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- **A Tale of Two Philosophies**
- **An Anatomy of a Mindset**
- **A Promotion That was Inversely Leveraged**
- **Another Promotion That was Fully Leveraged to the Nth Degree Possible**
- **A Free Gift of \$100 Worth of the Latest Issues of Gary Halbert's Eclectic Newsletter**
- **An Invitation to Be My Guest at a Two-Day-Long Seminar on Selling that Mitch Axelrod is Conducting in Los Angeles Exclusively for my Proteges**

Dear Valued Protege:

This is a complicated letter to write you.

First, its intent is to do you a service -- in fact, two services of incalculable worth.

Second, I want to imbue you with a clearer transactional comprehension of my feelings, philosophies, mindset and objectives relating to this Protege program.

Third, I want to teach you to better understand the word "leverage" and apply it to everything you do.

I don't want this letter to be long, so let me get right to it...

When I conceived of this Protege Training Program, I expected to see people working together a lot -- Proteges and faculty.

I did not, however -- let me repeat -- I did not expect to see so many people trying to profit directly off one another without outside commerce being transacted.

Perhaps I should be more specific. I didn't expect so many people would try and sell you so many things for an up-front profit; rather, I thought everyone would recognize a longer-term viewpoint of touching as many -- if not all of you -- as possible, and reaping their "real" profit when you perform profitable services to others that you get paid for.

That does not always seem to be the case, and it troubles me a bit.

You see, I was dead serious when I told you I did not want to make another dime off of you other than the basic training fee. And I didn't expect other people to profit as directly either.

I thought you saw and understood this, but perhaps I should clarify.

All I ever promised to give you for your training fee was some great advanced training materials: 86 wonderful hours of live training, some wonderful take-home materials, and 22 hours of group follow-up telephone training. Period!

However.

However, every time it became evident that I could better serve you above and beyond the basic commitment -- I did it. I spent the money, put on the extra staff, recorded the phone calls, got added training materials prepared for you, etc. at extra unexpected cost to me.

For your information...the follow-up tape recordings were never a part of the original deal -- nor were the Harry Pickens video and report, the Joe White report, the Saturday remedial calls, the Mitch Axelrod calls, the telephone Hotline Transcripts, the Reunion, the August Wisdom Weekends, etc.

I decided to add all these valuable and expensive bonuses to the package because I felt they added value and insight to what you were trying to master.

And whenever I observed or saw any other opportunity to help your success, I didn't hesitate.

But I never tried to make any profit on any of these activities. Quite the opposite, in fact --

-- We spent hundreds of thousands of dollars on telephone expenses, the Protege Sales Program, *Your Marketing Genius at Work*, tapes, additional staff, and other costs that we never expected to make an added profit from (and not once did we try to hit you up for any extra fee).

We put together the YMGAW sales program for you at a cost to me -- so far -- of probably \$20,000, without any expectation on our part to profit.

I could go on -- but I think you get the general idea. I'm not complaining; rather, I want to contrast a few points.

First, a couple of instructors have held training programs designed to make up-front profit from you and, frankly, that isn't what I had in mind for this program.

I'd love for the instructors to make millions of dollars **with** you, in joint ventures or collaborations -- but **not from you.**

However, I did not put this program together for you to be asked to spend \$1,000 here and \$500 there for more training.

And it bothers me. For two reasons:

First -- I thought our instructors saw and understood my overall philosophy better.

Second, their actions, in my humble opinion, are short-sighted and are extraordinarily inversely-leveraging their own potential to profit long-term through their relationship with you. And they negate the very purpose...they expressly stated to me of their desire to help all of the Proteges grow and prosper...it's as if they didn't get what I'm all about!

Rather than chastise or lambaste anyone in particular -- let me better explain my perspective on the Protege program, my perspective on leverage...and my overall perspective on life.

First the program. I want you to be as successful as you can possibly be. And to that end, I'll do pretzels, move mountains, invest a king's ransom -- give unrelenting of myself and my staff -- you name it!

I do not, however, want to see you have to spend more money -- money that could be invested in ads, letters, telemarketing, etc. -- just to acquire extra knowledge.

So when I hear that someone is charging you \$400 or \$500 to teach you advanced advertising techniques, it troubles me greatly.

Not, by the way, for the reason you might think. You see, I have no doubt that the people putting on the seminars will give you \$500 worth of value -- that's no argument. My beef with the deal is that it's self-serving and not designed to maximum leverage the entire Protege network.

