

Find out what the world's Premier Wealth Mastery Expert revealed...

**“How YOU Can Put An Extra \$17,867.16 In Cold Hard Cash In Your Pocket Right Now From Just One Secret Revealed At The First-Ever Mastermind Book of the Month Club Call...”**

**What's More...How Much Money Will You Lose Out On If You Don't Join Us For The Next Call?**

**Can You Really Afford To Take This Risk?**

**From:** Jim Canale and Jim Toner  
*The Original 'Copycat Millionaires'*

Dear Friend,

Since you didn't join us last month, I got to thinking that it might just be possible that I didn't spell out the astounding value of my **Mastermind Book of the Month Club** program well enough...I'd like to take a moment of your time to remedy that now – Here's just 2 people's Actual Money Results from their Mastermind Book of the Month Club membership:



**Jim Canale and Jim Toner**  
*Your Mongrel Youniversity™ Professors*

- ✔ **Premier Member, Eric Gelb of New York** joined my Mastermind Book of the Month Club and **Immediately Saved \$7,367.16** – that's cold hard cash in his pocket!
- ✔ **VIP Charter Member, and Real Estate Riches Philadelphia Mentor, Joe Hurst** discovered that he had **under-priced his latest real estate transaction by \$10,500** – just three days before the Mastermind Call! **Ouch!** That money is now lost...Gone for good! And that's on just one deal! Joe now says that even an experienced entrepreneur can learn how to make more money with this program!

**That's \$17,867.16 in found money from these two guys alone, on *only two business transactions*, after just ONE ISSUE of the Mastermind Book of the Month Club... How Much Money are YOU Losing by not joining my Mastermind Book of the Month Club NOW?**

Just the other day, I did something that I rarely do. I got into a debate with one of my Members. I know, I know...Bad for business and all of that stuff, but this was a matter of principle so I was sticking to my guns. The debate was with VIP Charter Member Kerry Faix of West Chester, PA.

Kerry was so **Ecstatic with the Volumes of Value** that she and her husband William received from the first month's Mastermind Book of the Month Club content that she was twisting my arm to make me promise that I would extend the deadline for membership into the program and allow *even more Premier Members to experience this program*. Frankly, I was very skeptical about keeping the doors open for new members, since they had already had their bite at the apple, but didn't sign for the program when I was offering it to them for **FREE** – paying just my actual shipping costs for the program. A risk-free trial so to speak.

*I started to see it her way once I read Kerry's letter:*

Dear Jim,

Thank You So Much for starting the Mastermind Book of the Month Club. I simply cannot believe the value that I've received after just a few weeks!

My husband William and I attended your Real Estate Riches training class in May when you started talking about the Mastermind Book of the Month Club. Honestly, I'm embarrassed to say that we were a little miffed that you were "*hitting us up*" for more money right after we had just handed you what we consider a lot of money for the Mentoring Program. After all, we hadn't yet made any money!

*Personally, I was very skeptical but **my husband and I really want to succeed and improve ourselves both personally and in business, so we figured that one month couldn't hurt us that much.***

Well here's what I say now: Thank you for offering this program to us! Otherwise I probably would not have joined and I would have missed out on **the best book ever!** I love how this Mastermind Program works.

Your **Seminar In Print**, or "*The Jims' Cliff Notes*" as I call them, are great and really compliment the book with your "real-world-perspective". I find your comprehensive notes to be so helpful that I'm compelled to read the book, too.

Due to a scheduling conflict I missed the last Mastermind Call, but I was very happy to see it posted on the Internet so quickly. I immediately downloaded it to my MP3 player and have listened to it many times. **As you promised, I learn something new every single time!** The web links and freebies were such an added bonus, too.

The first month's program has really motivated us with our new real estate business and also with our General Contracting business. We came up with some really big ideas, and Big Dollars are already starting to roll in!

We're tearing through this month's book and have already grabbed tangible "meat" for our real estate business. We can't wait until this month's call to hear the author speak.

With Many Thanks!

Kerry and William Faix, West Chester, PA  
MBOM – VIP Charter Members

Frankly, Kerry's words and **winning attitude** sealed the fate of the next phase of my Mastermind Book of the Month program and I decided to hold open the doors just a little

longer for YOU... (**Note:** Personally I'd be calling to thank Kerry if I were you). So now...

## **Available Again for a Limited Time...for YOU – One More Chance... The Wisdom of the World's Premier Wealth Mastery Expert**

A few hundred of my Members got to meet one of my personal business Mentors, Dan Kennedy. He is the solo-entrepreneur's money making wizard. He's also the brilliance behind Guthy-Renker, the health and wellness Infomercial Machine – think Tony Robbins and Proactiv™. Dan is also credited with transforming thousands and thousands of ordinary people (like you and me) into Real First Generation Millionaires, and I don't mean the get-rich-quick and lose-it-even-quicker scheme type, but the long-lasting, Permanent Wealth-Building through generalized principle type of Millionaire.

