

Finding True North...

Bring Your Highest and Best to the Market Place and Increase Your Value for Years to Come!

A proven approach that boosts your market value and personal income, with the steadiness and precision of an expert marksman!

- ✓ **Tap Your Greatest Strengths...**
- ✓ **Increase Your Market Value...**
- ✓ **Add Thousands of Dollars to Your Income...**
- ✓ **Re-Energize Your Life, Enliven Your Livelihood and Earn a More Prosperous Living!**

Join the thousands of others who have seen their personal, career and business results take off. Don't wait another minute...

Dear Friend:

There are two startling trends that will have a huge impact on your future:

1- **If you work for yourself** or have your own business today, the odds your business will still be in business in the year 2010, PROFITABLY that is, are less than 1 in 5. It's even more of a long shot - 1 in 25 - that in 10 years your company will still be around. Even the "big boys" - the major corporations - lack staying power.

Most companies in the Fortune 500 turn over every 10 to 20 years. General Electric is the only company in business at the start of the 20th century that was still in business at the start of the 21st century.

2- **If you work for someone else**, it is even more likely you won't be with them in five years. The average job cycle for people in the workforce today is down to 3.5 years. A high school or college graduate entering the workforce today faces a workplace that will cause him or her to change careers - not just jobs, but CAREERS - five to seven times over the next 40 + years. On average, that means a CAREER change every 5 to 10 years.

How many people do you know, yourself included, who are doing the exact same work today they did five years ago?

What is the likelihood you will be doing the same job five years from now? Most people I talk to tell me they are looking to make a change within the next year or two, and have intention of waiting four or five years. There is a higher level of job and work dissatisfaction than there's ever been, despite high employment and a marketplace of expanding opportunities.

In this workplace swirling with change, one million people will start up a new business this year. The sad truth is, 800,000 of them will be "out of business" in five years.

**The workplace as we knew it is gone forever.
The Old Game is Over and The NEW Game is Here!**

We are in the age of...

The Virtual Entrepreneur™...

“The New Work Face for the 21st Century Workplace™.”

We must think, plan, act and work as if we own the business, whether we do or don't. If you cannot contribute to the growth and profit of the company you work for, you are vulnerable and ultimately, expendable.

This is mission critical if you OWN the company.

How can you boost your success and ensure long-term stability?

Bring your highest and best value to the market place!

Whether you are an entrepreneur, intra-preneur or a little of both, the first thing to do RIGHT NOW is to assess your best strengths and most valuable assets. To bring your highest and best value to the marketplace and maximize your financial payoff, get a true handle on your strengths. Look for where you can contribute your greatest value.

THE MOST IMPORTANT THING TO EMBRACE IS THAT...

SECURITY IS NOT IN THE JOB, COMPANY, INDUSTRY OR OTHER OUTSIDE FORCE!

ECONOMIC SECURITY IS INSIDE YOU!

YOUR INTRINSIC WORTH (SELF-ESTEEM, PERSONAL SATISFACTION) IS WHO YOU ARE.

YOUR EXTRINSIC VALUE (MARKET VALUE, ECONOMIC SUCCESS) IS DETERMINED BY WHAT YOU CONTRIBUTE TO THE WORK PLACE.

THE MOST VALUABLE ASSETS YOU TAKE WITH YOU FROM JOB TO JOB, COMPANY TO COMPANY, CAREER TO CAREER, BUSINESS VENTURE TO BUSINESS VENTURE ARE YOUR WISDOM, EXPERIENCE, TOOL BOX AND LIFE SKILLS.
YOU NEVER LEAVE HOME WITHOUT THEM.

Knowing and tapping your greatest values, skills, abilities and strengths enables you to know what you're worth in the marketplace. When you know what you're worth, you can ask for what you want, and get it.

NOW, you can measure, identify and develop your greatest strengths with amazing accuracy, and use them to produce powerful results.

The Value Profile will tilt the playing field in your favor. Whether you are an entrepreneur or intra-preneur, the Value Profile zeroes in on your strengths, and identifies your highest and best talents and abilities with pinpoint precision. It enables you to measure, with absolute certainty, your potential for performing the most critical competencies and capacities necessary to build and prosper in your business as an entrepreneur, or to advance in your career as an intra-preneur.

There is no other too that can accomplish this with the level of certainty and precision. Why? Because the Value Profile uses the science of Axiology, value logic to measure your values with an accuracy level previously unattainable.

The Value Profile will help you turn your business or career around - regardless of how successful you are at the moment - whether you are brand new to the workplace, or a seasoned veteran. It is the ONLY instrument of its kind developed and refined over 50 years by Nobel Prize

nominee Dr. Robert Hartman and his protégé, Wayne Carpenter that can hit the bulls eye of the target every time with the accuracy of a thermometer registering temperature, or a ruler measuring an inch.

