver bullet. We're not going to ship you a pair of rose-colored glasses and ask you to think pretty thoughts. We're going to put you to work. Maybe some of the most intense work you've ever done on your business (that's right... "on" your business...not "in" your business). Honestly, it may be uncomfortable, but it will be profitable. Are you willing to make the sacrifice?

Gosh...we really hope so!

Key Element #2 That Made Jay Successful: MASTER MINDING AND COACHING

Discover Why A Mastermind Group & A Coach Are The TRUE Secrets Of Success...

The "*Newton Network*" incorporates the most powerful, state-of-the-art money making, marketing, and exponential-results-oriented methods available anywhere in the world today.

This includes allowing you to tap into the power of the "Mastermind."

The "Mastermind" is such an incredibly potent profit producer—you'll have trouble sleeping with all the ideas you'll get from masterminding with us and other success-minded entrepreneurs.

Why Napoleon Hill Should Be A Household Name

In 1908, Andrew Carnegie, one of America's richest men and a captain of industry who believed that achievement of financial success could be reduced to a simple formula, which could be duplicated by the average person commissioned (at no pay) Napoleon Hill, then a journalist, to interview more than 500 wealthy high achievers to uncover the **common threads of their success.**

Napoleon Hill's discoveries have changed many people's lives and just may change yours as well. One of the gems Hill uncovered in his study of the world's wealthiest and most successful people was that, **"You'll need brains outside your own."**

He explains this concept in step #9 to riches in his classic book, "*Think and Grow Rich*" which is **Belonging To A Mastermind.**

We owe a debt of thanks to Napoleon Hill, who said:

"Ally yourself with a group of as many people as you may need for the creation and carrying out of your plan or plans for the accumulation of money – making use of the "Master Mind" Principle. Compliance with this instruction is absolutely essential. Do not neglect it. Economic advantages may be created by any person who surrounds himself with the advice, counsel, and personal cooperation of a group of men

who are willing to lend him wholehearted aid, in a spirit of perfect harmony. This form of cooperative alliance has been the basis of nearly every great fortune. Your understanding of this great truth may definitely determine your financial status."

Benjamin Franklin understood the power of this concept way before Hill was even born. In 1727 Franklin created his own mastermind group called the Junto.

"I had formed most of my ingenious (clever) acquaintances into a club for mutual improvement."

~ Ben Franklin

This IS what you are missing in your life and career. Who can you talk to about your goals, dreams, concerns and successes? Nobody! Most people probably think you are crazy and say negative things about your ideas. It doesn't have to be that way. **You can now have a great group of friends, almost a family, who support, encourage and boost your success.** These friends help you along with positive, money making ideas, suggestions and feedback.

This is the same kind of powerful mastermind group that was formed by 56 proud men who signed the Declaration of Independence and staked their very lives upon their decision to bring forth a new nation. It is the same kind of powerful mastermind group we have created for you.

Can you imagine... never being "stuck" again? Having answers at your finger tips! **Knowing exactly how to grow your business by attracting customers and sparking repeat and referral business.**

We are creating a united a group of minds that are truly exceptional at succeeding in their respective businesses and when you join this exceptional group you will **discover ways of refining, growing, and flourishing in your life and business that you would have never discovered on your own.**

Besides allowing you to tap into the power of the mastermind you will discover...

...the extraordinary benefits of having a "Coach" or "Mentor" (or two, as it is in this case).

We've never seen a superstar in any profession who **wasn't relentlessly molded by a coach** for most of their career. For example...

You'll be surprised to know...

- ➔ **Michael Jordan was "cut" by his high school basketball team** before his coach stepped forward and personally mentored him to become the greatest basketball player of all time. His mentor made him show up at the gym early and stay late. He forced him to lift weights even when he was too tired to continue. He held his hand every step of the way.
- ➔ **Tiger Woods** was not only the youngest winner of the Masters gold championship, but he set the record for the lowest score. With all his skill and talent, **he credits his success to his coach.** Many believe his father was his mentor but that is NOT true. His parents leveraged everything they had emotionally and financially to hire Mark O'Mara to coach and train Tiger. In fact, even though he has reached the pinnacle of success he STILL uses a coach.
- ➔ **Oprah Winfrey** grew up extremely poor in Mississippi and has risen to historic heights in the entertainment industry. How? Because she has a mentor. Oprah says:

"A mentor is someone who allows you to see the hope inside yourself. A mentor is someone who allows you to know that no matter how dark the night, in the morning joy will come. A mentor is someone who allows you to see the higher part of yourself when sometimes it becomes hidden to your own view.

I think mentors are important and **I don't think anybody makes it in the world without some form of mentorship.** Nobody makes it alone. Nobody has made it alone."

No one ever won an Olympic gold medal without a coach. Without someone holding them accountable for their actions and ultimately their success. Actors and actresses like **Jack Nicholson, Jim Carey and Julia Roberts** all have personal mentors to keep them on top of their game.

And according to Forbes Magazine, more and more of the nation's top CEO's, entrepreneurs and business owners are all using coaches and mentors to help them achieve new levels of success. Heck, we personally spend over \$100,000.00+ a year on coaching, mentoring and success education.



Think a coach or mentor isn't for you? Think you're too old, too young, too fat, too skinny, too tall, too bald, too whatever for a mentor? You're **WRONG!**

Even in his seventies, Arnold Palmer is still using a coach? It's called the SLIGHT EDGE...buster! It's what success minded entrepreneurs are always looking for to get

to the next level. The slight edge is built around W. Clement Stone's principle, **little hinges swing big doors.**

This is proven. We can make one "little" precision-targeted, personal suggestion that'll swing open a very, very big door for you. Often times these **little changes can add HUGE NUMBERS to your bottom line, bank balance and quality of life.**

These Are Principles Of Success!

Now, you've seen how the world's most successful professionals, actors and athletes attribute much of their success to having a great coach and/or a TEAM of COACHES (a.k.a. Mastermind). Shouldn't you tap into this success "secret" and start working with your own coach to help you reach your business and personal goals as well?

What if the only thing preventing you from finally achieving your income, business, and life goals is NOT having a coach?

