

WHO THE HECK ARE JIMMY VEE & TRAVIS MILLER?

Jimmy Vee and Travis Miller are the nation's leading experts on attracting customers. They specialize in helping business owners, executives and sales professionals with an entrepreneurial spirit double their customer base and become a recognized leader in their industry in 12 months or less.

They believe that every business should be ESP—Enjoyable, Simple and Prosperous. Vee and Miller are the co-authors of *Gravitational Marketing: The Science of Attracting Customers* (Wiley).

In 2003, Vee and Miller created the powerful customer attraction and marketing concept Gravitational Marketing. Gravitational Marketing is a system that allows any entrepreneur to become the only choice in their market and naturally attract a steady stream of qualified prospects that pay more, stay longer and refer repeatedly.

They took a \$200 investment and turned it into a multi-million-dollar marketing consulting firm. They have converted \$96 million worth of advertising buys into 12 billion dollars in sales for themselves and their clients.

Since they began, Jim and Travis have coached hundreds of clients through the process of implementing Gravitational Marketing to greatly increase their sales and profit. Their marketing insights have been applied around the world, in China, Poland, Great Britain, Holland, South Africa, and Canada. Their marketing messages have been heard in every major U.S. market.

They have co-authored several self-published books and dozens of business articles for *Direct Marketing News*, *Express: A Publication of The Washington Post*, *American Venture Magazine*, *South Florida CEO Magazine*, *Chief Marketer*, and various industry trade publications. They've released numerous reports, including *The Ten Tall Tales of Traditional Marketing*, *The Magic of Attracting Customers*, *Business Lessons from the Left*, *Slow Time Success Secrets* and *The Six and a Half Secrets of Successful Advertising*.

Jimmy, dubbed the "Five-Foot High Marketing Guy" because of his short physical stature but an ability to deliver big results, applies a theatrical energy to his presentation that is steeped in his experience as a magician, ventriloquist, and improvisational comedian.

Travis' moniker, "The Big Idea Guy," comes from his strategic vision capability and critical development ability.

Travis and Jimmy, both in their early thirties, consult and train entrepreneurs, executives, sales professionals with an entrepreneurial spirit. Both are professional speakers. They each reside in Orlando, Florida with their families.



WHO CAN BENEFIT FROM GRAVITATIONAL MARKETING? HERE'S A SAMPLE...

- accountants
- alt. medicine providers
- attorneys
- business brokers
- business coaches
- car dealers
- carpet cleaners
- caterers
- chiropractors
- churches
- consultants
- contractors
- copywriters
- credit repair specialists
- dentists
- dry cleaners
- event planners
- exterminators
- florists
- financial planners
- golf pro
- graphic designers
- indy music artists
- interior designers
- internet marketers
- life coaches
- landscapers
- lawn care companies
- IT consultants
- marketing consultants
- martial arts schools
- massage therapists
- mortgage brokers
- music schools
- musicians
- nutritionists
- personal trainers
- photo studios
- pet sitters
- pet stores
- physicians
- plastic surgeons
- pressure washers
- printers
- real estate brokers
- restaurants
- solopreneurs
- veterinarians
- virtual assistants
- web site designers
- window washers
- and many, many others

“My Client List GREW 10 Fold!”



“As a small business, I struggled for 2 years to find a way to consistently get new business. In my past life, working for large corporations, I never had to worry about attracting new clients, or even had to think about marketing.

“But when I went out on my own I found it was the most challenging and frustrating part of my business.

“Then I saw Jimmy and Travis speak about using Gravitational Marketing to attract new clients. I hired them to help me fix my marketing problems.

“After 3 short months I accomplished more than I did in the past 2 years. After learning how to use Gravitational Marketing, my client list grew 10 fold. What more could I ask for?

“Thanks Jim and Travis for showing me how to automatically generate leads and get new clients.”

Peter Wincup
President/Owner
MyBiz Purchasing Group
Member for 3 years

“OUR ONLINE RESERVATIONS HAD INCREASED 500% IN JUST A MATTER OF DAYS!”

