

GROW YOUR BUSINESS!

ATTENTION: SPEAKERS, AUTHORS, TRAINERS AND CONSULTANTS . . .

**Earn What You're Really Worth!
Get More Bookings! Sell More Products!
Create Residual Income from Your Expertise!**

Imagine learning the positioning and money-making secrets of the most successful speakers and consultants—from the same marketing expert they use—Ford Saeks!

INSIDE

Top 15 Benefits of Attending ★

10 Questions You Will Be Able to Answer After Attending the Event ★

13 Profit-Rich Mediums that Will Supercharge Your Results ★

7 Most Important Things You Will Miss by Not Attending ★

**Featuring
Ford Saeks**



**Profit-Rich Marketing™ Mastery Event with Ford Saeks
October 24-26, 2008 Dallas, Texas**

Get Registered Today!

1-800-946-7804 or 316-942-1111 www.ProfitRichMarketingEvent.com



MASTERY EVENT

FORD SAEKS

• October 24 - 26, 2008 • Dallas Texas •

**GET ALL THE
DETAILS INSIDE**

ATTENTION: SPEAKERS, AUTHORS, TRAINERS AND CONSULTANTS . . .

Earn What You're Really Worth! Get More Bookings! Sell More Products! Create Residual Income from Your Expertise!

Imagine learning the positioning and money-making secrets of the most successful speakers and consultants—from the same marketing expert they use—Ford Saeks!

Dear Colleague:

I know that you are inundated with hundreds of offers on “how-to” build your business. I know this, because I get the same offers. I also know that you probably have purchased several of those “resources” and attended countless seminars in the past, but let me ask you this . . .

- **Are you really getting the results and making the money you deserve?**
- **Are you missing the “secret” components to getting more bookings, attracting large consulting contracts, creating profitable information products, increasing web-traffic and sales, and successful publicity?**
- **Do you want to know how your “big-name” colleagues gained leverage, positioning, and larger booking and consulting fees?**
- **Have you forked over thousands of dollars for a website that just sits there, and isn't producing the promised bookings and sales?**

If you answered YES to even one of the questions, rest assured you are not alone in your frustration. I know how fiercely competitive and at times, extremely fickle, the speaking and consulting business can seem. Which is why you need to pay close attention to what I am about you tell you . . .

Not only do I help other professional speakers and consultants get more bookings, increase sales and gain the competitive edge—but I also run a multi-million dollar speaking and training business myself!

Over the past 15 years, I have been the “go-to” guy for Randy Gage, Roxanne Emmerich, Bill Cates, Tim Gard, Connie Podesta and several other CSPs, CPAEs, celebrity speakers, best-selling authors, top trainers and consultants — I know first-hand all of the profit-producing secrets on how to properly market to your niche audience, increase bookings, create residual income with information products, boost revenue with coaching programs, and position and market yourself as the expert.

Secrets that I'm going to reveal to a select group of individuals who want to join me for a comprehensive weekend event that will transform the way they brand, market, and promote their business.



We're going to cover the gamut of things you must know, with little or nothing out of pocket, to build your speaking business.

You'll learn how to:

- Design the best product pipeline and business model for you
- Generate a steady flow of bookings from niche markets
- Author and create information products yourself
- Package and price products for optimum sales
- Set up your back-end systems and processes to handle business
- Market your products through multiple channels of distribution
- Make even your small list out perform much larger lists
- Create ongoing cash flow as well as periodic HUGE paydays that suck in more money than most people will earn in a decade
- Develop a continuing stream of new prospects to fill both your online and offline databases
- Discover and evaluate potential niche markets
- Use Social Media Marketing to dominate the marketplace
- Work the search engines, Pay-per-Click sites, and Google Adwords programs to generate more traffic to your site cost effectively
- Write emotionally charged, sales-generating copy for your marketing materials
- Effectively sell all of your products and services through direct response marketing strategies to produce a residual income information marketing empire!

Now when I say you'll learn how to market your products and services, I mean through MANY mediums...