Dan delivers because of his business savvy and unique direct marketing methods.

Dan charges \$8,500.00 for a single day of his consulting time – that's for a *single* eight hour meeting – by phone or in person! By the way I have friends who've paid the fee and their businesses and professional lives are forever changed. His net worth—**His Personal Fortune—Exceeds \$50 Million** and when You join the Mastermind Book of the Month Club, you'll learn Dan's Exclusive, Time-Tested No B.S. Ultimate Business Success and Wealth-Building Methods. But before I tell you why Dan is important to you, **let me give you now...**

### ***The Missing Link...Exposed...Why Some People Become Wildly Successful and Others Get Nowhere – Seemingly Stuck in Quicksand With No Way Out!***

I've had a few years now to reflect on why I became successful and found my personal fortune in business and real estate, while others that I know – people who started at the same time that I did and with more formal training, work experience and education that me – have accomplished merely a fraction of what I have. As a matter of fact I see the same thing at times in my Real Estate Riches program. People of equal or greater qualifications come to a Workshop session, are given the same tools and information, hear and experience the same words and instruction, and are given access to the exact same resources. Some people run with this information and immediately begin buying houses, **making money** and transforming their lives.

But there are others who are seemingly stuck and wind up doing NOTHING! Now I must confess that the ones who do nothing are **definitely the exception** to the rule. We call them wash-outs (like the Navy SEALs do) and that percentage is well below 6 percent of the total who come to learn from us.

But that's still SIX PERCENT! If you are one of those people, what I'm about to say **will change your life**. You see, it's NOT your fault! Nope! Not even one little bit! Your problem can be remedied, simply...Easily and Forever.

The reason that some people have achieved great success and have amassed huge fortunes while others don't **has nothing to do with *intellect*. It has nothing to do with *desire*. It has nothing to do with *laziness*. It has nothing to do with LUCK!**

It has to do with ***programming...***

### **“LOADS of Profitable Action Steps”**

“I have always found in my entrepreneurial life that what they say is true. When the Student is Ready, the Teacher Will Appear. I have been seeking new answers and new learning systems for some 19 months now; so I qualify as a *ready student*.

But, **until** you invited me to join in your Mastermind Book of the Month Club, I was searching high and low for the solution – the proven recipe for supreme wealth-building success; not some so-called wealth-building-kit-in-a-box.

I wanted a method that actually and definitely works—a life changing, mind altering wealth-building system and approach to building my business.

#### **Mastermind Book of the Month Club IS IT!!! Hands Down.**

Your first program covering, **Dan Kennedy's No B.S. Wealth Attraction for Entrepreneurs**, completely changed my perspective on attracting and building wealth. After reading your **Seminar In Print** and participating in the **Monthly Mastermind Call**, I finally realized that I had some Bad Habits and some Bad Attitudes about achieving my business and wealth potential. Amazingly enough, the Mastermind Book of the Month Club and Dan Kennedy eliminated and ended that negative stuff.

Swept the cobwebs right out the back door!

Your recent Mastermind Call with Dan Kennedy miraculously appeared and gave me loads of actionable and profitable ideas – the very ideas and thought processes I'd been seeking for years!

The material is timeless and true. **The value is great because I've already acted on the ideas and put some *extra money* in my pocket from one real estate deal I closed the week after the call!**

Keep 'em coming!

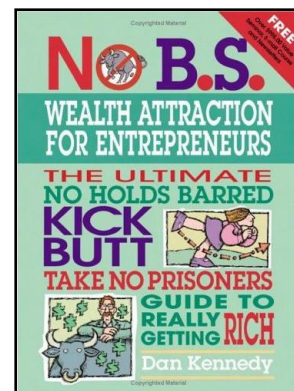
Blair Tinucci, Sewell, NJ  
MBOM - Premier Member

As Blair alludes to in his letter, it was **Bad Habits** and **Bad Attitudes** towards wealth that stopped him...Nothing more, nothing less. I personally know Blair, and I know that he's a smart guy, with lots going for him – *he's just been stuck* on a never-ending plateau, for months now. And he's not alone either. There are millions of other people, even very successful people – looking to work themselves free from whatever **“IT IS”** that keeps them trapped at their level. You know the feeling, I'm sure. No matter what you do – *even in good times* – your level of success, money, love or prosperity never

seems to get any better. Every action yields the same results and there's no direct increase in you getting what it is that you ultimately want...Just more of the same...