More specifically, look at this.

None of the three or four people who offered fee-based seminars to you called or asked me (in advance) whether I had a better idea on how they could better impact the entire Protege network.

In my opinion -- all these seminar-givers did was short-sightedly attempt to capitalize on the \$2,000,000 I spent to find you and the \$3,000,000 I spent to establish your trust --

-- All they tried to do was play the numbers -- and, in essence, get 30 or 40 people to shell out \$400 or \$500 so they could make \$10,000 or so off my efforts.

Before you say, "**But, Jay, that's what you teach**" -- you're right and you're wrong.

I taught everyone that the more you give to all -- not just 30 or 40 Proteges, but everybody -- the more residual will come back.

If the people giving these fee-based seminars would have contacted me first and described in detail their objectives -- I seriously would have considered (and preferred) working out a deal with them where everyone could have gotten the benefit -- and the seminar giver would have still made the same relative money -- while leveraging the good will 25 or 30 times over. Case in point?

One instructor -- let's call him Joe Schmidlapp for short -- put on a seminar.

Thirty or 40 people signed up, I'm told -- I don't know because "Joe" never called me in advance nor did he talk to me afterwards.

So -- okay. 40 people who could afford the time and money got the benefit of this instructor's knowledge and he'll probably offer the tapes to people at a markup...so will he make a bundle? Maybe yes, maybe no.

Had he contacted me first, I would have far preferred paying him out of my own pocket a fair and generous amount to conduct a two or three day seminar **for all the Proteges** -- not just 30 or 40 of you.

However, instead of charging you \$400...I would have preferred to have "given" attendance to everyone who could attend and only charged the incremental \$95 it would have cost for the seminar room, the refreshments, and the recording.

By doing that, perhaps 200 or 300 of you could have afforded to go -- and right off the bat, the leverage value to the instructor and to the Protege network is 200-600%.

But that would only be the start.

I would have recorded the entire seminar and offered the tapes to everyone who wanted them for hard cost -- perhaps \$65 per set shipped -- not at some number reflecting a markup or profit.

That way, this seminar would have helped impact everyone -- all 910 Proteges -- instead of the 30 or 40 who "ponied" up the \$400 to attend.

My objective was not to make or knowingly contribute to making more money for somebody off of you.

My purpose was to have you become the best-taught, best-skilled marketing experts I could help you turn into.

Had "Mr. Schmidlapp" called me up first, I would have offered to work out a deal where he was generously paid for conducting a free seminar; the only charge to you would have been pro-rated (real cost), and I would have given him the outside rights to use the tapes (tapes that I would have paid to record) but kept the inside rights so I could give them to you and every other Protege who wanted to buy them for hard cost.

He would have made a nice fee, perhaps he would have made more, actually, than he'll make on the seminar conducted for the set price; I would have paid the cost of recording the tapes sold to everyone outside the Proteges. And...you all would have been the beneficiaries.

That is consistent with the overall philosophy of leverage and giving I adhere to.

No one called and proposed a restructuring of this deal akin to the one I just outlined. That tells me you either aren't fully versed in my thinking -- you're intimidated (unnecessarily) about calling me -- or you don't realize that I never want to throw you to the outside world without all the help I can provide.

Everyone has to communicate with us -- at least with one of my staff members -- so that I can help out before -- not after -- a situation becomes a "fait accompli."

I discussed this point openly on last week's Alliance calls. I explained that I didn't think this upcoming session would be a bad seminar -- but rather, that I wanted to help everyone gain wisdom, not just a select few and not at a profit. I didn't want to condemn the instructor either, but feel there was a far more leveraged way the deal could have been done to help all of you.

A number of Proteges took offense to my point, saying that I'd missed the whole concept of the free enterprise system.

I argued (philosophically -- not vocally) that I -- probably more than anyone -- was a great advocate of free enterprise...but, had I been informed of the Proteges' desire for more training in copywriting, I'd have arranged it for everyone to benefit and be trained, not just a few.

And it would have cost you a fraction of what you ended up paying.

I initially introduced you to "Joe Schmidlapp's" materials because I thought they would really help you, just as I've done with other materials that I thought would be beneficial to you.

Likewise -- he, along with other experts, was available to you at the Reunion at our cost.

(That was a \$5,000 training session you guys got for a couple hundred dollars. You may not realize it, but it was two or three times the intensity and the composition of a regular Boot Camp or Protege Training because so many concentrated learning experiences were going on concurrently.)