TOP 10 QUESTIONS YOU'LL BE ABLE TO ANSWER AFTER ATTENDING

- 1** How can you effectively and affordably find new clients?
- 2** How can you optimize every customer/prospect experience on your website?
- 3** How can you accomplish more in less time?
- 4** How can you ensure that your employees or freelance vendors are equipped to succeed in your highly competitive market?
- 5** What tools and strategies can you use to improve the performance of your business operations?
- 6** How do you identify the tasks that must be regularly completed to achieve maximum results?
- 7** How can you properly create, sell and promote information products?
- 8** How can you use the internet and technology to leverage your marketing efforts?
- 9** How can you gain instant media coverage and maximize each publicity component?
- 10** How can you put more money in the bank and leverage each opportunity without always being on an airplane?

TOP 15 BENEFITS OF ATTENDING THIS EVENT

- 1** Improve results from all of your marketing efforts
- 2** Design the best product pipeline and business model
- 3** Generate a steady flow of bookings from niche markets
- 4** Author and create information products yourself
- 5** Package and price products for optimum sales
- 6** Set up your back-end systems and processes to handle business
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- 8** Make even your small list out perform much larger lists
- 9** Create ongoing cash flow as well as periodic HUGE paydays
- 10** Develop a continuing stream of new prospects to fill both your online and offline databases
- 11** Discover and evaluate potential niche markets
- 12** Use Social Media Marketing to dominate the marketplace
- 13** Work the search engines and Google Adwords to generate more traffic cost effectively
- 14** Write emotionally charged, sales-generating copy for your marketing materials
- 15** Effectively sell all of your products and services through direct- response marketing strategies!

During this three-day intensive, you'll learn how to supercharge your results and leverage your marketing efforts through:

- Innovative Marketing Campaigns
- Websites... Yours and Others
- Content-Rich Blogs
- Social Media Marketing
(Learn to use social media networks like YouTube, LinkedIn, Facebook, MySpace, Digg and others to build your brand awareness, increase visibility, and generate prospect interactivity to get more bookings and sell more products and services.)
- E-mail Newsletters (e-zines)
- Catalogs/Magalogs and other Creative Marketing Materials
- Teleseminars, Webinars, Public Seminars and Workshops
- Online eCourses
- Consulting Services & Coaching Program
- Internet Marketing Methods
- Display and Classified Ads
- Direct-mail Campaigns
- Infomercials
- Publicity and Public Relations

Have you ever wondered how other speakers sell more books, audios or DVDs in just one day than you may do in an entire year?

How thrilling would it be if meeting planners and speaker bureaus were knocking down your door for you to speak at their event — and you didn't even lift a finger to make contact with them?

What if meeting planners were calling and begging to work with you – instead of you calling and begging them for bookings?

Imagine spending even one day with someone who has already done what you want to do with your business. What if there was a unique event where all of their knowledge — their marketing secrets, their system for success, the wisdom gained from their mistakes — every tidbit of valuable information you need to grow your business was disclosed to you...Great news! There is!



I'm talking about the **Profit-Rich Marketing™ Mastery Event** that's being held **October 24-26, 2008 in Dallas, Texas.**

Give me one weekend, and I'll show you how to create, improve, and implement proven strategies to increase your bookings and sales, and give you a competitive edge in your speaking business.

If you need to launch a new product, develop a publicity campaign, get higher rankings in the search engines, use your website and the Internet more effectively—then you and your staff need to be there.

This event is powerful. An event unlike any workshop, seminar, or Boot Camp you have ever had the opportunity to experience. This event is the most comprehensive, relentlessly detailed, hands-on training ever conducted on how to grow your speaking and training business.

You won't walk out on "helpless overload" because you will be working on your own marketing ideas and projects while you are there.

You'll leave this seminar with an exact blueprint of where you want to go, AND a specific Action Step list to follow the second you get back to your office so you can implement your plan immediately!

Not only will you leave with a massive action plan for success, but there are going to be so many million-dollar ideas bouncing through your head that you may start hallucinating! And because I don't want you to miss a second of the profit-rich techniques and tactics I am going to reveal, I will have a professional crew there, recording the entire event.

BONUS #1 ~ LIVE AUDIO RECORDING: Register now and you'll also receive a bonus recording of the entire event. That way, you'll be able to review applicable sessions when you get back home and start implementing what you've learned.