That's **THE BIG PROBLEM** that my Mastermind Book of the Month Club fixes, and fixes for good, once and for all! But before I reveal the 'Missing Link'...let me tell you this:

***Your first book in the Mastermind Book of the Month Club program is Dan Kennedy's bestseller, No B.S. Wealth Attraction for Entrepreneurs – it's his brand new book and that's what we covered in last month's Mastermind Book of the Month Club program. This book, along with my insights and Dan's distinctions made during our Mastermind call should be...Nope...Make that MUST BE a cornerstone in your success and wealth building arsenal.***



Here's why:

I personally handpicked this amazing book as the VERY FIRST BOOK in the Mastermind Book of the Month Club program because **Make NO Mistake – this Book is one of THE Most Important books you are likely to read this Decade.** Dan Kennedy's wisdom single-handedly builds the core foundation of Wealth Attraction brick-by-brick for you. But it's nowhere near as complex or as cumbersome to read as Napoleon Hill's Think and Grow Rich. Dan's book is just the straight-out, unadulterated truth behind why you are trapped by limiting ideas about your ability to get more money. Then my program spoon feeds you everything you need to vanquish those thoughts forever, opening your mind to *attract wealth*, instead of *repel wealth*.

**BUT**, time and time again, we find that the most important and fundamental foundation to building great wealth is:

### **ALIGNING YOUR ATTITUDE AND YOUR ACTIONS!!!**

This essential building block to building wealth is captured in what's called the "Human Feedback Loop" and explained in great books including *As a Man Thinketh*, and Napoleon Hill's *Think and Grow Rich*:

**Our Thoughts control our Feelings which dictate our Actions which eventually produces our Results**

The mistake we make is that many of us focus on taking different Actions...We work really hard but our actions bring us little or no fruit, or just run-of-the-mill of Results. So we work harder, change our actions, but we still get the same Results. Zippo! Some of us go so far as to finally give up, completely defeated, belittled and frustrated. **But** the **Missing Link** is around controlling our Thoughts and Feelings. That's why alternative Actions rarely solve the problem...The problem is much deeper. We need to literally change what goes into our brains! My Mentor taught me early on that books are the

fuel for controlling thoughts, the food, the nourishment and the ultimate link between me and the greatest minds and achievers that ever lived! It's all about aligning attitude and having access to the RIGHT way of thinking to achieve your goals!

And that's precisely what my Mastermind Book of the Month Club will do for You—Align Your Attitude and Give You the 18 Cylinder Engines Required to Build Serious Wealth!

### **“Find Out Exactly What To UNLEARN!”**

“I just wanted to say “Thank You” for exposing me to the **genius** of Dan Kennedy. I enjoyed the book, **but in particular your Seminar In Print and the Live Interview with Dan was great!** Dan's principles and your insights fly in the face of so many of the commonly accepted ideas that society and business so readily endorse. The program made me realize that I have much to UNLEARN. I was stunned!

Jim, I'm very excited about the Mastermind Book of the Month Club...It's great to be studying these successful people along with you! I can't wait for next month's program!”

John Mulgrave, Trafford, PA  
MBOM - VIP Charter Member

Now temporarily back to Dan Kennedy... **Confirmed!** Over 25 years ago, Dan Kennedy discovered that the **greatest obstacle** to building wealth is your Mental Attitude. **We tend to make the same mistakes over and over again. We are creatures of habit and typically take the same action steps over and over again—** today, tomorrow and Thursday. And, when we get the same results, **we wonder “Why?”** and we shake our heads, befuddled.

But, Dan Kennedy and I, **and NOW YOU**, know that the Key to Creating Exponential Growth to your Wealth is:

**YOUR ATTITUDE And Ensuring that  
You ARE Open, Ready and Empowered to  
Seize All the Great Opportunities to Build Wealth  
That Surround You Every Day!!!**

*This is the Mastermind Book of the Month Club's primary Mission!*

- Are you experiencing the same old, ho-hum results in your business, investing and personal life that you have for the past few years?
- Are you tired of not getting the things you want – quickly...easily...effortlessly?
- Are the ideas you're working with today the same as they were in college or even in high school?
- Are you a successful person that's just temporarily stuck in neutral and looking to get your edge back?

If so, the Mastermind Book of the Month Club is **Specifically Designed** for YOU!

Dan Kennedy will help You develop the attitude to position yourself to build great wealth, help *you* eliminate your personal, self-imposed roadblocks to building great wealth.