“Before finding Jim & Travis our business was doing fine, but we wanted more. And Jimmy & Travis showed us how to use Gravitational Marketing to make all of our advertising more efficient and more effective.

“They showed us how to turn our web site into a selling tool instead of a brochure. And how to more cheaply and easily communicate with all of our past customers.

“The next thing we knew our online reservations had increased exponentially (500%) in just a matter of days. Now this year will be a record year for us. That means more sold out cruises, more happy customers and more bottom line profit.

Here's Robert and the Rivership Romance Crew with Morning Show host Christine Van Blockland on the day they were featured on her show!!



“Plus this year we were able to raise our prices. Thanks to Jim & Travis for helping us use Gravitational Marketing to make our business better and more profitable.”

Robert Hopkins
Co-Owner
Rivership Romance
Member for 4 years

LIFE-CHANGING RESULTS FROM GRAVITATIONAL MARKETING



"I've already made an extra \$120,000 in my pocket because of the coaching I got from Jimmy Vee & Travis Miller in the past 6 months. The money's important, but that's not all ... I have leads pouring in!"

—John Ehlinger, Mr. No Down
Butler, WI



"Jimmy Vee & Travis Miller have enabled me to surpass all my goals year to date. All last year I did \$4 million in sales. The first quarter alone I've already done \$6.5 million and I'm on pace to have a record year—\$25 to \$30 million."

—Jeff Cook
Hollywood, CA



"Jimmy Vee & Travis Miller have taught me how to expand my business and find my purpose...and put tens of thousands of dollars in my pocket. My personal income was around \$300,000 for the past 3 years and should be in the 7 figures in the next 6 months."

—Darren Novath
Smyrna, GA



"Jim and Travis make me feel like I am part of a family and I highly recommend them to all of my friends."

—Marlene Thompson
Country Collections Gifts and Baskets
Pensacola, FL



"Our business went from the brink of bankruptcy to over \$2 million in increased revenue as a result of one consultation call with Jim & Travis. You guys are the best!"

—Bobby Loya
Discover Recycling, El Paso, TX

“OUTSTANDING RESULTS!”

“Since investing in your training I have tailored my business to be more specifically focused with outstanding results.

“I positioned myself as the “expert.” I now have the highest labor rate among all dealers, average 24.58 new clients a week, and my direct mail results are amazing.

“The first five months we are up 25% gross with service up 15% and sales up 34%.

“You opened the floodgates to my marketing skills.

“With your help, I will meet my goal of 550k per year income!”

Jim Johnson, “True Believer”

Johnson Automotive

Loveland, OH

Member for 2 years

“I WAS WORRIED ABOUT HOW TO DIFFERENTIATE MY BUSINESS...”



“Before I found Jim and Travis and started using Gravitational Marketing, I was worried about how to differentiate us from the rest and the overall response of our marketing.

“We have been in business for 53 years but you know the response to that, “Ya, so, what are you going to do for me today?”

“Jim and Travis showed me how to focus more on what we are and what we do. Also what we can do for the consumer.

“Now I am educating the consumer and I truly want to be 'The Expert' for consumers to come to for when they have questions about my industry. The important thing (but not my favorite thing) I've learned from them is the need to be honest with yourself and make the time to market your business.”

Tim Welch

Beaver Dam, Wisconsin

Member for 6 months

“WE MAY NOT EVEN BE IN BUSINESS TODAY IF IT HADN'T BEEN FOR APPLYING SOME OF THE PRINCIPLES AND METHODS I LEARNED”



“About two years ago I received a post card in the mail from Jimmy Vee & Travis Miller advertising their new Gravitational Marketing system.

“I had just expanded my business, changed location, and we were struggling and losing a substantial amount of money every month. I was desperately trying to figure out what to do to make our business more profitable.

“I decided to lose a little bit more money that month and make the investment in their system. I’m glad I did because the investment has paid for itself many times over again. In fact, we may not even be in business today if it hadn’t been for applying some of the principles and methods I learned from them.