In contrast, consider this illustrative analogy.

Mitch Axelrod -- after being "set up" by me and conducting three great Alliance calls a few weeks back (for which I paid him a lot of money) -- called me as a courtesy.

Let me repeat -- as a courtesy, Mitch Axelrod called me in advance to inform me he was planning to hold a sales training seminar in Los Angeles for Proteges and he was going to charge a lot of money. And Mitch wanted my opinion before he did it.

I thought the Proteges could greatly benefit from two intensive days with Mitch -- but I didn't want the Proteges to have to pay \$500 or \$600.

Rather, I offered to "buy" two days of Mitch's time for a generous fee and I had Mitch agree to hold a special Proteges-only seminar at the Los Angeles Marriott Hotel on September 22nd and 23rd. All it costs any Protege to attend is \$95. This includes a complete audio tape program, procuring a seminar room, refreshments, staff, whatever's necessary to put it on. We have made a special deal with the hotel so your room rate will be only \$69, plus tax, per night.

And I told Mitch I would allow him joint tenancy of the tapes so he could sell them in the outside market without giving me any royalty (and so could I) -- but I could offer them to the Proteges for our hard cost.

For \$60 you can have a set of the tapes if you cannot attend.

I'm sorry this letter is so long, but I want you to "get" something -- a critical -- no, make that "pivotal," point of clarification.

If I think an expert is worth your being exposed to -- I am willing (in many cases) to underwrite most of the cost of accessing his/her expertise for you -- if it's important to getting you successful.

I just don't want you to have to spend a lot more money above and beyond my training fee for something I want to help you acquire as part of my program.

So I repeat -- on a positive vein --

-- September 22nd through 23rd, Mitch Axelrod is conducting a two-day-long, super-intensive seminar covering these subjects, and more:

- Personal Self-Assessment
- Introduction to Selling
- You as a Marketing Consultant
- The Sales Process: The Initial Steps
 - Assessing Needs
 - Profit Improvement Strategies
 - Delivery and Post-Sale
- Conclusion: Taking the First Step

The seminar will include discussions, participant exercises, role-playing and interaction. Each daily session will begin at 8:00 a.m. and conclude at 6:00 p.m.

It will be held at the Marriott Hotel by Los Angeles International Airport, and all it costs to attend is \$95. This includes a set of audio tapes of the entire seminar. If you cannot attend but want only the tapes, they're \$60.

I hope this helps you get the idea of what I'm trying to do for not just 30 or 40 Proteges, **but for all 910 of you.**

Now you know my philosophy better since I've illustrated it for everyone in an "actual close-to-home" set of situations.

You know that we want, above everything else, for you to become as successful as is humanly possible.

You know, too, that I'm extremely paternalistic about you Proteges -- and I wish for everyone to benefit whenever the circumstance can accommodate -- not just a few of you.

Along those lines, I want to remind you of the fact that I've gone to considerable added efforts to make other training aids available to you for almost nothing. Training aids I encourage you to try out before you spend a fortune on outside expertise.

For example.

If you tell me you still don't know how to write an ad or sales letter, my response is this. First, I'm curious to know if you've really read all the material in *Your Marketing Genius at Work*, *For Your Marketing Eyes Only* and the recommended reading list on copywriting.

Next, I'm equally curious how many times you've re-read the above.

Next, I'm wondering how well (and how many times) you've listened to the Marketing Boot Camp tapes or how well and often you've re-reviewed the actual training tapes of our week together and if you re-watched Gary Halbert more than one time on the videotape I sent you.

If you've done all of the above repetitively, I'm impressed. But if you still don't understand, you must indicated that in your submissions to me.

Okay, say you have -- and I just misplaced it -- here are additional bonus materials you can get

from us to improve your proficiency:

Gary Halbert conducted a three-day-long, 12-hour a day advertising and copywriting "summit" seminar where 65 people paid Gary \$6,250 apiece, up front, to not only attend, but also to have Gary and a group of stellar advertising experts, copywriters, promotional mastermarketers, and other luminaries actually construct one complete ad or sales letter right there, on stage, for everyone to learn from -- for each person attending. They wrote a total of 65 different ads or sales letters in those three electric days.

At Gary's customary rate, that would represent \$975,000 worth of ads and sales letters. Yet Gary let attendees reap all the benefits for \$6,250 each.