You've probably had this experience sometime before: you attended a seminar, read a book, or listened to a tape and felt all fired up with so many phenomenal ideas in your head ... ready to change your life! But you soon **found yourself overwhelmed to the point of "inaction" or "being frozen," unable to put your new ideas to work,** unsure of what direction to take.

Having a coach eliminates this frustration. If you have questions, they are answered. If you need a good kick in the pants to get you motivated, consider it done!

Being part of a mastermind group accomplishes many things at once. One of them is the **personal accountability** you experience. Having others there, expecting you to get projects done, is a powerful motivator.

That's the reason why this is called an **Implementation Program**. It's not just consulting or coaching. What good does it do you to have a bunch of information and ideas if you don't have anyone holding you accountable to get stuff done?

That's why we created the *“Newton Network”* and *“S.T.A.R.T. Implementation Program.”*

We're Searching for Hungry Business Owners, Executives and Sales Professionals Who Have An Entrepreneurial Spirit To Join Our Newton Network & Participate In Our S.T.A.R.T. Implementation Program

If you are hungry, ambitious and dead set on being successful, increasing profits, having more free time to do the things you love and want to build a world-class business then please read on...

If you accept our invitation to join, we will push you to test your limits and achieve far more than you ever thought you were capable of achieving. We'll be there with you, guiding you, coaching you to success. Read on to find out how you can...

Multiply And Accelerate Your Success 20 Fold

The best part is you will soon be joining a group of serious, dedicated, progressive business owners deeply committed to attracting more customers without resorting to manual sales labor or hard sell tactics. These entrepreneurs are the ones who are quick to test and implement discoveries and strategies. Adept at solving even the toughest problems, who all come together as a "mastermind" for everyone's benefit.

Here's why this is so ridiculously potent. Each member benefits from the other's experience – multiplying your testing, results and success 20-fold. **The mastermind is the catalyst for creating revolutionary ideas, strategies and campaigns.**

The sharing and building of everyone's ideas compounding on one another result in success that can't be built by one person alone. This phenomenon dramatically accelerates success, sky-rockets productivity and performance and allows you to **achieve results in record time** compared to anything you could possibly do on your own.

The Truth Behind “Creativity” In Marketing

I, Jimmy Vee, was one of the youngest big agency creative directors in history. At age twenty-three, I was promoted to creative director and was in charge of every major campaign, commercial, direct mail piece, print ad, TV commercial, radio spot and website that the agency we worked at put out.

But creative in my book didn't mean cute, clever or interesting. I took this job more seriously. To me creative meant the ability to sell. To me creative meant creating commercials that solve problems, create buying preferences and motivate people to take action, like picking up the phone, coming to your business and buying now.

Travis became the top account manager at the agency and was handling over 25% of the agency's accounts which put in excess of 25 million dollars per year under his direction. Creating the strategy, analyzing results, looking at trends and changes and then directing the client on how to best spend their marketing and advertising budgets. It might be helpful to have that kind of strategist help you make your marketing decisions too.

My job was to come up with new campaigns every month. So I decided to do what most good agencies do: I held what's called in the business a "creative meeting." I hate that name. It really has nothing to do with creative. It has to do with problems and solving them.

A creative meeting is when a bunch of agency employees get into a room, grab a stack of newspapers and magazines and a case of cold beer and start brainstorming ideas for commercials, campaigns and new ways to solve old problems.

Let me tell you, no one idea was perfect and came out ready to go. An idea would be thrown onto the table and then worked, kneaded and massaged into a really good idea. After the meeting Travis and I would take the really good ideas and polish them into diamonds and turn them into million dollar campaigns using our Gravitational Marketing methods. We would build the campaigns so that they would tap into the emotions, hopes, fears and dreams of the people who would eventually be motivated by the commercials.

Let me spell it out for you...what we had in that little room *wasn't creative* at all...it was a mastermind group. And the participants weren't business owners or geniuses. These were ordinary, everyday people who came up with brilliant ideas that made business owners wheelbarrows full of money.

Now think about the ideas you can come up with brainstorming with other smart business owners like yourself and with **Travis and me directing you and massaging the ideas into million dollar winners.**

HEADS UP: This is NOT just another Networking Group or Business Bitch Fest. Consider it a think-tank made up of some of the most savvy entrepreneurs and business owners on the planet, all coming together for one purpose...creating positive, profit producing change in their business.

This is more than a networking group because you have the nation's leading experts on attracting customers moderating and working with you every step of the way. Most networking or brainstorming groups just regurgitate stale ideas or are made of "Negative Nellies"...broke people with no ideas and nothing going on.

We study what works in all industries, what's hot in the world and we bring it to the table to be built upon by the sharpest minds in the business.

The sharpest minds...including yours. That is another thing. This is a group of entrepreneurs committed to learning a better way to market and advertise and grow their businesses. This is a group of the ELITE – the Best of the Best. There is a great amount of sharing and value that comes from business owners helping one another with the direction of seasoned pros who have been there, done that.

It's Time To Make A Choice That Will Explode Response, Sky-Rocket Sales And Boost Your Profit...

Will you accept our invitation to be part of our group? Before you answer you should know that you have a choice to make. There are two new levels of membership and the choice is yours: ***Newton Network Professional*** and ***Newton Network Mastermind***. Let's spend a few moments looking at each one individually so you can make an intelligent and informed decision that best matches your business and desired outcomes. Here's what's included in the Newton Network Professional program:

Professional Member Benefit #1: LIVE BUSINESS ACCELERATION TELE-CONFERENCE

This is a live 60 – 90 minute training seminar we conduct every month for members. Gather your key people and employees or just sit by yourself and listen to us give you techniques and strategies and specific implementation advice to help you **attract customers or convert your customers into repeating, referring clients for life**.

Sometimes we'll even interview well-known authors, speakers and celebrities and press them to share their most powerful success secrets with you.

We normally charge \$2,500.00 for 60 minutes of phone consulting. But...we've created this exciting and innovative way for you to get critical information from us on this call every month for a teeny fraction of what you would pay if we were to consult with you privately.