“So now today, 2 years later, we have a thriving business, that’s providing great value for our clients, that’s making money, that’s providing us all an enjoyable place to work. We really took to heart the theme of enjoyable, simple and prosperous, and put it to work for us.

“Some of it was hard medicine to swallow. We really had to go back and think hard and define what differentiates us in the marketplace. We had to come up with the message of why buy from us.

“We put our new message into our existing advertising media as well as new advertising outlets Jim & Travis recommended. We started trying a lot of different things. We started measuring the results from the different media.

“Over a period of about 9 months, working on this and fine tuning it, we became very good at it, and we developed a lot of leads and a lot of business off of these strategies. The amount of leads we’re generating off of our web site is comparable with our biggest competitors in our marketplace for a much smaller advertising budget. We’re generating as many leads and opportunities as they are at a fraction of the cost and it’s all been by just using the principles and strategies we learned from Gravitational Marketing.

“So I really can’t say enough about what this system has done for us, and how it’s been able to change our business, and ultimately how it’s been able to change our lives and make things a lot better for us.

“But the best part about Gravitational Marketing is I get to spend more time with my beautiful family doing the things we love, like boating on Lake Travis!”

Scott Elder
Austin, TX

“NEVER BEFORE HAVE I SEEN SUCH A GREAT COMPILATION, SYSTEMIZATION AND COMPACT WAY OF PRESENTING THIS INFORMATION”



“I just finished reading your book *Gravitational Marketing* ... Phenomenal! That’s all I can say.

“Your ESP system of making marketing and attracting new customers, clients and patients in an enjoyable, simple and prosperous manner is second to none.

“I’ve been a chiropractic success educator for over 20 years and I’ve been able to study with and work with some of the biggest names in the business, people who are bestselling authors and lecturers around the world. Some of the most prosperous names in the success and entrepreneurialism industry.

“Never before have I seen such a great compilation, systemization and compact way of presenting this information. You’ve created systems and a *Gravitational Process* that is second to none!

“I recommend this book to every chiropractor, every dentist, optometrist, small business owner, entrepreneur and CEO.

“There is something here for everyone and most importantly it is simple, enjoyable and it will help you prosper more.

“Thank you for sharing this information.”

Dr. Jim Warner
Cascade Chiropractic
Salem, Oregon

“I’VE SAVED \$2.1 MILLION FROM THE INFORMATION I LEARNED FROM JIMMY AND TRAVIS”



“I’ve been a student of Gravitational marketing for four years now. I’ve read basically everything Jim and Travis have ever written and have even had the pleasure of meeting them in person. The Newton Network is unbelievable.

“The information and ideas I have gotten from them have quite simply changed my business and my life in all projects I work on, from restaurants to fitness both here locally and internationally.

“I’ve been able to apply the principles of Gravitational Marketing to my extreme benefit. Before I learned Gravitational Marketing, I wasted all my time and money on traditional marketing techniques that never seemed to work. Definitely not the way they needed to.

“But now all my dollars are spent in an intelligent fashion that makes interested prospects come to me instead of me having to chase them which is definitely a switch-a-roo for most people.

“Aside from the profits I’ve gained from using Gravitational Marketing, I recently calculated that among all of my projects, I’ve saved approximately \$2.1 million dollars in wasted junk marketing.

“That’s \$2.1 million that I’ve saved from the information I learned from Jimmy and Travis. This is seriously important information I urge everyone to pay close attention to. I hope you do the same.”

Adam Dudley

Owner, Sol River Coffee House & Lounge

Vice President Marketing at Group Four Restaurants

“TRIPLE OUR BIGGEST EXPECTATIONS!”



“We began with only a dream to start a new kind of church and limited funds.

“When we first started learning from Jim & Travis we were a little skeptical...because so much of what they teach is the opposite of what’s going on all around us...especially in the church market.