The Value Profile will identify your:

- ✓ Potential for Making Good Decisions
- ✓ Greatest Performance Strengths
- ✓ Primary Development Needs
- ✓ Best Strategy for Personal Growth

This comprehensive personal asset inventory and review can help you:

- ✓ End frustration and conflict in your daily routine,
- ✓ Eliminate wasted effort, by directing you to the highest payoff activities,
- ✓ Enable you to determine exactly what skills and talents you can leverage into greater success,
- ✓ Show you exactly how to make quicker and better decisions every day,
- ✓ Identify the kinds of people who can help you most,
- ✓ Give you a score in the areas critical to business and career success,
- ✓ Match your personal and unique values to your work to get maximum satisfaction and productivity,
- ✓ Show you the strengths and potential blocks you bring to your job, or to managing and building your own business,
- ✓ Give you an in-depth analysis of your own "mental programming" and how to harness it for your benefit (instead of working against you),
- ✓ Get a complete report with feedback on how your current programming is impacting your decisions and actions,
- ✓ Make recommendations on strategies to improve your personal effectiveness at work in your everyday life,
- ✓ Develop your own plan for greater personal success in building your business or your career.

You get invaluable insights that will enable you to maximize your personal strengths and avoid pitfalls.

**Self-Knowledge is Key to Finding True North...
Experience More Life, Livelihood, and Living!**

Knowing yourself is the most critical information you can have in any aspect of life. It is especially critical for the complexities of owning and running a successful business, and the increasing challenge of advancing your career in today's marketplace. No skill, product knowledge or personality trait has as much potential for influencing your personal success as having a clear and honest understanding of yourself and those areas you value most. The Value Profile will help you:

Identify Your Natural Thinking Patterns: You will become aware of how the natural biases in your thinking affect your ability to make decisions.

Recognize Your Predominant Decision Style: You will learn how your thinking patterns affect your ability to turn your decisions into actions.

Develop Positive Performance Attitudes: You will recognize how your beliefs and attitudes may inhibit your ability to benefit from your talents.

Apply Your Natural Talents: You will gain insights into how you can make more effective use of your natural talents and improve your personal performance.

**The Value Profile increases your odds for success and enhances your personal satisfaction.
It provides a road map to your True North.**

You can read what it did for some of the thousands of people who have experienced it here:

<http://thenewgame.com/profilesuccess.html>

For decades, home ownership was the number one goal of most people. Now, BUSINESS ownership is at the top of the list. Becoming an effective entrepreneur (one who organizes, operates and assumes the risk for a business venture) demands a wide range of skills and aptitudes. Many people who have been very successful working for others, assume that they can use their skills to make it on their own.

While this may be true for you, there are ways to predict and improve your chance of success - with a high degree of certainty - whether you're in business already, or plan to start one. Many of these are the same characteristics also necessary to advance your career in your current work. As most people do not have strengths in the full range of skills necessary, you must know how to complement and leverage yourself with and through others, whether you work for yourself or someone else.

Research has revealed that critical characteristics for success include:

Deciding What to Do - the ability to identify crucial issues, to see, understand and plan for future consequences of decisions and actions.

Managing Activities - the ability to see what needs to get things done.

Planning and Organizing - the ability to set goals, build plans and translate into action.

Making Things Happen – the ability to marshal your energy, drive toward goals, and follow through to completion.

Working through Others - the ability to work with others in a positive, cooperative and supportive manner, seeing and appreciating their value and uniqueness.

Success doesn't require you to excel in all these arenas, or possess all these characteristics. You maximize your full potential when you take advantage of each strength you have, without letting your deficits get in the way. How?

You team up with others who can complement you in your development areas. This is true for everyone, entrepreneurs and intrapreneurs alike.

Using the Value Profile you can:

- Identify how the biases in your thinking affect your decisions
- Recognize how your decisions impact the results you get
- Apply all of your natural talents to their fullest potential
- Develop/maintain realistic attitudes that will lead to your success

Learning to make the most of what you've got starts with an objective self-assessment. The Value Profile won't let you fool yourself. Self-understanding and acceptance of who you are is the first and

most important step you can take to identify and achieve your goals. It is truly liberating and exhilarating to know with certainty, what you value, and where your highest and best talents can bring you the greatest rewards.

THE VALUE PROFILE IS NOT A PSYCHOLOGICAL EXAM, NOR A "TEST" OF ANY KIND.

It is a simple, 15-minute process in which you rank order two sets of 18 items from best to worst. That's it. The computer then mathematically "profiles" your strengths and areas for development, and reports back to you how your unique personal values match up against the core capacities and competencies necessary to advance your career or be a (more) successful entrepreneur.

It's actually quite remarkable. Most people are truly fascinated by the process, and blown away by the results.

The Value Profile uses the science of Axiology - the science and mathematics of value measurement. It is the **ONLY SCIENCE** that can measure your potential for business and career success with mathematical precision.

A Special Opportunity for YOU!

For a comprehensive value profile with private coaching, corporations **invest from \$350 to \$750 per person, and higher**, depending upon the amount of personal coaching or group feedback they want. This has been a great investment for small and medium sized businesses, corporations, managers and executives, professionals and self-employed people who run their own companies.

FOR YOUR TEAM, THIS MONTH ONLY...

Get a Personalized Value Profile \$150 value + Training for ONLY \$99.