(\$595.00 Monthly Value)

Professional Member Benefit #2: BUSINESS ACCELERATION TELE-CONFERENCE CD

Can't make the Live Business Acceleration Call? Got tied up? Want to review the call, make notes and create an action plan from it? Don't worry. As part of your Newton Network membership we'll send a recorded version of the call on compact disc right to your door.

Listen to the call for the first time or for the fifth time (we pack these calls full of powerful content so you just may find yourself listening again and again). Just pop it in your car while you're driving around or download it to your iPod or MP3 player and listen at the gym or while you're on the go. It's a great way to turn down time into productive and useful "working on your business" time.

(\$119.00 Monthly Value)

Professional Member Benefit #3: MONDAY MORNING HUDDLE & VIRTUAL CAFFIENE BLAST

Who couldn't use a kick in the pants and a wake-up call every Monday morning? It happens to the best of us...you come in, groggy and lazy after the weekend, trying to get your head screwed on straight, wasting time, looking for focus, clarity and purpose. Look no further. Each Monday, mid morning, we get together with the group and have a quick head-check and give you a reminder about what it is you should be striving for that week. No more than 10 or 15 minutes. But that's all it takes to turn a stale, boring, unproductive week into 5 days filled with vigor, productivity and accomplishment.

(\$396.00 Monthly Value)

☑ Professional Member Benefit #4: NEWTON NETWORK NEWSLETTER

Each month we publish the Newton Network Newsletter that exposes some of our most valuable and private business ideas, philosophies, goals, strategies and techniques. This newsletter is not for everyone. Not everyone likes us. And if you don't like us, you won't like this newsletter, because it's quite personal and revealing. Reading it is like spending time with us one on one (or two on one, as the case may be).

Imagine having two marketing experts spend millions of dollars, track the results, and report their findings to you. Plus we consume a lot of information, then we condense that information, apply that information, test that information, and deliver the results and the highlights to you, in our newsletter -- so you can grow your business faster, by benefiting from our experience and knowledge.

The Newton Network Newsletter is packed with business building and success information and is delivered monthly right to your door. It's 12 hard hitting pages of content and marketing strategies. **It's like the Matrix...you plug in, and we download all the information from that month right into your brain.**

The Newton Network Newsletter keeps you plugged in month after month. It's the lifeline to success and marketing mastery. Read it in bed or on the can... just grab a highlighter, take notes and commit to reading and implementing these ideas.

(\$29.00 Monthly Value)

☑ Professional Member Benefit #5: ROCKET FUEL FOR YOUR BUSINESS INSERT

Each month we pick a particular topic and expand on it. Give it a little "extra" treatment. Copy critiques, promotion ideas, what's working now studies, mini-reports on new marketing technology, etc. It's another method we use to infuse your business with useable, relevant, effective information for growing your business bigger, faster, smarter.

(\$19.00 Monthly Value)

☑ Professional Member Benefit #6: NEWTON NETWORK MEMBER'S ONLY COMMUNITY

Just enter your login in and password and you'll instantly be transported to a completely new dimension. A dimension where **your success, attracting customers, high leverage systems creation and how to increase your sales and profits are the only topic of conversation.**

The best part about the community is the online discussion forum we call the Newton Network Virtual Mastermind. Up late? Just log on and interact with other entrepreneurs. Give feedback, ask for help or make a suggestion. Comments are welcome and encouraged. We also chime in and talk with everyone as well. It's a powerful place to hang out, network and learn from us and from your fellow members.

If you can't sleep because you're too excited about creating more success, this is the place to go. It's open 24 hours a day and is waiting for you to log in and get involved.

(\$199.00 Monthly Value)

☑ Professional Member Benefit #7: AUTOGRAPHED COPY OF GRAVITATIONAL MARKETING: THE SCIENCE OF ATTRACTING CUSTOMERS

Perhaps you already have a copy, maybe you don't. Either way, it's important that all members read this book as part of the membership. With the book you can unlock all of the readers-only resources found on the book readers' resource site, and it really covers the building blocks of effective customer attraction.

If you already have a copy, no problem. We'll autograph a copy, to you personally, for you to keep in your private library. Who knows what it will be worth one day ;-). Then you can share your original copy with a friend or colleague. You'll be a hero in their eyes and get to be a thought leader for a day by sharing this valuable information.

(\$26.95 Value + PRICELESS!)

☑ Professional Member Benefit #8: SOME OF OUR FAVORITE THINGS (SURPRISE DELIVERIES)

Look, we love our members. And we actually spend a lot of time, money and energy coming up with ways to show it. If we read a book we feel like you can't live without, a copy is coming your way. If we taste a food item that we just love and think you would do, you're getting a taste of it. It's just one way for us to let you into our lives and get to know each other better. It's random, it's a mystery, it's fun.

(IMMEASURABLE)

☑ Professional Member Benefit #9: NEWTON NETWORK OPEN CALL IN DAYS

On certain days throughout the year we open up the lines for additional incoming calls just for Newton Network Professional members. You'll want to have your questions organized ahead of time and a clear idea of what you'd like to get out of the call. We'll spend 15 minutes on the line together focused on your biggest challenge or helping you come up with new ideas.

(\$625.00 Value Per Call)

☑ Professional Member Benefit #10: NEWTON NETWORK BEST OF THE BEST CONTEST

During the program you will be inspired and empowered to make major breakthroughs in your business with our help. We'll supply you with "Best of The Best" entry forms where you can let us know about your success and ideas. What you've done and how you've used or improved on our ideas.

At the end of the contest, we'll pick a winner and that person will **win either a big screen plasma TV or a day in beautiful Orlando with us**. We normally charge \$15,000.00 for a full day of personal, two-on-one consulting. A lucky member will get nose-to-nose, toes-to-toes, personal consulting from us or the plasma TV (your choice) absolutely FREE!

☑ Professional Member Benefit #11: DISCOUNTS ON EVENTS, PRODUCTS & SERVICES

As a Newton Network Professional Member you get a 20% discount on events, seminars, special training sessions and private consulting as well as occasional increased discounts during special promotions.