“Jim & Travis’ thinking is definitely unconventional. But when we began to implement the strategies and the principles of Gravitational Marketing, the results were significant and instantaneous.

“Our first month of marketing, Gravitational-style, resulted in record shattering attendance at our preview service that was triple our biggest expectations.

“We’re grateful and thankful for the valuable expert information that they provide us.”

Derrick Shirley
Pastor / Founder
Orlando Journey & KidStuff
Member for 3 years

“LAST MONTH My RECEIVABLES WERE Up \$150,000 FROM By BEST MONTH EVER. AT THE SAME TIME, I’M WORKING Only 4 DAYS PER WEEK!”



“I’d spent 35 years building a thriving dental practice. But I never realized the kind of transformation that was possible with the right marketing.

“Jim and Travis completely turned my head around and changed my mind set. They showed me a radically different way of positioning myself (as America’s Life Transformation Dentist).

“The response has been breathtaking. My staff, my patients, my friends, even my family view me differently. I’m more persuasive, I command higher fees, I run a business that truly suits the lifestyle I desire. I’m really on my way to achieving ESP!

“Last month my receivables were up \$150,000 from by best month ever. At the same time, I’m working only 4 days per week and I do very little “dental” work. Now, instead of being a dentist, I am the owner (and chief marketer) of a dental company. That’s a huge difference!

“I see patients on my terms. New clients are attracted to me. They’re more appreciative of my service. They believe (rightly so) that that I am the obvious and only option. Jim and Travis have shown me a far superior way to run a business and I’m forever grateful.”

Dr. Marvin Lagstein
America’s Life Transformation Dentist
Author of *Brace Yourself For Success*
Oakland, NJ
Member for 2 years

“\$57,200 MADE ON A MEASLY INVESTMENT OF LESS THAN \$2,500!”



Tracy Myers
of Winston-Salem, NC

“Let me start by saying “THANK YOU!” Thank you for your valuable assistance in helping us fill the pipeline. Allow me to explain...I just opened up a new location in Winston-Salem. I have been taking for granted the fact that my original location had been around forever and the customer base was already there.

“I guess I expected potential customers to flock to the new location just because the original store had been proudly serving the community for several generations.

“So we opened the new store and we waited.....

“And waited.....

“And waited some more!

“WHERE WAS EVERYBODY?”

“I had to do something and do it quickly. So I turned to the Gravitational Marketing system. There wasn't a big advertising budget at the new location...heck, there **NO** advertising budget. That's when I discovered a simple and inexpensive technique, described in detail by Jim & Travis that turned out to be my ticket to the major leagues!

“I made an investment of less than \$2,500 in a down and dirty marketing promotion. Within 2 weeks, I had attracted more than 130 interested prospects. 130 PEOPLE! Only 2 weeks earlier this place looked like a ghost town! So, it cost me only \$14.62 per potential customer to get them in the door.

“We made 11 sales at an average gross profit of \$5,200 sale! That's \$57,200 made on a measly investment of less than \$2,500! If my math is correct, I think that I returned my investment almost 23 times! Even if I had screwed something up (which would have been hard considering it is all spelled out in a 4th grade reading level within the system) and had gotten HALF the response, I still would have returned my investment 11 times!

“What excites me most is that next month I'm going to do it all again, but this time invest more money! Talk about ‘filling the pipeline!’”

Tracy E. Myers, CMD
Frank Myers Auto Maxx
Winston-Salem, NC
Member for 2 years

EXPERTS RAVE ABOUT GRAVITATIONAL MARKETING



"A serious look at marketing that made me laugh out loud! Gravitational Marketing is something anyone can use and everyone can afford. These guys get it!"

—Jerry Ross, Executive Director, Disney/SBA National Entrepreneur Center



"Reading this book can put zeros on your income and customers in your business. It will challenge everything you believe about what it takes to get people to do business with you. This book takes marketing to a whole new level!"

—Robert G. Allen, Author of 8 books including the *New York Times* bestsellers *Nothing Down*, *Creating Wealth*, *The One Minute Millionaire*.