I spoke at that Summit -- but instead of taking my customary five-figure fee -- I opted to get the rights to make the tapes of all three days and all 65 ad and sales letter constructions available to my Proteges at cost.

You can order a complete set of 24 cassette tapes of the seminar for a "whopping" \$30. So why pay \$500 to someone else first -- before you listen to these tapes?

Likewise, I've conducted seven previous Marketing Boot Camps over the last few years. All were recorded. Each had ad clinics, promotional, copywriting sessions, etc. Each was different. All but two sold out for \$5,000 per attendee. And yet, I'll gladly allow any of you to purchase tapes of any or all of these different Boot Camps for our cost of producing the cassettes.

The same goes for the six previous Protege Training Sessions. We've sold a ton of these tapes for \$5,000 a set. You may request tapes of any session you didn't attend -- for your internal use only -- for cost (approximately \$200 per set).

I've conducted a special vertical \$5,000 Boot Camp for car dealers, but the audio program costs you only \$6.50. I held another for coin dealers, and the audio tapes are available for just \$100.

Or if you want more of Kenrick -- we've spent hundreds of thousands of dollars videotaping him at five different sessions. We put together a compilation of the very best 10 hours on video for \$24.

I could go on, but I hope you get the message that there's a lot of additional material you can get from me to help you become more proficient -- and I don't want to make a cent off of you from it.

But you have to be willing to work to access it -- regretfully, I cannot do it for you. But boy, do we ever try -- do we ever try hard -- to push you onward to success.

Case in point? Enclosed you will find copies of the last seven monthly issues of Gary Halbert's newsletter -- a very real \$117 value.

I've included these as a gift to you from me -- and Gary. Why? Well, I'm hoping that by forcing you to embrace so many different focal perspectives you will have to finally see everything you need come together with enough clarity to have it all make simple, replicatable sense to you.

Gary, of course, is hoping you'll love his eclectic and brash newsletter so much that you'll turn around and subscribe. But it's 68 very worthwhile pages of provocative reading I think you'll enjoy.

The spirit of this letter is eminently positive -- even if I seem to be using admonishment as my teaching form.

A few additional points I think you'd want to know.

Mac Ross is organizing a three-day-long, supremely intensive, advanced seminar on advertising, sales letter composition and copywriting that we'll be selling to outsiders (defined as non-Proteges) for approximately \$5,000.

You, however, are encouraged to attend for just the hard costs.

And if you can't attend...you can get -- you guessed it -- the tapes for cost, too.

I try -- Lord knows, I annoy and irritate all of you from time to time -- but Bill and I and our staff really try to go the extra mile.

Finally, Harry Pickens will not be conducting the Alliance calls he was previously scheduled for -- but I've replaced his calls with Gary Halbert.

Anyhow. **Mitch Axelrod's seminar is on September 22nd and 23rd in Los Angeles at the Marriott Hotel near LAX.**

Remember -- all it'll cost you to attend (and receive the audio tapes) is a mere \$95. If you cannot attend, the tapes only are \$60.

I'm sorry when people don't apply the philosophy I thought they came to me to learn, and they claim to fully comprehend and agree with.

But you're getting an incredible "bird's-eye" view of the very pitfalls you, too, have to avoid if you truly wish to master the success my program can hold for you.

Also -- if you think I'm capricious, despotic, or out of line -- I will entertain any feedback, positive or negative. Just write to Marie Vorse.

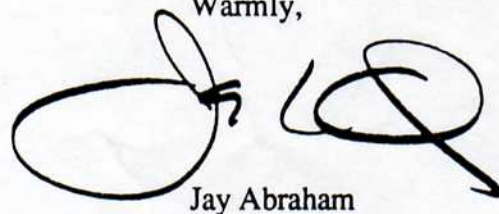
Great success to you is my wish -- along with the hope that you learn and benevolently leverage every opportunity you're presented with, and learn a genuine understanding of how to get more advantage to the other side on every transaction you're involved in. **It will pay off in spades -- just have faith!**

This letter was supposed to be two pages; boy, did I ramble on.

Anyhow, I hope you attend or get the tapes of Mitch Axelrod's seminar. I hope you enjoy Gary Halbert.

And whether you agree or not, I hope you better understand my viewpoints on certain matters that affect you.

Warmly,

A handwritten signature in black ink, consisting of a large, stylized 'J' and 'A' followed by a flourish.

Jay Abraham