Total monthly value of Newton Network Professional Membership is a staggering \$1,357.00

Now, if you go back and review the numbers, you'll see that we've been quite conservative with our calculations. Sure, we could over inflate every number and make this total up to \$275,000 or more in value. But how would that make you feel? Exactly.

This program, like everything we do, is about providing real value to real people with real businesses. We genuinely believe that this program is worth \$1,357 per month. We would pay that.

However...

Because of the unique group environment that we conduct all of our training in, we're able to deliver more value for less cost. We're able to help more people at once. That's the beauty of new technology like the Internet and conference calling, etc. So, it turns out to be your gain. The actual investment for this program is far less. We'll get to that in a moment...but before we do, let us tell you about the Newton Network Mastermind program.

Some people are going to know right away that the Newton Network Professional program sounds great. But, they want some live, face to face interaction with us and with other members. We realize that, and it makes perfect sense. It's in a live environment, away from your business, where things really start to come together, you accomplish enormous breakthroughs and you experience those "ah-ha" moments.

☑ Mastermind Member Benefit #1: ALL NEWTON NETWORK PROFESSIONAL BENEFITS

You get the Live Business Acceleration call, the Business Acceleration CD, the Monday Morning Huddle, the Newton Network Newsletter, the Rocket Fuel For Your Business insert, access to the Newton Network Online Community, the personally autographed copy of our book, some of our favorite things, periodic member call in days, the opportunity to win a big screen plasma TV or spend a day with us in Orlando. You get it all!

(\$1,357.00 Monthly Value)

☑ Mastermind Member Benefit #2: FOUR IN-PERSON, SMALL GROUP MASTERMIND MEETINGS PER YEAR WITH JIM & TRAVIS AT THE HELM

Yes, it's the big kahuna! You get a backstage pass to meet with us personally, along with a small group of your peers, where we'll spend 2 days, in Orlando, dissecting your business, working on new ideas, reviewing your progress. You'll learn not only from the group's direct focus on your business, but from the focus on other members' businesses as well. You'll have the group's support as you develop, plan and refine a deadly plan of attract. A mastermind group of this type is the ultimate cure for almost any business problem.

This is the fast-track to major gains and improvement. But it's also going to be high-energy, spontaneous, fun and engaging. You'll go home with armloads of stuff and a brain full of ideas and a plan of action to implement it all. Not to mention, you'll create an almost family-like bond with the other people in this group. Imagine what it will feel like to have other people supporting you, holding you up, cheering you on, making you accountable. This will be the experience of a lifetime and will be well worth the investment.

(\$7,500.00 Value Per Meeting)

☑ Mastermind Member Benefit #3: ROUNDTABLE MASTERMIND CALLS ON OFF MONTHS

We'll meet in person four times per year, but what about the other eight months? Problem solved. On months when there's no meeting, we'll host a private conference call instead, with the lines open, for the group to have open discussion. It's the next best thing to being together in person. This is also a great time for marketing critiques and q & a.

(\$750.00 Value Per Call)

☑ Mastermind Member Benefit #4: MASTERMIND MEMBERS-ONLY DISCUSSION GROUP

You'll be able to easily continue with discussion, check up on the progress of your fellow members, swap marketing ideas and material, share your victories and otherwise stay in touch through this special discussion group that's private and for Newton Network Mastermind members only.

(\$199.00 Monthly Value)

☑ Mastermind Member Benefit #5: TWO ANNUAL TWO-ON-ONE TELEPHONE CONSULTATIONS

In addition to the valuable growing, learning, planning and improving that you'll experience through the face to face and virtual mastermind sessions, you'll also be supported directly by us via personal and private one-hour telephone consulting sessions twice per year. This time is yours to ask any questions you have about improving the results of your Gravitational Marketing campaigns or you can let us take control and completely audit your marketing and business processes. These calls will be something you look forward to for months and will wind up being exactly the boost you need at the perfect time.

(\$2,500 Value Per Call)

☑ Mastermind Member Benefit #6: EMERGENCY MARKETING ASSISTANCE FROM JIM & TRAVIS VIA EMAIL

Every now and then you're going to run into a brick wall or paint yourself into a corner. You'll find yourself confused...searching for an answer. Wouldn't it be nice to have a private email address, that connects you directly with us, where we'll get back to you within 48 hours with a solution for your problem? You bet it would. And this is exactly what you'll get as a Mastermind level member.

(PRICELESS)

☑ Mastermind Member Benefit #7: BIGGER DISCOUNTS ON EVENTS, PRODUCTS & SERVICES

As a Newton Network Mastermind Member you get a 30% discount on events, seminars, special training sessions and private consulting as well as occasional increased discounts during special promotions.

OK. So add it all up and you'll find that the **monthly value of the Newton Network Mastermind program is \$4,972.00**. Once again, that's a pretty conservative valuation based on the face to face time you're going to have with us and with other business owners and the personal consultations. But, like

before, because we're able to host this program in a group environment, we're able to adjust the cost to you to be much less than this.

Which Program Is Right For You

So, it all sounds great, we're sure. But how do you choose? We're going to share our thoughts about who we feel would be best for each program...

Newton Network Professional Is Best For...



Business owners, executives or sales professionals who have a strong desire to improve and an interest in putting a system and plan in place to attract customers and grow their business.

People who feel like they would benefit from ongoing training in a group environment, would like additional accountability and a flow of new and positive ideas.

People who have the discipline to work on their business with virtual support from Jim & Travis and other members.

People who feel they need some help getting "unstuck" in their business, whether just starting out or trying to reach the next level of success.

The investment for Newton Network Professional is \$249 per month (*\$1,357 value*) (*cancel anytime*).

Newton Network Mastermind Is Best For...



Entrepreneurs or executives who have aggressive growth goals and are serious about creating a business and life that's ESP—Enjoyable, Simple & Prosperous. They may be impatient, and have a desire for everything to happen faster and sooner.

They'll feel comfortable speaking out and sharing in a group environment and giving feedback to other members face to face. They're open to sharing their success and failures with other people.

They have valuable ideas and connections they're willing to share with other members and would be interested in forming partnerships, alliances and joint ventures with others in the group.