**But, you may ask, “How Can I Capture Dan Kennedy’s Great Wisdom when Dan’s book was covered in Last Month’s program?”**

When you join the Mastermind Book of the Month Club **right now**, you’ll receive my first month’s program, Dan’s *NO B.S. Wealth Attraction* book, **plus ALL** of the other amazing learning and success tools – the gold nuggets described below, *RUSHED* to your door right away! This program and Dan’s book are so powerful that I actually **require** you to start with this selection in order to participate! It’ll open so many doors for you that until now...remain locked. You’ll understand exactly what I mean within 6 ½ minutes of having this program in your hands!

**Dan Kennedy’s wisdom alone is bound to put Thousands of NEW DOLLARS in Your pocket**, Now and Next Week and Next Month...and... But he’s **just one** of the many authors and speakers that you’ll meet in the upcoming sessions of my Mastermind Book of the Month Club...

In fact, the program’s theme each month will change, depending on what Jim Toner and I think the most important topics we should be covering.

Key Topics for the program and the books included cover many different areas that will round out and expand *your personal success library*. Add to that your **access to the author** and our Seminar In Print, our Mastermind Call, and our Member’s Only Mastermind Forum and *you’ll be well on your way* to uncovering the secrets that make people truly rich – theory, tactics and our practical application guides. Major Topics include:

- ✔ *Negotiating to get whatever you want, when you want it, on your terms!*
- ✔ *Real estate investing for big time passive income, capital gains, and future retirement.*
- ✔ *Time management – eliminate your procrastination and get “stuff” done for good.*
- ✔ *Learn how to master Risk and use it as an ally instead of being paralyzed by it.*
- ✔ *How to literally STARVE Uncle Sam by Legally cutting your number one bill...Taxes!*
- ✔ *End the volatility in your stock portfolio and make the market produce real profits.*
- ✔ *Find out how to build businesses at lightning speed without risk and fear of failure!*
- ✔ *And enough wealth building ideas that you could literally FILL the Chrysler Building.*
- ✔ *Uncover proven “insider secrets” from experts who’ve paid a VERY Steep Tuition to get them. As a member of my Mastermind Book of the Month Club, they’re yours!*

**Okay, Okay...I know what you're thinking...  
Reading SUCKS and I Just Don't Have Time For That!  
You Know What? You're Right! But I Want To Share My Secret...**

What most people don't understand is exactly "why" books are laid out and designed the way they are. **It's actually the "business of publishing" that causes authors to write books that are hundreds of pages long – when the original concept and the actual MEAT of the book is only 7 to 12 pages long!** This is especially true of business books.

Consider this. If a book you wanted to buy on a particular money-making topic was only 7 or 12 pages long, would even think about full price? Of course not! A 12 page book is just not long enough to justify the hefty price tag. And that my friends is the **real reason** that books are so long. What if someone was willing to give you just the 7 - 12 pages of money-making information you need with the action steps required to make your goals a reality? *Would that help?* Of course it would. ***When it comes down to it, you'd probably invest TEN times the price tag of a book to save the wasted time and effort, if you could get just the important parts needed to make a difference in your bottom line, right?*** Publisher's just don't understand this!

There's a statistic that proves out that most adults don't read even a single book from the time they graduate college or high school – **the last place that they were forced to read a book!** That means that the majority of our population is functionally illiterate. After all, what's the difference between you and someone who can't read if you never do?

The way I see it, there are 3 major problems that cause this lack of literacy and desire to read books:

**Problem #1: Reading is Time Consuming!** Let's face it...As many hours as people put into work, kids and family it's nearly impossible to find time to do it right? Well, the truth is the average American spends 3 hours a day in front of the television, so it's really a matter of priority isn't it? Which leads us to...

**Problem #2: Reading Books is Simply NOT FUN!** I can't sugar-coat it. Reading is boring, it's slow and it can be challenging. Given the choice to do other things, most people would rather watch television (see Problem #1).

**Problem #3: Implementing *ideas on your own can be frustrating, and many times Impossible!*** Yeah, there was great information in the book, but implementing the concepts can be like climbing Mt. Everest! Face it. By the time you decide to do something with the information that's in the book, memory begins to fail and that great idea is simply a grey cloud – a distant light in the fog. To make matters worse, it's virtually impossible to get the author on the phone to get him to explain exactly HOW to do what he or she reveals in the book. You're left alone...*Hung out to dry!*

**NO MORE HO-HUM, Boring, Time Consuming Reading** with my Mastermind Book of the Month Club. Just forget it... It's not worth it! We'll cut right to the chase!

When I designed the Mastermind Book of the Month Club, I studied a wide variety and range of learning methodologies and approaches, **including the science of learning**.

