

# Grow Your Business



How to create, improve, and implement proven strategies to increase sales and give you a competitive edge... regardless of your products or services.



MASTERY EVENT

— F O R D S A E K S —

.....  
• April 25 – 27, 2008 • Orlando, Florida •

# >> Helping You Find, Attract, and Keep Your Customers

Imagine what it would be like to have an insider's peek into the secrets that can increase your sales as much as 500% or more.

*D*ear Colleague:

It doesn't matter if you're the CEO, an entrepreneur, sales manager, marketing director or business owner—**your business won't grow without adding value and making a profit.**

There are secrets to doing this, and I'm going to reveal them to a select group of individuals who join me for a weekend event that will transform the way they brand, market, and promote their products and services.

I'll show how to create, improve, and implement proven strategies to increase your sales and give you a competitive edge... regardless of your products, services, prices, or industries. If you need to launch a new product, develop a publicity campaign, get higher rankings in the search engines, or use your website and the Internet more effectively—then you need to be here.

I'm talking about...

**The Profit-Rich Marketing Mastery Event that's being held April 25 - 27, 2008, in Orlando, Florida.**

This event is going to be powerful – 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 business through Direct and Internet Marketing tactics!

**If you are one of the fortunate individuals to attend, you will learn how to:**

- **Improve results** from all of your marketing efforts.
- **Re-ignite your creativity** to come up with new ideas and concepts.
- Harness the power of publicity for new leads and **dominate the competition.**
- **Develop a constant stream of new prospects** to fill your online and offline databases.
- **Create ongoing cash flow** as well as periodic HUGE paydays.
- Discover, evaluate and **penetrate niche markets.**
- **Improve your search-engine rankings** and use pay-per-click to **generate more traffic to your site.**
- Write emotionally charged **sales-generating** copy.
- **Enhance sales of your products and services** through direct-response marketing strategies.



*"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

*"Ford speaks in easy-to-understand, non-technical terms... I am extremely pleased with the results I have seen from working with Ford Saeks. Our sales are up over 35%!"*

**-- Steve Siebold,**  
President/CEO,  
Gove-Siebold Group

*"Ford is an incredible marketer, a businessman, and a wonderful mentor. He teaches clearly and easily in a step-by-step process that makes new ideas easy to implement. I highly recommend his events and services."*

**-- Cheli Cerra, M. Ed.,**  
Founder of Eduville.com

*"I've attended several Ford Saeks' events and always get ideas to help me grow my business. One idea about magalogs made me over \$250,000."*

**-- Roxanne Emmerich, CSP, CPAE,**  
CEO, Emmerich Financial

Past attendees have included CEOs, business owners, entrepreneurs, professional speakers, authors and consultants, along with sales and marketing team members at various levels of expertise.

**REGISTER NOW!**

[www.ProfitRichMarketing.com](http://www.ProfitRichMarketing.com) | 1-800-946-7804 | (316) 942-1111

# >> Attend The Profit-Rich Marketing Mastery Event

April 25 - 27, 2008 • Orlando, Florida

At this powerful event you will learn how to sell even better by "remote control" both online and offline through:

- Innovative marketing campaigns.
- Websites... yours and others.
- Free publicity.
- E-mail newsletters (e-zines).
- Catalogs and "magalogs."
- Content-rich blogs.
- Display advertising.
- Classified ads.
- Direct-mail campaigns.
- Tele-seminars and webinars.
- Public seminars and workshops.
- Infomercials.
- Online e-courses.
- Consulting services.
- Special events and trade shows.
- TV and radio promotions.
- Internet marketing methods.

Here's the most important part...

**This is not one of those "talking head" seminars that leave you in a coma by the time it's over!** It is a powerful, hands-on, interactive event that includes Hot Seats, actual Case Studies, and exercises that will have you working on your own projects while you are there!

**It's interactive and experiential, so you learn by actually DOING!**

You won't walk out on "helpless overload" because you're going to write some of your own marketing copy while you are there. You'll have a blueprint for where you want to go, and a specific Action Step list to follow the second you get back to your office.

**You could be selected for a "Hot Seat" where your project or concept is the star. This is where I'll analyze, strategize, and critique your idea, concept, or marketing strategy.** There will be Hot Seat critiques for marketing materials, publicity campaigns, product development, packaging and pricing, website critiques, and more.