They're able to take time away from their business and have the means to travel once per quarter to Orlando for a live, 2 day meeting which may sometimes involve costly leisure activities in addition to the learning and masterminding activities.

They have a desire to play a leadership role in the Gravitational Marketing community. This is perfect for the person who feels like they would benefit most from live, face to face time with Jim & Travis.

The investment for Newton Network Mastermind is \$1499 per month (*\$4,972 value*).

We ask our **Mastermind**-level members for a gentleman's or gentlewoman's agreement that they will commit to the program for 12 months. This is for two primary reasons: 1) Since you'll be receiving personal coaching and consulting from us, we want to make sure that you're committed to your business and to your growth for at least the next 12 months, as we'll be prepared to make that same commitment to you. 2) A face to face mastermind group suffers with the loss of a member. In order to maintain the highest value and best experience for all members, we ask that each member commit to the group that they will actively participate in the mastermind experience for 12 months.

Additionally, Mastermind-level members will be asked to complete an application, which we'll personally review, before their membership officially begins.

Are you wondering...

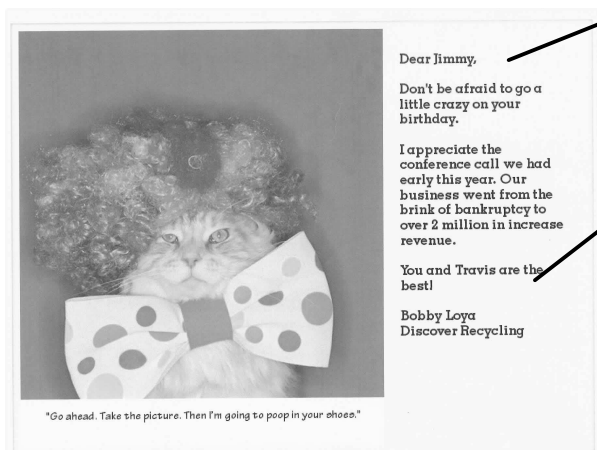
How Much Of A Difference Can Just One Idea From The Newton Network Make?

The people we work with really see incredible results. On a coaching call with Casey Beckford of Milton, Florida he told us that he wanted to prove our stuff wouldn't work. So he stuck an ad we helped him create in the worst local throw-away newspaper he could advertise in.

In the past, this paper had generated zero calls in a month. He called us four days after the new ad ran...he had already received 32 calls on a \$230 investment. He had also already gotten two new customers from the ad and had several more appointments when he called. That's just one example of the kind of small victories you can achieve with the right help.

2 Million In Increased Revenue!

In December of last year Jim received a birthday card from Bobby Loya. The card had a cat on it in a clown suit with a caption that read, "*Go Ahead. Take The Picture. Then I'm Going To Poop In Your Shoes!*"



The exciting part was a few months back we had a coaching call with Bobby and his birthday card went on to say that from that **one coaching call his business went from the brink of bankruptcy to over 2 million in increased revenue!**

Another client of ours, John Gerton in Mount Vernon, Indiana, told us he **had his best month ever, just 2 months after using our ideas. BEST MONTH EVER!** While July is normally a top 3 month for John this one, he said was, "exceptional!"

We have scores of stories just like these we can tell you. But what's most important is what you'll do with the information and the support.

Imagine what your business will be like when you're naturally attracting a steady stream of qualified prospects who become high quality customers that pay more, stay longer and refer repeatedly.

Visualize your business with double the number of customers you currently have and higher profits than ever before...But this is NOT just about the money. No way! **This is also about discovering a less stressful path. A faster path. A more enjoyable and simple path.**

What makes this all happen? Action and accountability. The kind of action that breathes new life and spirit into your business and the kind of accountability that significantly improves performance.

We are serious about success. Your success and the success of everyone in this group.

If you implement, **you are in for a phenomenal year of growth and excitement in your business like never before.** What you will accomplish as part of this group is something you've never experienced before. We see progress every week from our clients and you will be no different.

- ☛ **You WILL attract more customers**
- ☛ **You WILL increase sales**
- ☛ **You WILL increase referral business**
- ☛ **You WILL have marketing systems that run automatically**
- ☛ **And you WILL take more time off, make more money and stop stressing out!**

Bottom line...our stuff works!

That's the whole truth of it right there. Of course, spending even a dime on something that doesn't work isn't smart. But you don't have to worry about that. This stuff has already been proven to work in every market in the country. It's been tested with more than \$96 million of marketing in over 200 cities in the US and many other countries.

Small towns. Big towns. Small business. Big business. It doesn't matter if your business is in a bedroom or on a busy street corner. It works...and it works because the **strategies focus on people, emotions, wants and desires.** And on delivering real, live value. Giving.

And guess what? People are the same everywhere. They have the same emotional hot buttons that trigger them to take action. Your business may be different, but people are the same. You just need to start talking to them in the way that resonates with them best. That's the secret.

Let's Do The Math, Shall We...

How much does it cost you every month to keep your business open? Paying the rent, paying the electric bill, paying the water bill, payroll, paying your taxes?

Look, only you and your accountant really know the true number. But... do you **REALLY KNOW HOW MUCH IT'S COSTING YOU TO NOT USE MARKETING AND ADVERTISING THAT WORKS EFFECTIVELY?** That's a much more difficult number to come up with. It's based on the cost of your lost opportunity. Sky's the limit.

And since most business owners don't track their marketing they can't possibly know how much money they are flushing down the toilet every month. Not to mention if you aren't spending marketing dollars **you are wasting the biggest opportunity of your life to get rich!**

Let's Be Conservative...

How many new customers do you need per month for this program to at least pay for itself? How much more referral or repeat business do you need per month on top of those new customers to actually feel happy about the results? Probably not all that much. A little boost here, a little boost there, and you're turning the corner to some real increases. Run the numbers...you'll see.

If you're planning on being in business for any length of time past 30 or 60 days, you'll understand that the incremental profit that comes from these new customers and this increase in repeat and referral business will compound on itself over just a brief period of time.

You've heard of the huge multiplication factor of compounding interest, right? Well, this is **compounding business**. This is something that truly successful entrepreneurs understand right away. Those that don't get it are the ones who stay small and struggle forever.