"This book will transform your marketing mindset in ways you never thought possible. It's packed with ideas to empower your entrepreneurial engine to new heights."

—Nido Qubein, President, High Point University, Chairman, Great Harvest Bread Co.



"*Gravitational Marketing* tells it like it is. Hard-sell, in-your-face, ego-driven marketing is out, and attraction-based, value-driven, relationship-oriented marketing is in. To succeed in this new landscape, you'll need a road map, and this book is one of the best. If you'd rather pull customers toward your business naturally than be a pushy salesperson, this is the approach you've been looking for."

—C.J. Hayden, Author, *Get Clients Now!*



"Jimmy Vee & Travis Miller have reinvented the art of sales and marketing. *Gravitational Marketing: The Science Of Attracting Customers* can teach even the biggest skeptics how to increase sales...without even trying."

—Kevin Baumann, CEO, JKR DeFalco Advertising, Former Director of Strategic



"Just spend ten minutes reading a few pages of this book and you'll be able to crush your competition and make your sales soar!"

—Steve Harrison, co-founder www.FreePublicity.com



"Want to take your business to the next level? This refreshing book delivers innovative ways to stand out from the crowd and attract the quality of customers you want, need, and deserve. Read it and reap."

—Sam Horn, author of *POP! Stand Out in any Crowd*

EXPERTS RAVE ABOUT GRAVITATIONAL MARKETING



"Gravitational Marketing is about creating irresistible attraction, but in your marketing and not just your personal magnetism. You'll find out how to make you, your company and your products and services attractive to customers without pounding them over the head. Gravitational Marketing is a doorway to the next step in the evolution of marketing. Do what this book says to do and you'll make more money and have more fun doing it."

—Kevin Hogan, Psy.D., Author of *Irresistible Attraction: Secrets of Personal Magnetism* and *The Science of Influence*



"Selling, Marketing, Advertising, Branding...What's working NOW? There's a big difference between the myths and THE TRUTH! What you're about to get is "The Truth" from the guys who give the myths a good spanking! Marketing may be the most misunderstood component of selling...it is the key that leads to the selling door! Attracting prospects who care enough about you and your stuff to become a CUSTOMER! Customers are cool. So too is knowing how to attract more of them. This is the truth about your business and how to get more of it."

—Michael York, Author of *Becoming Uncommon* and *The Ten Commitments*



"Jimmy Vee and Travis Miller are the Penn & Teller of Marketing. They cut through the BS and reveal the "secret" behind attracting customers. Like all tricks in life it's a lot easier than everyone thinks it is and Jimmy and Travis make it so anyone can grab more than their fair share immediately."

—Doug Huggins, founder of B.E.S.T. Profit Systems



"If you love to cold call and can't wait to spend money on expensive advertising then this book is not for you. But if you're one of the millions of sales and marketing professionals who want to sell more and work less and who wish for a better way, then read this book right now. *Gravitational Marketing* lays out a compelling case for a better approach and tells you everything you need to know about the science of attraction. But first you must dare yourself to be unconventional."

—David Meerman Scott, bestselling author of *The New Rules of Marketing and PR*



"This book is full of great tips that are bound to ignite your marketing imagination."

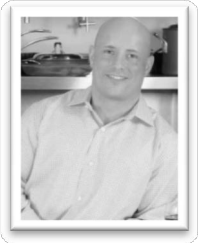
—Kirk Kazanjian, Bestselling Author of *Exceeding Customer Expectations*

EXPERTS RAVE ABOUT GRAVITATIONAL MARKETING



"Every business in the world should buy several copies of GRAVITATIONAL MARKETING and keep them close by at all times... Why? Because this is A REVOLUTIONARY BOOK that can turn their businesses around in no time flat! Get this book and get MORE of the best prospective buyers to give you MORE of their money MORE often with MORE efficiency than ever before!"

—T.J. Roehleder, President of M.O.R.E. Incorporated



"It's not often that someone puts together EVERYTHING you need to know about emotional direct-response marketing, all in one place! And that's not just for 'BIG business' either! This stuff is especially useful for small business owners!"