BONUS #2 ~ MARKETING MAKEOVER HOT SEATS: You also could be selected for a "Hot Seat" where I'll analyze, strategize, and critique your promotional materials, speaker packets, sales letters, website, product development, or marketing and selling strategies. Get registered and start compiling your materials. Hot Seat submission forms are included in your Event Welcome Packet.

BONUS #3 ~ EVENT BINDER with REFERENCE MATERIALS & MULTIPLE TEMPLATES: It's over 200 pages of marketing samples, case studies, vendor lists, and promotional, marketing and publicity templates. This valuable resource alone is worth the price of admission.

Due to the hands-on, personal attention that each attendee will receive from me — I simply have to limit the number of participants. So if you want "in," you better register now — this event will sell out.

13 WAYS TO SUPERCHARGE YOUR RESULTS AND LEVERAGE YOUR MARKETING EFFORTS THROUGH:

- 1 Innovative Marketing Campaigns
- 2 Websites... Yours and Others
- 3 Content-Rich Blogs
- 4 Social Media Marketing
(Learn to use social media networks like YouTube, LinkedIn, Facebook, MySpace, Digg and others to build your brand awareness, increase visibility, and generate prospect interactivity to get more bookings and sell more.)
- 5 E-mail Newsletters (e-zines) & Online eCourses
- 6 Catalogs/Magalogs and other Creative Marketing Materials
- 7 Teleseminars, Webinars, Public Seminars and Workshops
- 8 Consulting Services & Coaching Program
- 9 Internet Marketing Methods
- 10 Display and Classified Ads
- 11 Direct-mail Campaigns
- 12 Infomercials
- 13 Publicity and Public Relations

Here's Something Else You Must Know...

- This is NOT a pitch-fest with 25 different “experts” on the platform filling your head with 101 unrelated theories on how to grow your business.
- I will NOT be on the stage tooting my own horn, droning ad nauseum about my success, or showing Power Point® slides of my bank statements. That is a waste of time and won't help you grow your business.
- I hate “talking head” seminars more than anyone. You will NOT leave in a mental coma by the time it's over! You WILL leave with a massive action plan for success.
- I will NOT be giving out cars, cash, or trips to Bali in a vain attempt to lure you in. If you are a seminar junkie and not serious about growing your business... then this event is not right for you.
- This event is NOT about marketing rhetoric, theory, or conjuncture. This is about real-world application that you can implement immediately.

This three-day intensive is a powerful, hands-on, interactive event that includes Hot Seats and actual Case Studies that WILL increase your success rate and results!

As a fellow speaker, I know my client testimonials read like the “who's who” of NSA, and I am not trying to impress you by name-dropping. What I do want to “impress” upon you is that *I know, understand, and have already conquered the exact challenges you face.*

Between myself and my clients, I've already spent millions of dollars learning what works and what doesn't. Now you, or your staff, could spend countless hours researching and testing different marketing techniques to find what works for your speaking business — and I'll grant you this, even a blind squirrel gets a nut every now and then — but here is my success tip for the day...

Don't reinvent the wheel. Learn from those who have already successfully done what you aspire to do!

There is simply no substitute anywhere for attending this “live” program. The chance to be able to ask questions in person and sort things out cannot be taken lightly. And don't discount the added learning opportunities that come from actually being in the room as real marketing campaigns are created right in front of you.

Add in the special sessions on copywriting, Social Media Marketing, and marketing on the Internet, and this event could be the most profitable time you ever spend in your life...

COPYWRITING SESSION: There is no marketing skill more important than the ability to write powerful, compelling copy. It is the engine that drives your websites, brochures, sales letters and everything else. And you will learn the secrets to writing “cash copy,” and actually be writing copy by the time you leave – even if you swear you can't write.

7 Most Important Things You Will Miss by Not Attending

- 1 A chance to learn Ford's Profit-Rich PSP™ method that will increase your success rate and results, NO MATTER WHAT YOU ARE SELLING!
- 2 How to properly use the Internet and Social Media Marketing to increase traffic, visibility, and profits!
- 3 How to know when you are being “hood-winked” by vendors and outside resources so your marketing dollars are not wasted.
- 4 How to properly leverage your business operations to increase profitability.
- 5 How to create coaching programs and information products and sell them both online and offline to build a residual income empire.
- 6 How to develop a steady stream of prospects to your website that results in sales.
- 7 How to use your website effectively to get more bookings and show-case your expertise.