**In other words I studied EXACTLY HOW people learn**. Across every system I studied, the first module—the foundation for ALL effective learning and great success, is **INVOLVEMENT**. And that's the fundamental premise I used for creating every step of this program...The result:

***“Mastermind Book of the Month Club is A Proven Way To Increase Your Knowledge, Understanding, And Application Of Surefire Life And Business Principles That Are Guaranteed To Make You Millions Of Dollars Over The Course Of Your Lifetime!”***

That's what my Mentor **promised me** when I asked him to help me design a book-study learning-system based on the accelerated learning principles that he's been teaching others with for years. When I described to him the problems that I was looking to solve, he told me of a study that was conducted to determine how people actually learn. It was commissioned in 1946 and the results...Shocking!

Internationally Recognized Learning Specialist Edgar Dale studied how people *actually* learn, with **astonishing results**. Over a 23-year period beginning in 1946, of experimentation and observation Edgar Dale...

**...Explained that After 2 Weeks most people Remember Only 10% of what they read!**

Doesn't this answer a lot of questions?

*It did for me!* I used to read a book and remember only vague bits of information by the time that only a few weeks had passed – only to have the great ideas that I had “learned” virtually disappear – Long before I ever got to implement the new strategy or idea. Sound familiar? This is the clue to solving **Problem #3**.

Dale's Little-Known Model, the **Cone of Learning** is the cornerstone of my Mastermind Book of the Month Club:

Dale discovered that AFTER TWO WEEKS, we tend to remember:

- **10% of what we READ**
- **20% of what we HEAR**
- **30% of what we SEE**
- **50% of what we HEAR and SEE**
- **70% of what we DISCUSS, and**
- **90%, yes 90%, of what we DISCUSS and DO.**

When the true impact of Dale's study hit me, I suddenly realized **Why I** was reading volumes of business books, but still making very little progress. The problem was one of very little **INVOLVEMENT** in the learning process. I was just reading and hoping that something would stick. That was the same problem I had in school!

But what Dale didn't know – that my research turned up – was that Benjamin Franklin had made a similar discovery almost 200 years prior!

Benjamin Franklin revealed that:

**“Reading makes a full man,  
Meditation a profound man,  
Discourse a clear man.”**

~Benjamin Franklin  
*Poor Richard's Almanac*

You see, old Ben had discovered these secrets a long time back – *in 1758*. However, our education system still dictates using these old dog-eared, coffee stained, decades old lesson plans! Most of us aren't taught to read the right way! Ben Franklin's three simple steps to amazing reading comprehension – and more importantly, application – for instant results and profits are:

- 1. Read It**
- 2. Think About It**
- 3. Discuss It With Others**

Take these 3 Simple Steps and comprehension – not to mention your Ability to Implement is increased by over 500%! You see, it all comes down to involvement and NOT DOING IT ALONE! That's the way my mentor taught me and that's why I always get so much out of my reading!

As a note of qualification, I've learned enough from books to start, build and run five successful businesses that net me millions of dollars each year. No small task, I'm sure you'll admit. And neither is procuring massive amounts of residential investment real estate!

***Imagine the power of combining this style of learning from books with an experiential method of learning, and having a mentor to guide you... Your potential to succeed and get what you want is endless!***

Armed with this new information, I immediately changed things. I formed my own Mastermind Study Group and started to experience amazing results...And that's what led to my developing the Mastermind Book of the Month Club.

What you can accomplish by using this method is limitless – But up until now, there's been no way to cut through the clutter to find out exactly what books Millionaires read,

not to mention how hard it would be for you – on your own – to get these Millionaires to explain to you **idea-by-idea, step-by-step**, how they use the ideas in these books for business profit and personal gain – and to get them to give you access to the genius authors who study the world for countless hours to bring you their cutting edge thinking!

**Again... That was up until NOW!**

**Introducing the Most Advanced Way Of Shortcutting The Learning Process, Dramatically Reducing Time and Effort Invested, While Exponentially Increasing Your Results...  
More Time, More Money, More Success!**

*The Mastermind Book Of The Month Club Does It All For You!*

Here's what your Membership brings you:

### **Marvelous Mastermind Benefit #1**

**You will Learn Directly from the Top Achievers, Millionaires, Success Stories, and Business Mastery Experts of Our Time**

Using our connections and personal relationships, Jim and I have locked in an All-Star Roster of the Greatest Success, Business and Wealth Mastery Experts of our time, and as a Member of our Mastermind Book Of The Month Club, you get to learn from these Visionaries directly – and in a focused way. In some cases, you'll even be able to ask your burning questions directly to the authors of these books. Can you imagine what that's worth? *Absolutely Priceless!*

Here are Just a Few of the Amazing People That You'll meet:

- ✔ **Dan Kennedy**, charges over \$8,500.00 for a single day of consulting! You'll get a solid hour and a half with him. **That's easily worth \$1,593.75!** Even if you don't implement a single idea! *But if you won't implement just one of his wealth building steps then this program is not for you!*
- ✔ **T. Harv Eker**, businessman and author of some of the most prolific books on investor mindset, including **"SpeedWealth"** and **"Secrets of the Millionaire Mind"** will help you create new paradigms as easily as changing your shoes! He charges over **\$15,000.00** for his 3-day program.
- ✔ **Garrett Sutton**, **Robert Kiyosaki's personal Attorney**, commands millions of dollars in fees each year from a single client – The Rich Dad Company – his brain will be at your disposal for you to learn his proprietary secrets for using LLC's and other corporate structures for massive profits and to build a fortress of protection *and* peace of mind!