—Scott Tucker, www.MortgageMarketingGenius.com



"Being attractive is hard work unless you can ignore the bad advice given you every day. Marketers by nature don't want to learn anything new, so the few of us who anxiously grab at new thinkers make all the money. That's where Vee and Miller come in, with their Ineffective Ruts Be Damned philosophy. Whoever has the balls to put into practice what it takes to be "gravitational" will get his money's worth and more. Oh and if you don't care to find out, then ask the person who replaces you to buy this book."

—Richard Laermer, Author, *Full Frontal PR and 2011*.



"Finally someone does it! Jimmy Vee and Travis Miller reveal how to REALLY attract customers! These guys are outrageously astute marketers. Read this book and you will glean a number of powerful new marketing ideas that you can instantly use in your business. Conversational, insightful and packed with tons of business building ideas. Pure Genius!"

—Kevin Schmidt, International Megapreneur



"This book is contraband! It flies in the face of conventional wisdom and delivers a powerful and fun perspective on what it takes to get customers in today's marketplace. Jimmy Vee and Travis Miller show you how easy it is to attract customers and exactly what you need to do to get them to take notice and seek you out."

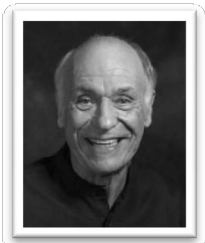
—Dr. Marvin Lagstein, America's Life Transformation Dentist and Author of *Brace Yourself For Success*

EXPERTS RAVE ABOUT GRAVITATIONAL MARKETING



"Gravitational Marketing is a comprehensive guide...that will drive a consistent flow of ideal target prospects to your business. I believe it is a must read for any business owner seeking higher profits."

—Larry Conn, Founder of www.InstantYellowPageProfits.com



"*Gravitational Marketing* takes lofty ideas to even greater heights."

—Jay Conrad Levinson, "The Father of Guerrilla Marketing" and the author of the *Guerrilla Marketing* series of books



"Read this book because YOU CAN'T AFFORD NOT TO. Travis and Jimmy deliver timeless marketing knowledge transcending all conventions that seamlessly transforms into laser-like tactical programs guaranteed to generate more sales in your business and more money in your pocket than you ever thought possible. Real people achieve real huge results with the priceless wisdom contained within the pages of this text. Pick it up, read it, do it, and PROFIT!"

—Adam Dudley, Vice President Marketing at Group Four Restaurants



"There is no shortage of marketing information out there. Most of it written by dedicated students and academics who've yet to make their own fortune using the same supposed methods they're preaching. If you're going to take advice from someone, listen to the people who've lived it. Wisdom has a price and these guys have paid it, and if you heed their advice, perhaps you won't have to pay one yourself. They are doers who take action and practice what they preach. And THAT'S what makes you credible."

—Craig Garber, publisher of *The Seductive Selling Newsletter*



"Gravitational Marketing cuts through all the hype and misinformation often surrounding good marketing practices and gives you a roadmap to achieving measurable success. I strongly recommend it."

—Joseph Sugarman, Chairman, BluBlocker Sunglass Corporation

EXPERTS RAVE ABOUT GRAVITATIONAL MARKETING



"No entrepreneur can achieve massive success without a lot of marketing savvy. However, most of what is written about marketing is by academics. While it may sound good, it's of no help at all as the authors have never been in the trenches. *Gravitational Marketing* is completely different. You are offered lots of proven techniques to become more successful. You can immediately put these to use by highly successful 'street smart' authors who walk the talk—Jimmy Vee & Travis Miller. I recommend you get it and devour it at once."

—Ted Nicholas, Author of Billion Dollar Marketing Secrets



"Most people don't have the guts to read this book. Why? Because this book is challenging. It will challenge what you believe to be true. But it's what you believe that's holding you back. It takes thinking and acting differently to get better than average results. These guys are the obvious experts when it comes to attracting customers. You should read to what they have to say and then do what they recommend."