You'll discover the secrets of writing "cash copy" such as:

- Which power words instantly increase response
- How to write headlines that seize the prospect's attention
- Pulling the reader through the copy with "bucket brigade" devices
- How to sell more through an "internal" message
- Effective testimonials
- How to highlight client benefits
- Structuring compelling offers
- Writing at the prospect's emotional and comprehension level so they buy

Even if you have never been able to write in your life, you will leave this program knowing how to write compelling copy. Really.

SOCIAL MEDIA MARKETING (SMM) SESSION: Are you making the most of the social media sites? Do you even know what that means? Here's your chance to get on the social media bandwagon and not be left behind those already benefiting from the social community networking sites.

Learn how to use your expertise, experience, and opinion to drive a steady stream of prospects to your business. Sound complicated? Don't worry, because I will show you how to use social media networks like YouTube, LinkedIn, Facebook, MySpace, Digg, Technorati, and others to build your brand awareness, increase visibility, and generate prospect interactivity to get more bookings and sell more products and services.

In this session you will discover:

- Why you cannot waste another minute to stake your claim on social media sites
- What are the best strategies to use to drive traffic using SMM
- How to benefit from the top 25 social media websites
- How to reserve your brand and protect it from "social media identity theft"
- How to build a powerful profile
- How to create content that's perfect for your target audience
- How to funnel traffic from the popular social media sites

SMM lets you target the community you want to reach with a message that appeals to them and invites contribution and feedback from them — all the while bringing more eyeballs to your site, butts in your seminars, bookings on your calendar, and money in the bank.

You'll Benefit Most from This Training if You Are:

- 1 A Professional Speaker** stuck in the broken business model of chasing after a different audience each week for speeches.
- 2 A Consultant or Trainer** who wants to break out of the "trading-hours-for-money" trap.
- 3 An Expert** who wants to create residual income with their knowledge.
- 4 An Entrepreneur** who wants to learn how to brand, position, and market themselves as "an expert" in their industry.
- 5 Anyone** serious about finding, attracting, and keeping customers.

You do not need any experience, connections, or a college degree to benefit from this event! All you need is an entrepreneurial mindset, to be open to new and unconventional ideas, and have a willingness to be coached.

RAVE REVIEWS

“Ford Saeks is an engaging presenter who makes learning fun, and he can distill complex concepts down into practical applications that you can readily grasp and apply immediately in your business.”

-- Randy Gage
 President/CEO, Gage Research & Development Institute
 Celebrity Speaker and Best-Selling Author

“I highly recommend Ford Saeks to help you get the most from your website and to help you take your marketing to a higher level.”

-- Bill Cates, CSP
 President, Referral Coach International

“...investing in your services has been the best investment I've made in years.”

-- Roxanne Emmerich, CSP, CPAE
 President/CEO, The Emmerich Group, Inc.

“I like Ford because he speaks in easy to understand, non-technical terms, so I can get my arms around it and get it done. I am extremely pleased with the results I have seen from working with Ford Saeks and Prime Concepts Group. . . these guys are the best in the business at what they do.”

-- Steve Siebold, CSP
 President/CEO, Gove-Siebold Group, Inc.

“You are a master of marketing, and also at motivating, coaching, challenging, evaluating and encouraging me to do everything just a little better! You definitely bring out the best in me!”

--Connie Podesta
 Celebrity Speaker & Best-selling Author

Now, I could go on for another 20 pages into great depth on each day's agenda, topic area, and module, but I bet you are the type of person who understands what an event like this could mean for your business.

Like I mentioned earlier, because I want every attendee to get every morsel of benefit that this event promises, I am limiting the number of attendees...so register now.

One more thing...

Because I know that each of the time-proven, profit-rich strategies, tools, and techniques will make you money – I am backing this event with a 100% No-Risk Guarantee. Here's the deal...