## This Event is Perfect For:

- **Business owners** and leaders who want to dominate the competition.
- **Marketing and Sales Professionals** who want to dramatically improve results.
- **Professional speakers** stuck in the broken business model of chasing after a different audience for speeches every week.
- **Writers** who have finally realized that giving away all their information in \$20 books is keeping them broke.
- **Computer geeks** who want to know how to actually make serious money.
- **Consultants** caught in the "trading-hours-for-money" trap.
- **Anyone** interested in finding, attracting, and keeping their customers.

*"You don't need any experience, connections, or college degree to benefit from this event!"*

*All you need is an entrepreneurial mindset, to be open to new ideas, and have a willingness to be coached."*

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## More Benefits of Attending...

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 marketing campaigns are created right in front of you. If you are one of the fortunate few to be selected for a Hot Seat, the value to you is incalculable!

Being there, taking part in the copywriting sessions could be the most profitable time you ever spend in your life...

There is no business 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. You will actually be writing copy with guidance and feedback from Marketing Specialist Ford Saeks.

## 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.
- Structuring compelling offers.
- Writing at the prospect's emotional and comprehension level so they buy!

**You'll go through some copywriting creative exercises, and you will learn how to take features about your products and services and present them as benefits to your prospects.** You'll discover how to decipher the emotion of each situation, and convey that emotion in a compelling way that gets prospects to act. Even if you have never been able to write in your life, you will leave this program knowing how to write compelling copy.

## Something Else You Should Know...

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 sound crew there, recording the entire event.

Register now and you'll also receive the entire library of the event on audio CDs with selected segments on video. 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 work-along binder) will keep you exactly on track, on purpose.

## Another Thing... and It's Important:

I could go on for another 20 pages into great depth on each topic area and module, but I bet you are the type of person who knows a good deal when you see it. I have no intention of trying to convince you to attend if you're not ready to make serious improvements in your results. If what you've read so far isn't enough to get you interested in attending, another 20 pages won't help.

**So here's the deal...**

# REGISTER NOW!



**This Event Will Sell Out. So Reserve Your Seat Now.**

## Profit-Rich Marketing Mastery Event with Ford Saeks

How to create, improve, and implement proven strategies to increase sales and give you a competitive edge... regardless of your products or services.

April 25 - 27, 2008 • Orlando, Florida - Wyndham Orlando Resort

**Register now to attend for only \$997 or bring an associate, spouse, or co-worker for a two-ticket special of only \$1,497.**

### 100% No-Risk Guarantee.

Come to this event and experience all day Friday through noon on Saturday. If you don't see that what you've learned in just that time can make you AT LEAST an extra \$250,000, return your materials and we will refund your entire registration investment. There are no conditions and no fine print.

**Register at:**

**[www.ProfitRichMarketing.com/events](http://www.ProfitRichMarketing.com/events)**

**Or Call:**

**1.800.946.7804**

3

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### 100% No-Risk Guarantee.

I'll still back it up with a rock-solid, no-risk guarantee for any of you timid souls who still aren't convinced. Here it is:

Come to this event and experience all day Friday through noon on Saturday. If you don't see that what you've learned in just that time can make you **AT LEAST** an extra \$250,000, return your materials and we will refund your entire registration investment. **There are no conditions and no fine print.** You and you alone are the judge. If you're not satisfied for any reason – even if it's because you don't like the color of my suit — go home and pay nothing. If you are not absolutely, positively ecstatic about the program — I don't want a dime from you. It's just that simple.

See You in Orlando,

# Ford

Ford Saeks



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**P.S. The first 750 people to register will also receive a full year membership to Profit-Rich Marketing Online. An added value of \$547.**



**Ford Saeks, Profit-Rich Marketing Specialist**

**Join me in Orlando on April 25, 26 & 27 and I guarantee you'll leave with ideas, concepts, and strategies that you can apply to your business to make more money.**

### About Ford Saeks

As one of the world's, 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 knows what it's like to lead a company or organization. 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 /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 read his columns in business and trade journals, listen to him on numerous radio and TV 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.

**[www.PrimeConcepts.com](http://www.PrimeConcepts.com)**

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