So, does it make good business sense to join?

Well, you may be asking the wrong question. The better question is "does it make good business sense NOT to join." We firmly believe that **you'll lose more in opportunity by NOT joining than it will cost you to get involved and enjoy ALL the benefits we're promising you.**

What does your future in business really look like? **What plan do you have for ultimate success, wealth and financial leverage?**

The old model is broken. The "traditional method" of doing business doesn't seem to be working anymore. Thinking you can lower your prices to solve your problems is utterly ridiculous. You will go under. A totally different business and marketing approach is not only a good idea, **it's ESSENTIAL if you want to survive and thrive. Not getting this information is going to cost you WAAAAAY more than the small investment to get it. We promise you that.**

This shouldn't be a big decision at all. It's not brain surgery. You can *waste* a lot more money than this accidentally...without even trying. Heck, we know business owners **who spend this much at Starbucks in a month.**

Reward Yourself By Being Decisive & Taking FAST Action

Now it's time to talk turkey and for you to decide which level you're going to choose. One thing is clear: it would be foolish to choose neither. And to make such an idea seem even more foolhardy, we've decided to incentivize you with a valuable reward which is, frankly, embarrassingly valuable. It's our S.T.A.R.T. Implementation Program.

S.T.A.R.T. is going to be a live-action implementation program that will take place over a 24 week period. Everyone who takes decisive action and gets involved in either Newton Network Professional or Newton Network Mastermind will receive a free ticket to the S.T.A.R.T. training. The offer to participate in the complete S.T.A.R.T. program will expire on May 19, 2008.

Because of the intense nature of this training and the hands-on involvement it will require from us, we're going to have to impose a limit on the number of people who receive this bonus. If we hit this limit before May 19, 2008 the offer will expire early. So, do take the time to make an informed and appropriate decision, but don't drag your feet or procrastinate because it may cost you.

Here's what we'll be focusing on during the 24 week S.T.A.R.T. Implementation Program:

S.T.A.R.T. Curriculum

- **Make *Gravitational Marketing* a priority:** Learn our personal time management techniques and strategies for squeezing every drop of available opportunity out of each passing day. Simple changes that will allow you to put “marketing your business” on the top of your priority list.
- **Specifically define your ideal business:** It’s your business. Why build it to do anything but serve you? Why make it anything less than ideal? First you must define what “ideal” is and we have some powerful ideas that may alter your thinking about what is and isn’t an ideal business.
- **Develop a clear vision of who your target / ideal customer is:** If you could choose anyone to do business with, who would it be? Knowing the detailed answer to that question is necessary if you ever want to attract more of the ideal customers. We’ll walk you through the process.
- **Learn your ideal customers’ desires, hopes, fears and worries:** The success of your marketing hinges on your ability to tap into the emotions your prospects are feeling. How can you do that if you don’t know what they are? We’ll show you methods for uncovering their secret emotions and simple ways to embed emotional-laden benefits and promises into your marketing.
- **Find ways to reach your ideal customers:** Knowing who they are and what’s important to them is critical. Just as important is knowing where to find them and how to reach them. Most business owners can’t see the forest for the trees and are missing some obvious ways to attract their perfect customers. We’ll help you uncover any hidden methods for reaching them so you can begin to solidify a marketing plan of attract.
- **Discover what unique emotional benefits you provide:** Next we’ll lead you through the process of identifying and accentuating the major selling points of your offering and positioning your product or service so that it delivers a clear buying preference to your potential customers.
- **Create a concise and compelling *Gravitational Positioning Statement*:** Once those unique emotional benefits are clear to you, it’s time to turn them into a pithy, concise statement that communicates your core message in a clear and understandable way. This will become the core of your marketing.
- **Package your offering for maximum attraction:** How can you turn the ordinary into the extraordinary? By repackaging what you sell in a way that nobody else does. This is key to winning more than your fair share of the business and turning customers into clients for life.
- **Create information to aid the buying process and position you as expert:** As an expert you’ll exert a greater gravitational pull on prospects. We’ll walk you through the process of honing your expertise and crafting information you can use to support your claims and attract customers.
- **Define your immediate follow-up process and funnel:** What good is a lead if you don’t have a system in place to convert that lead? Not much. We have discovered and created some very unusual and creative ways for following up and converting leads at unbelievable rates and we’ll share our methods with you.
- **Begin attracting and converting customers:** Once it’s all in place it’s time to begin...or S.T.A.R.T. as the case may be. Now is the time to unveil your new marketing to the market and let your creation begin working for you.

Plus, we'll have an advanced strategy session at the end that takes a look at these steps that are critical to creating and maintaining momentum:

- Using systems and outsourcing to streamline and automate the process
- Creating or improving your online presence
- Evaluating and improving your consumption experience
- Building a strategy for creating customers for life
- Finding additional lead sources
- Improving your conversion processes
- Creating cross-sell / up-sell systems

The S.T.A.R.T. program is literally a graduate level course that will force you to implement Gravitational Marketing in your business and ensure that you get it right!

You'll participate, for free, as one of the charter Newton Network Professional or Newton Network Mastermind members.

Do You Have What It Takes To Be A Member?

We want to make sure you're a good fit before you take another step. Here is just an idea of what we are looking for in our members. **Before you get involved, we ask that you are:**

\$...very, very serious about your desire to increase, even double your business in the next 12 months.

\$...willing to get your hands dirty and implement some relatively simple strategies.

\$... beyond the "magic bullet" mentality – and committed to a "partnership" approach and understand that marketing is about testing and measuring and improving over time.

\$... willing to allocate time to work ON your business instead of IN it to MAXIMIZE your success and profits.

\$...above the "victim" mentality. This program is not for whiners (*we are not baby sitters and won't take you to the crying room or change your diapers*). Honestly the program is for "players" who recognize how to create massive success.

\$... a positive person. We only want to work with people that provide positive stimulation to the group.

See, this is our ideal customer. And if you don't fit the mould, we respectfully ask that you pass. There's a lesson to learn from that. Just the first of many, many more to come.