NO-RISK GUARANTEE: Come to this event and experience all day Friday through noon on Saturday. **If you don't understand how what you've learned in just that time can make you AT LEAST an extra \$250,000, then return your event materials and WE WILL REFUND your entire registration fee.** THERE ARE NO CONDITIONS, HIDDEN AGENDA or FINE PRINT TO THIS GUARANTEE. You and you alone are the judge. **If you are not satisfied for any reason, then go home and pay nothing.** I am here to help you grow your business and do not want a dime from you, if you are not absolutely, positively ecstatic about this event and the information that I am teaching. It's just that simple.

Register Today for the Profit-Rich Marketing™ Mastery Event!

Register now to attend for the EARLY BIRD DISCOUNT of only \$997 (regularly \$1,497), or bring an associate, spouse, or co-worker for a two-ticket special of only \$1,497 (regularly \$1,997).

The Profit-Rich Marketing™ Mastery Event is being held October 24-26, 2008, at the The Westin Galleria Dallas, Texas.



--Ford Saeks





Join me October 24-26, 2008, in Dallas, Texas!

The Profit-Rich Marketing™ Mastery Event is a three-day program starting on Friday morning at 9:00 a.m. and going to at least 9:00 p.m. Saturday starts again at 9:00 a.m. and we'll continue until 9:00 p.m., maybe even later. Sunday will start at 9:00 a.m. and we'll end promptly at noon.

Bonus Materials to Help You Grow Your Business

There are going to be so many million-dollar ideas bouncing through your head that you may start hallucinating! For that reason, we will have a professional crew there, recording the entire event.

***BONUS RECORDINGS** Register now and you'll also receive a bonus recording of the entire event. That way, you'll be able to review applicable sessions when you get back home and start implementing what you've learned. This valuable resource (and massive 200+ page work-along binder) will keep you exactly on track, on purpose.

EVENT HOTEL DETAILS

The Westin Galleria Dallas
13340 Dallas Parkway
Dallas, Texas 75240
Phone: (972) 934-9494
RESERVATIONS: (+1) 800-937-8461



Contact the hotel direct for reservations. Be sure to say you are with the PROFIT RICH MARKETING EVENT

COME EARLY or STAY LATE!

Please plan to arrive Thursday, October 23 and not leave until after 1 p.m. on Sunday, October 26.

ABOUT THE HOTEL

The Westin Galleria Dallas hotel is located within the impressive Galleria shopping center with over 200 shops, restaurants, and attractions all just an elevator ride away.

Each of the fully renovated spacious guest rooms offers Westin's signature Heavenly Bed®, high speed internet access, two dual-line speakerphones with data ports, and satellite television. Luxury suites are richly appointed with lavish dining and sitting areas and private wet bars.

**The Profit-Rich Marketing™ Mastery Event will sell out!
Get Registered Today!**

RAVE REVIEWS

“...best money I've spent on my business in years, and resulted in increased customers for my seminars and increased sales of my books... it was great working with somebody who knows the speaking industry, who I didn't have to explain every nuance to.”

-- Tim Gard, CSP, CPAE
President/CEO, Tim Gard International

“Making it today in business is tough, and in order to expand your position or dominate your market, you've got to have the right expertise. Ford Saeks helped me to not only restructure my business, but he tripled my income in a few short months. His creative drive, passion and mastery of details can do the same for your business. If you are looking for ways to optimize your efficiency, maximize your profits, and beat the competition, Ford Saeks can help you get that done!”

-- Les Brown, CSP, CPAE
Les Brown Enterprises Inc., Best-Selling Author &
Award Winning Speaker

“Ford Saeks is not only an incredible technician, meaning he understands the technology behind Internet marketing, but he is an incredible marketer. He completely understands the psychology behind the selling process. I am excited about not only what he has done to help a lot of professional speakers and Internet marketers, but what he has shared with me and my team. I highly recommend Ford.”

-- Willie Jolley, CPAE
Professional Speaker, Author and Singer, Founder of
Willie Jolley Worldwide

RAVE REVIEWS

“**Ford is simply the best consultant in his field**, bar none! That may seem like fairly generic praise, but in my industry, a bad consultant equates to a dead business or worse a dead colleague, we just don't say someone is the best unless we REALLY mean it.

Not only is **Ford one of the most innovative and creative people I have had the pleasure of working with**, but he has tremendous integrity and a high sense of personal values. **I look forward to the next opportunity I have to hire and work with Ford Saeks.**”

-- Dr. Maurice A. Ramirez, DO,
Founder/President, High Alert, LLC.