AND as a bonus, you get to participate in two, 90-minute group telephone coaching calls and you get two special extras FREE.

Register here, now:

<http://tinyurl.com/9qbc4>

Our aim is to enable every entrepreneur and intra-preneur to gain the insights and benefits of tapping your greatest strengths, and make this powerful tool part of your annual planning and self development. At this price, you can't afford NOT TO do this. I strongly encourage you to do this, NOW!

We have arranged for you to get your own personalized profile, three hours of group coaching and training to interpret the profile.

Here's what you get:

1- Your own personalized Value Profile (\$150 value) which includes:

detailed comprehensive report with skill assessments in five categories measuring 26 key capacities necessary for personal success,

list of development areas that get in your way, and your best strengths to leverage,

action suggestions, steps to success and satisfaction.

2- A powerhouse training, "How to Use Your Greatest Strengths to Be More Valuable, Marketable and Profitable!" (\$150 value)

You'll hear how to find your True North and use your untapped potential to add tens of thousands of dollars to your living, and have more fun and enjoyment in your livelihood. You'll discover how to better use your unique talents, abilities and one-of-a-kind profile to boost your results, advance your career, and increase your income by tens of thousands of dollars in the coming years. You will bring more of your highest and best value to the marketplace, and get more joy and satisfaction from your livelihood.

3- Special report (\$20 value), "27 Ways to Be More Marketable, Profitable and Successful, THIS YEAR!" This report outlines 27 pearls of wisdom you can use right away to enhance your market value, business profits and personal success. You get this report by email as soon as you enroll for your own personalized Value Profile.

You receive \$320 of valuable tools and training that can yield thousands of dollars in return, for an investment of only \$99.

I guarantee you that the Value Profile is worth many times this investment. It will bring you a huge return on your time and money, not one time, but over and over again. Not just this year, but every year. This investment returns compound interest on compound interest!

I do my profile every year. It consistently points me in the right direction, and helps me get centered on the highest and best use of my value and talents.

For only \$99, this is a value you don't want to pass up. This special introductory offer can be withdrawn at any time!

Order Online via Secure Server:

<http://tinyurl.com/9qbc4>

While you're at it, I encourage you to share this opportunity with your inner circle of family friends, clients, associates or business partners.

Feel free to share this web page with your network.

For many people, the Value Profile can mean the difference between struggling and releasing the brakes - marginal growth, or exponential jumps.

I invite and welcome you to BE PART OF this special program. You get so much, for so little.

Most people spend hundreds, often thousands of dollars to get into a business, buy equipment, computers, software, invest in advertising and spend money marketing to build the business. Job seekers and career advancers spend hundreds of dollars in preparing, printing and mailing resumes, making calls, networking and going on interviews.

Yet, precious few invest any money to assess their personal and professional strengths and potential for success, or get advice and feedback on how to harness their talent to maximize their value and bring their highest and best to the marketplace. Now you can - for less than the cost of a dinner for four.

After all, what system could possibly be more important to invest in than your own internal operating system? Now, you have the opportunity to have the owner's manual to the most important system of all - your thinking.

I invite you to complete your Value Profile TODAY.

<http://tinyurl.com/9qbc4>

The Value Profile gives you insight into who you are, where you are, and how you got here. It validates your strengths, gives you access to your untapped potential, and empowers you to unwrap your gifts.

It measures what you value, how you think, and why you choose what you choose. It shines the light on what you don't know you don't know. It does all this in a loving, positive and totally supportive way.

You CAN invest your life in using the talent, ability and gifts you have. With your Value Profile, you gain clarity and make better value choices, and create new possibilities for your life working the way you want it to work.

You have greatness within you yearning to be set free. It's your thinking that's stands between you and the life you're meant to live. Free yourself. Know yourself. BE yourself.

The only way you can truly experience the Value Profile is to do it for yourself. It's just like life. You can't play unless you come out of the stands and get in the game. Get in the game. Come play with us.

You invest ONLY \$99 as a friend of The NEW Game,,,

<http://tinyurl.com/9qbc4>

I make you this promise:

If you feel you got less than extraordinary value for your investment, we'll refund your money. This eliminates your financial risk and guarantees you can't lose. Are you willing to match our commitment to you?

Register now via Secure Server...

<http://tinyurl.com/9qbc4>

We'll email you instructions to complete your profile. Then, you'll receive the comprehensive report directly to your email box. You'll receive a schedule of available teleconference dates you can participate in. You can ask any questions you like.

If you want personal feedback or coaching, we can provide that as well. Simply request it. Call our offices at 973-736-1304.

The whole process takes 15 minutes to complete your profile. The value is for life.

Do it right now. Your life will never be the same...

<http://tinyurl.com/9qbc4>

You can have the Success You Deserve!

More important, you can find your True North!

You're a player.
You CAN change the game.

I'll meet you on the field.

Mitch Axelrod, CEO – Chief Encouragement Officer™
"Find True North!"

P.S. Register today and get your FREE bonuses and a ticket to powerhouse teleconferences.

<http://tinyurl.com/9qbc4>