Three Specific Reasons Why You *Should NOT* Join

- 1 **You don't have an open mind and a good sense of humor.** Listen: Life is way too short and sweet to waste even just one minute of it in the company of any narrow minded, unhappy and humorless stuffed shirt, uptight panty wad. **True success means enjoying playing the game as well as "winning."**

Believe this, we take our work VERY seriously and give 100% of ourselves in everything that we do and generate big dollars for ourselves, our families and our clients because of it. However, **we also have plenty of FUN doing it and so do our clients.** Heck, we live on a golf course for heaven's sake. I think this is why Travis and I get along so well, because we really enjoy every day.

We both know how to work hard, but also how to kick back, relax and have fun too. **We want you to join us in making money and having fun on this adventure called life.** We want to help YOU to enjoy more of the good life too, but only if you are positive and **open minded** enough to listen to some **new ideas and put them to the test.**

- 2 **You're looking for a "free lunch."** Sorry, but in the real world **there's no such thing as a free ride.** Anyone looking for a get rich quick scheme with no work involved or a way to get free handouts from the government can look somewhere else.

We will help you as much as we can. We will hold your hand, show you the way, hold you accountable. But we can't do everything for you. We can do some stuff. But **you will have to perform.** You will have to execute. You will have to market your business.

Our group will be filled with helpful people, but everyone is responsible for their own efforts. **This is a group for BIG boys and girls.** A group for **Super Stars.** We will be busy making progress, not busy making excuses. **This is only for "doers" who take positive action.**

- 3 **You can't afford it.** Please don't send us the last \$249 bucks you have in your pocket looking for a miracle. Don't spend your child's food money in hope that we can rescue you or bail you out. **We are good, but even we can't multiply zeros.**

You have to have money to market your business even after you've paid for our help. If you can't invest in this program without breaking into cold sweats or losing sleep, please keep your money in your pocket where it belongs. This program is NOT for you. **This program is for people who are comfortable making a financial investment in the success of their business.**

However, if you are like the many successful entrepreneurs we work with, you know you'll waste more money a month on costly mistakes (or coffee). Or hey, think about this. If you put the entire cost of the professional program for a year, \$2,988, in the bank at a good return rate of 5%, after the year, you'll have made a whopping \$149. WOW!

So right now...if you fit the profile...do the smart thing and invest in your business and your financial future instead. Plant the seeds that will sprout and flourish into a cash crop you can harvest for life.

Make this YOUR year to succeed.

To activate your membership and be part of the limited group to experience the S.T.A.R.T. Implementation Program, fill out the attached ***Business Acceleration Form*** which can be found at the end of this letter.

Fill out the form in full (be sure to select which program you choose) and fax it in to our office at 1-800-930-7194.

Or you can apply on our website at www.gravitationalmarketing.com/start.

Of course, you can call our office at 407-275-8667 if you have any questions at all.

Please Call Our Office If You Have Questions: 407-275-8667

So here's the big question. Are you one of the many or one of the few? Do you have the herd mentality? The mindset that says doing what I've always done will get me somewhere different... Do you refuse to face reality that **you are on a traditional treadmill going nowhere? Or are you one of the few who "gets it?"**

You know, one of the few entrepreneurial spirits who understands that by being exposed to others who have expertise that you lack can take you to a different place. A place you can only barely imagine. Are you someone who understands that the power of joining with like minded, successful and aggressive business people who want more, more, more can be the catalyst that takes you from where you are to where you've always dreamed of being in your business?

We hope you know who you are. We hope you are the latter not the former, otherwise we sent this letter to you in error. **We are looking for the "stars" and based on the action you've taken so far, we think you could be it.**

So are you? Gosh, we sure hope so.

It's All About Trust...

If everything you have read makes you excited...makes your heart, head and tummy flutter then **this is right for you**. If you are saying to yourself, "These guys are full of it," then this is not right for you. This is about trust. **This is about a relationship**. Now we're not foolish enough to think we can have trust built up already, but you must start with a good feeling, not a bad one.

Got it?

So if you feel this is what you've been looking for, if you know in your heart this is right, then **here's what we want you to do next**.

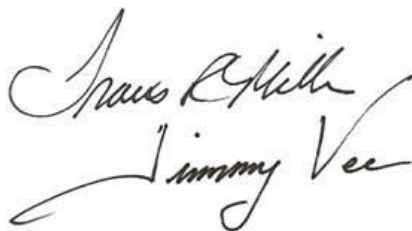
Fill out the ***Business Acceleration Form*** which can be found at the end of this letter, fax it in and we'll take care of the rest. If you are frustrated with where your business is headed and want a way to **make it fun and profitable**, please don't let this opportunity pass you by. Don't hesitate and risk missing the chance to be part of the S.T.A.R.T program. **There will NEVER be a better opportunity** (or cheaper

If you have questions or would like to speak to someone personally, please call us at 407-275-8667

one for that matter) to become part of the elite **Newton Network Professional or Newton Network Mastermind Programs.**

We look forward to having you as part of this incredible program and we look forward to helping you make the coming months your best ever!

Defy Gravity,

Handwritten signatures of Travis Miller and Jimmy Vee in black ink. The signature of Travis Miller is on top, and Jimmy Vee's is below it.

Jimmy Vee & Travis Miller
Authors of *Gravitational Marketing: The Science of Attracting Customers*
The Nation's Leading Expert On Attracting Customers

P.S. Are you thinking... "Is This For Real? It Sounds Too Good To Be True?"

Maybe you've been burned in the past. We hear it all the time. We take your feelings seriously. **We are committed to making this program work for you** and provide you with all the tools you need to make a **GIANT LEAP FORWARD** in your business. We're committed to making the program the best investment you've ever made at a steal of a deal.

We understand that spending even \$1 that doesn't return at least \$10 isn't worth the hassle. Which brings us to our last point. Napoleon Hill, author of *Think And Grow Rich*, made this discovery after years of studying the world's wealthiest people, "**you need brains besides your own.**" That is why Andrew Carnegie (then the world's richest man) said, "Belonging to a **mastermind group** was the **single most important element in my ability to create wealth.**"

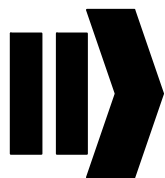
We are uniting a group of minds that are truly exceptional. When you join this group you will discover ways of refining, **growing and flourishing your life and business** that you would never have discovered on your own. We promise.