“they designed my website and have been diligent with their support through phone calls and e-mails... **they are experts when it comes to marketing** and because of that, I found that **I've reaped the reward of consistent high sales through their guidance** and their support.”

-- Tonya Grimes,
President, Dynamic Performance Institute

“I can't say enough about the awesome work Prime Concepts has done for me...**they delve into your business to learn what you need and then create a web presence that represents you and generates revenue online...** they give the support you need to get through the rough spots as you figure out how to do things better... **there's no better team on the planet to help you create a web presence that will work for you.**”

-- Michael Hudson, Ph.D.,
President, Everyday Leadership Network

“Thank you Ford for giving us the opportunity of bringing our website to the next level. It has been a pleasure working with you and your group... **I am amazed that the final product exceeded my expectations...** and I look forward to continuing to work with you.”

-- Gabriela Cora, MD, MBA.,
President, The Executive Health & Wealth Institute Inc.

Why Ford Saeks?

- **He presents clearly and easily in a step-by-step process that makes new ideas easy to implement.**
- **He offers profit-proven strategies to help you grow your business, regardless of product or service.**
- **He is a creative, out-of-the box thinker who doesn't speak on theory or conjuncture but focuses on how to improve results.**
- **He is an engaging speaker who knows and understands challenges facing speakers, consultants, and trainers – and how to parlay those challenges into profits.**
- **Implementing just one of Ford's ideas will immediately increase your sales.**



About Profit-Rich Marketing™ Expert, Ford Saeks

As one of the world's most in-demand marketing experts, Ford's sales-producing, profit-generating solutions help people reach success in their new or existing business ventures by making every dollar count.

Ford's extensive background in the business world provides his clients with a unique advantage. He has successfully founded 10 companies, received three U.S. Patents, holds multiple trademarks, and has developed an impressive collection of intellectual property.

As President and CEO of Prime Concepts Group, Inc., Ford is best known for positioning people and their products and services for profit through proven marketing and innovative publicity campaigns. Thousands benefit from his columns in business and trade journals nationwide, watch him on his online TV show, listen to him on numerous radio and television interviews, and benefit from his customized consultations, corporate presentations, public seminars, and training resources. He shares real-life advice as someone who has been there in his own ventures and with his many clients.

Ford speaks nationally and internationally on increasing marketing results and sales performance, Internet marketing/electronic commerce, and maximizing corporate and personal potential. His clients include start-up ventures, entrepreneurs, corporations, associations, and convention groups interested in reducing risk, gaining a competitive edge, and increasing profits.



PROFIT-RICH
MARKETING
MASTERY EVENT

== F O R D S A E K S ==

• October 24 - 26, 2008 • Dallas Texas •

PRIORITY REGISTRATION FORM

Register now!

www.ProfitRichMarketingEvent.com
(phone) 1-800-946-7804 or 316-942-1111

Or, fax or mail this application to
(fax) 1-316-942-5313

Profit-Rich Marketing™ Mastery Event
Prime Concepts Group Inc.
1807 S. Eisenhower St.
Wichita, KS 67209-2810 USA



YES! HOLD MY SPACE! I want to attend the Profit-Rich Marketing™ Mastery Event. I will get to Dallas, Texas, and arrive open-minded, excited, and ready to learn. I understand that if I am not absolutely delighted for any reason, I can return my materials at the Noon break on Saturday, October 25, for a prompt, courteous, and complete refund. On that basis, here is my registration.

Step 1: Select Your Registration Option

Register now for just \$997
(reg \$1497)

Two-ticket special for just \$1497
(reg \$1997)

Step 2: Enter Your Contact Information (Please print clearly)

Full Name: _____

Company: _____

Address: _____

City: _____ State/Prov.: _____

Postal Code: _____ Country: _____

Home Phone: _____ Other Phone: _____

Fax: _____ Email: _____

Name(s) you want on the name badge: _____

Step 3: Method of Payment

Check or Money Order payable to Prime Concepts Group

Visa/Mastercard AMEX Discover

(Card Number)

Expires: ____/____/____ CVS Number _____

I authorize Prime Concepts Group to charge my credit card.

Signature: _____ Date: _____