- ✔ **Curtis Oakes**, Real Estate Professor at Donald Trump's University, makes over **\$4,000,000.00** each year counseling investors on how to "Bubble-Proof" their investments! He'll reveal his insights and strategies as part of this program.
- ✔ **George Ross**, You know George from TV's "The Apprentice". George is the Donald's number one Mentor, Negotiator, and Deal Maker! Want to learn a few negotiation tactics to make that next deal sweet? George is your guy...And I'll bring him to you so you can ask him your questions! Imagine being mentored by Donald Trump's very own Mentor!
- ✔ **Frank McKinney**, The Real Estate Rock Czar who is currently completing construction on the highest price luxury spec home in the entire United States. The deal is worth over **\$135,000,000** (that's 135 MILLION!) in a single payday. How much is spending a few hours with Frank is worth to you?
- ✔ **Blair Singer**, Close personal friend of Robert Kiyosaki, **commands \$2,500.00 per person – per day** to teach others his Code Of Honor system that creates **\$100,000's** of additional sales revenues – as well as far more satisfying lives for business owners and entrepreneurs – in a single year! Blair Singer is one of the foremost Internationally Recognized experts on Sales Training and Team Building.
- ✔ **And some so *HOT* that I'm not even allowed to drop their names in this letter!** But I'm sure that you can draw some reasonable inferences as to who they may be now that you know the kind of people that I hang out with, spend time with, and most importantly, **LEARN FROM! Now I want to bring this outstanding, life-changing opportunity to YOU!**

## **Marvelous Mastermind Benefit #2**

**Every Month, You will receive the Entire Mastermind Book of the Month Club Basket of Benefits that includes:**

**The Chosen Book.** Each month Jim Toner or I will send you a copy of that month's hand-selected book that We are reading. You'll receive your copy at the beginning of each month.

**The Mastermind Newsletter.** With the book you'll also receive our monthly "**Action Tip Hot Sheet**" that will give you our deep-dive MapQuest Roadmap and analysis of the Book – the important and essential insights we've gained, and a breakdown of specific ideas in the Book that you can implement and profit from immediately, if not sooner. **Think of this value-added step as a "Seminar In Print"** that's packed with ideas ripe for immediate implementation. Now you can refer to this high-impact how to information again and again, **without ever having to read the actual book!**

- The Mastermind Newsletter will help you make more money right away, and...

- If you do decide to read the Book, the Hot Sheet will help you zero in on the best and most important pages and cut through the clutter, letting you grab the most useful ideas out the Best of the Book...
- And ***By the Way***, there's no penalty or detention when you show up on The Monthly Mastermind Call and you **haven't** read the Book. **You're actually encouraged to read *only the important stuff!*** This is about RESULTS...It's NOT a Book Report. We narrowed down...
  - ☐ The Dan Kennedy No BS Wealth Attraction Hot Sheet is just Twenty-Six **(26)** pages long... Jim Toner and I effectively encapsulated over **292** pages of material to just the raw data necessary to use Dan's Wealth Attraction ideas!
  - ☐ Frank McKinney, the next month's featured author and speaker, wrote *Frank McKinney's Maverick Approach to Real Estate Success*. This special Hot Sheet condensed over **253** pages of real estate success strategies to just Thirty **(30)** pages of ideas and action steps you can use for immediate profits!!!
  - ☐ **Our Seminar In Print is ideal** for the busy and harried entrepreneur and investor that needs an infusion of new ideas, but just doesn't have time to read the whole Book.
  - ☐ **What's More**, Each Month's Hot Sheet is loaded with information, strategies, and ideas that Show YOU What You Need to Know and What You Need to Do – In other words the key thought processes and mindset you need to make the books Come Alive for You and start **Making MONEY Right Away!** **We're NOT talking Alice in Wonderland here – I mean Cold Hard Cash – Money in Your Pocket!** *Your Banker will be calling YOU for advice!*
- To handcraft the Hot Sheet, we deconstruct the Book and capture **ALL** the major themes and Wealth-Building Ideas and Action Steps. Then, Jim Toner and I add our own 4 cents – *from the Millionaires' perspective* – we give you our list of key ideas and concepts you need to put this car into high gear and get on the *Fast Track*.