—Elsom Eldridge, Jr., Author of How To Position Yourself As The The Obvious Expert



"Get your feet off the desk. This is hot stuff! Once again, Jimmy and Travis create a new marketing mold. *Gravitational Marketing* is a more efficient and and less stressful platform designed to get business to come to you."

—Raleigh R. Pinskey, author and speaker on 101 Ways to Promote Yourself, The Attitude of Gladitude, and The Forgiveness Factor.



"Finally a book that gives the REAL secret. Attraction comes from working, not waiting. If you're looking to attract wealth, if you're looking to attract success, even if you're looking to attract more sales, this is a book that will give you a formula that will actually work. It's not a secret, it's an action. Buy the book and take some action for yourself."

—Jeffrey Gitomer, author of The Little Red Book of Selling

From: Doug Brown[dhdhouse@XXXXX.com]
Sent: Thursday, December 15, 2006 5:15 PM
To: 'Jimmy Vee'
Subject: Some Feedback From Your Gold Members

You two guys are the most refreshing way to revitalize a persons sales. All I can say to potential Gold Members is Get Involved with these guys.

Listen and take advantage of there suggestions. Buy some of their recommended readings and watch the web site for new and great things they research.

Jimmy and Travis are a complete marketing department and their desire to be in the fore front of the marketing world is an asset only to those who get involved.

Thanks Guys from a guy who was getting burned out. You have brought the excitement back to my sales.

Doug Brown
Denver, CO

From: Russell Lafave[rlafave@XXXXX.com]
Sent: Tuesday, March 27, 2007 12:56 PM
To: 'Jimmy Vee'
Subject: Best Of The Best...

Michigan new car dealers are really hurting. Our 1st time with using Jim & Travis' marketing ideas our new vehicle sales more than doubled in the 1st 30 DAYS!

Competition that normally outsells us...we are now outselling them.

We totally changed our advertising message, media buy and budget all of which dramatically and instantly increased business!

Russell Lafave
Schafer Chevrolet-Pontiac
Pinconning, MI

From: John [mailto:john@XXXXX.com]
Sent: Friday, August 11, 2006 3:06 PM
To: 'Travis Miller'
Subject: Update

Jim & Travis,

Just wanted to drop you a note to let you know what we've been doing since we spoke last. I have begun writing a monthly column in our 2 local papers and may be picked up by a 3rd. We had discontinued all vehicle ads and replaced them with testimonials. We are scheduling a car show and a customer appreciation cook out for the fall. We just mailed our first newsletter and are in the process of working on the second.

Oh, by the way, July was our best month ever... EVER! While July is typically in the top 3 months of the year, this one was exceptional.

Thanks,

John P. Gerton, President
Gerton Auto Sales, Inc.

You two are a really big help to me as I get this new company off the ground. Thank you again for your inspirational coaching! Any resource I have is at your disposal.

~Rob Biccum, Liability Management Group

Thank you for the great information about getting more bang from a business web site.

~Carrie Williams, The Alliance

Thank you for all of your inspiration and the many tips on how to stand apart. We're orange!

~BACC, UCF College of Business

Thank you for your much needed guidance and assistance in the creation and implementation of the Step Up, Florida! Program. Your involvement was paramount to the success of this initiative.

~Katie Catterfield, Seminole County Health Department.

"My name is Don. I'm from Overland Park, Kansas, and what I have learned at the Extreme Makeover is blowing my mind. Travis and Jimmy have just absolutely blown my mind with so much information, and I have learned the secret to tripling my business in the next 12 months."

"Your message is inspiring and motivating and your delivery is creative and a lot of fun. With the daily grind of our business routines, It is so refreshing to hear about how to effectively think outside the box and the principles needed to stand out form the crowd.

~Brian Boughner, RBC Centura Bank

Jimmy and Travis are really incredibly bright people who brought great ideas to our organization.

~Scott Thomas, The Financial Farmer