As a member of the Newton Network, you **WILL** use tested and proven marketing strategies to make more money, faster and with more confidence than you ever have before. You **WILL** cut through the clutter and trim the fat of advertising and marketing waste from your budget and **you WILL see results lightening fast.**

Do yourself a favor and take a moment, right now, to complete the ***Business Acceleration Form*** which can be found at the end of this letter. **Fill it out and fax it in to us ASAP.** The fax number again is 1-800-930-7194.

We're waiting to hear from you right away.

BUSINESS ACCELERATION FORM



Yes! Jim and Travis, I want to be part of the Newton Network Coaching Program. I'm excited about getting involved with you and putting your Gravitational Marketing principles and systems to work in my business. I want to attract more customers, become a recognized leader in my industry and double my client base. Please **SIGN ME UP ASAP & secure my spot in the S.T.A.R.T. Implementation Program:**

Jim and Travis, this is the program I feel is best suited for me and I see myself benefiting most from in my current position:

Please choose only one program and FAX BOTH SHEETS TO 1-800-930-7194

Newton Network Professional

Your Membership Benefits Include:

- ✓ Professional Member Benefit #1: LIVE BUSINESS ACCELERATION TELE-CONFERENCE (\$595.00 Monthly Value)
- ✓ Professional Member Benefit #2: BUSINESS ACCELERATION TELE-CONFERENCE CD (\$119.00 Monthly Value)
- ✓ Professional Member Benefit #3: MONDAY MORNING HUDDLE & VIRTUAL CAFFIENE BLAST (\$396.00 Monthly Value)
- ✓ Professional Member Benefit #4: NEWTON NETWORK NEWSLETTER (\$29.00 Monthly Value)
- ✓ Professional Member Benefit #5: ROCKET FUEL FOR YOUR BUSINESS INSERT (\$19.00 Monthly Value)
- ✓ Professional Member Benefit #6: NEWTON NETWORK MEMBER'S ONLY COMMUNITY (\$199.00 Monthly Value)
- ✓ Professional Member Benefit #7: AUTOGRAPHED COPY OF GRAVITATIONAL MARKETING: THE SCIENCE OF ATTRACTING CUSTOMERS (\$26.95 Value + PRICELESS!)
- ✓ Professional Member Benefit #8: SOME OF OUR FAVORITE THINGS (SURPRISE DELIVERIES)
- ✓ Professional Member Benefit #9: NEWTON NETWORK OPEN CALL IN DAYS (\$625.00 Value)
- ✓ Professional Member Benefit #10: NEWTON NETWORK BEST OF THE BEST CONTEST
- ✓ Professional Member Benefit #11: DISCOUNTS ON EVENTS, PRODUCTS & SERVICES

The total monthly value for Newton Network Professional is \$1,357.00.

Investment: \$249 per month

Notes: *cancel anytime*

Newton Network Mastermind

Your Membership Benefits Include:

- ✓ Mastermind Member Benefit #1: ALL NEWTON NETWORK PROFESSIONAL BENEFITS (\$1,357.00 Monthly Value)
- PLUS THESE EXCLUSIVE MASTERMIND ONLY BENEFITS...**
- ✓ Mastermind Member Benefit #2: FOUR IN-PERSON, SMALL GROUP MASTERMIND MEETINGS PER YEAR WITH JIM & TRAVIS AT THE HELM (\$7,500.00 Value Per Meeting)
- ✓ Mastermind Member Benefit #3: ROUNDTABLE MASTERMIND CALLS ON OFF MONTHS (\$750.00 Value Per Call)
- ✓ Mastermind Member Benefit #4: MASTERMIND MEMBERS-ONLY DISCUSSION GROUP (\$199.00 Monthly Value)
- ✓ Mastermind Member Benefit #5: TWO ANNUAL TWO-ON-ONE TELEPHONE CONSULTATIONS (\$2,500 Value Per Call)
- ✓ Mastermind Member Benefit #6: EMERGENCY MARKETING ASSISTANCE FROM JIM & TRAVIS VIA EMAIL (PRICELESS)
- ✓ Mastermind Member Benefit #7: BIGGER DISCOUNTS ON EVENTS, PRODUCTS & SERVICES

The total monthly value for Newton Network Mastermind is \$4,972.00.

Investment: \$1499 per month

Notes: *Travel, leisure expenses and application & 12 month commitment required. Serious entrepreneurs only!*

START ATTRACTING CUSTOMERS NOW

My Commitment To Myself, My Family, My Fellow Members & Jim & Travis

- ___ I will participate to my fullest in all areas of the Newton Network program
- ___ I will remain positive and encourage others
- ___ I will contribute regularly to the discussion group/mastermind forum and in roundtable discussions
- ___ I will make it a personal priority to be on all live coaching and training calls
- ___ I understand that I will have to allocate time, money and resources to grow my business
- ___ I understand that I must spend **at least** 1 hour per day growing my business

➔ _____
Initial Here

Check This Box To CLAIM Your S.T.A.R.T. Implementation Program BONUS!

See Page 28 of the letter for more information.

Payment Options:



Please bill my: VISA MasterCard American Express

Credit Card #: _____ Exp. Date: _____

**Card #2: _____ Exp. Date: _____

Your Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ FAX: _____ Email: _____

Signature: _____

I authorize Scend LLC/Gravitational Marketing to charge the above credit card \$249 for Newton Network Professional or \$1499 for Newton Network Mastermind based on my above selection. I understand this is a monthly investment for my membership in the Newton Network. I understand that I am under NO commitment to continue my membership and that I may cancel anytime with a 30 day written notice. Details at www.gravitationalmarketing.com



FAX this form immediately to 1-800-930-7194



ONLINE AT www.GravitationalMarketing.com/newton



Call Our Office & Speak With Erin at 407-275-8667



DON'T DELY – RESPOND NOW WHILE IT'S FRESH ON YOUR MIND!

Visit us at <http://www.GravitationalMarketing.com> | Customer Service: 1-800-930-7194