**Live Members Only Mastermind Call.** Towards the end of the month, after you've had time to digest our Notes and at least look at the book, we'll host a Live Teleseminar where Jim and I and in many cases the Author will be **On The Line LIVE WITH YOU!**

- First, we'll host **an interview** about the book, and **a frank—no holds barred—practical discussion** of the Book's ideas, key themes and major actions steps. Plus HOW You can implement these gems in your business and personal life.

## The Live Interview Brings It All Together!

Hey Jim,

*This month's program was just fantastic **and then to top it off with a Live Interview with Dan was extraordinary.** I have read the book twice now and still feel like a kid in a candy store. It's rejuvenated my entrepreneurial desires and dreams to a whole new level. So many fantastic ideas to implement in my new business. I can't wait to listen to the free bonus gift CDs as well!!!*

*Next month's book sounds great and I can hardly wait to get it.*

*Until then, the Sky's the Limit!*

*Jack Farneth, New Kensington, PA  
MBOM – VIP Charter Member*

### And Then You Can...

**Ask Your Questions!** After the Presentation and Interview Modules of each Mastermind Call, we Open the Phone Lines for **group discussion** so we can all have an open **“Mastermind Discourse.”**

- **This will Absolutely Cement** the ideas for advancement and wealth-building into your conscious mind and hopefully your self-conscious mind. **You'll come away with great ideas to implement immediately for a significantly more productive and more profitable life experience.**
- How often do **YOU** get to roll up your sleeves, speak your mind and ask a Business, Success or Wealth Mastery Expert YOUR Key Burning Questions? **Once in a Lifetime, Maybe... Once a Month? C'mon!**

**Your Own Handy Learning & Reinforcement CD** – a Complete, High Quality Recording of the **Entire** Mastermind Call.

- Right away, as soon as the recording is available from the conference call provider, we'll post the recording to the private member's only website! That way you don't have to ever worry about missing a call. You can download it to your iPod and immediately begin to extract the nuggets out of our live calls and put the ideas to work for you!
- We'll also send you a CD recording of the call each month! You can then listen to the call over and over again while you continue to benefit from each Book, the Transcript and the Hot Sheet – further helping you **see** and seize the opportunities to implement what you learn.

**Transcript of Each Call.** With the transcript you'll be able to highlight, underline, circle the most important ideas, make your notes and plans, and even share them with a friend or partner!

- This enables you to read, listen *and* read along to reinforce and cull out the key points and ideas that most interest you, right away.

**Private “Mastermind Forum” Online Discussion Group** with a topic for each issue so you and your other **Mastermind Members** can continue to collaborate together on the book, reveal and shape new ideas and opportunities, and share and brainstorm continued successes with the featured ideas in the Book. This step alone is bound to help drive the ideas and concepts home for you – so you can implement each step as you go and put even more money In Your Pocket. This is where the real INVOLVEMENT continues!

*What kind of impact can a program like this have on your bottom line? I’m sure You have an idea or two already! **But just in case read this Member’s personal experience:***

### **How the Mastermind Book of the Month Club Helped a New York Man Save \$7,367.16**

Dear Jim,

Dan Kennedy’s brilliant book and your “Mastermind Newsletter” were simply amazing!

But when I joined the monthly Mastermind Call, I didn’t know that Dan Kennedy, author and Wealth Mastery Expert was the featured speaker. Unbelievable!

When I heard Dan’s words, his message finally sunk in. Just a few days later, I saved **\$7,367.16**. That’s No B.S.

The first month’s Mastermind Book of the Month Club ALONE, put \$7,367.16 in my pocket, Effortlessly – Easy as pie...I was stunned.

I was in the process of renting a new apartment, and by following one simple piece of Dan Kennedy’s business wisdom—**a brilliant negotiating strategy that you masterfully pulled out of him during your interview—I cut my rent by \$7,367.16!**

Forget me—my children are thrilled—we’re headed to **Disney World** with the money you saved us. Thanks a million! I can’t wait to see what else is in store for me, my children *AND* my Bank Account.

Make sure you tell others about this Mastermind Book of the Month Club. They must sign up! They won’t believe the huge value they will receive. **How do I refer my friends?**

Thanks, again!

Eric Gelb, New York, New York  
MBOM – Premier Member

## **“Jim, This Sounds Amazing! But Why Would You Guys Even Consider Doing Such A Thing?”**

That’s the very question that my friends asked me when I told them that I was giving serious thought to opening up **my personal Mastermind Group** to you. I’m sure you’re wondering the same thing by now, too. Why would Jim Toner and I would be willing to do this *(and when you see how cheap the price for this amazing program of usable ideas is and life change is – **you’ll think we’ve surely gone nuts!**)*. Well, the answer is simple. We know from many years of experience that **the best way to learn is to teach others!**

My mentor, Robert Kiyosaki calls it **“Teach To Be Rich”**, and I’m inclined to agree with his approach. The miniscule dollars that are required to be part of an excellent group like this is the small part of the “riches” for us however. *The real riches are in the preparation of the materials, the conversations with the authors of the books (like **Kim Kiyosaki, Keith Cunningham, Ken McElroy, John Burley and many others that you haven’t heard of yet**), the time spent to distill, shape and implement the ideas to present them to you will serve to do nothing but allow us to further sharpen our own skills!*

So I hope you see that for us this is hardly a selfless endeavor – **but this group will NOT profit without your participation!** A Mastermind Group is only as good as its Leaders *and its Members*. Without your involvement the group will be small and weak – and those of you who know me know full well that I do nothing on a small scale! *Our “Mastermind Book Of The Month Club” will deliver on a grand scale and there will be lots of famous speakers and authors involved – and **you’ll get to interact with these people one-on-one** and Achieve Exponential Growth in Your Business and Personal Life!*

Now to your investment in this unique program – *and I call it an investment for a reason*. We know that you invest your money in the real estate market, the commodities market, or the stock market expecting a return.

*And that’s totally reasonable!*

Anytime we put money out for anything we *should* expect to be rewarded handsomely for our investments, but how often do we make an actual investment in ourselves? In our future? In our habits and in our personal development?

Probably not as often as we should! But as I’m sure you see by now, this investment is completely different from anything that’s ever been presented to you before.

***Here’s an astonishing fact – people spend more money on coffee in a year than they do in their own business, personal, and life development programs. Surely that’s why most people get left in the dust when it comes to personal finances and living the lifestyles that they want – and why they never achieve their goals!***

I know you're different though. If you've read this far you've figured out that I have something you want, and you're at least willing to spend the time to find out if it's a good fit for you. Wise choice! And I'll be frank and candid. Investing time alone is not enough. You need a resource like this – **a *Wealth-Building Tool to supercharge your business and investing engine*** – and you should be willing to pay through the nose for the type of **unfettered access** that I'm going to give you, *not just to me and Jim Toner*, **but to people that you could never get next to on your own.** I could charge way more than I am charging and it'd be well deserved – but I want you to be excited by how cheap this program is compared to the mountains of value that you're getting.

The investment for my Mastermind Book of the Month Club program is only \$149, plus \$11.95 shipping all conveniently billed monthly to your credit card. **That's less than \$5.36 a day, about the same price of a Starbucks Frappuccino® with all the fixin's.** An amazingly small price to pay for access to a life changing program, a membership in a one-of-a-kind elite Mastermind group, and the ability to use the materials over and over while you implement the **genius** from the best minds of our time! Imagine if you had access to *Rich Dad, Poor Dad* years before you finally read the book! Surely you can profit by at least ten times your investment each month, easily!

### **“Exceptional, Extraordinary, Phenomenal!!!”**

“There are plenty of positive adjectives that can be said about the Mastermind Book of the Month Club!

Three that come to mind are: *Exceptional, Extraordinary, and Phenomenal.*

However, there is only one test —the ACID TEST— which counts for me.

And that's whether a program is FINANCIALLY REWARDING!

Since I joined Mastermind Book of the Month Club, just a few weeks ago, this investment I am making in myself ***has already paid dividends in real dollars and is keeping me on the path of independence and financial freedom.***

If you have to spend money to make money, why not spend that money on yourself?

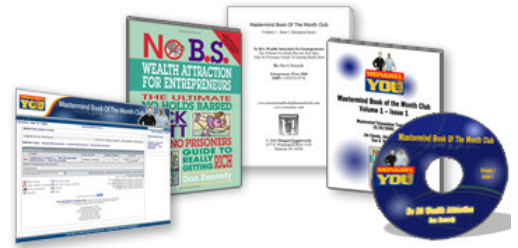
Many Thanks!

Peter J. Hackett  
Mantua, NJ

To help You get started with the Mastermind Book of the Month Club on the right foot...  
***I'll make you an offer that you can't refuse...***

**A One-Time-Offer...Right Now...As a Red Carpet Premier Bonus Gift, You Will Receive the One and Only...Inaugural Dan Kennedy Mastermind Book of the Month Club Session...**

**...A \$1,448.45 Value Absolutely FREE!**



**You'll Receive:**

- ✓ **Dan Kennedy's Bestselling No B.S. Wealth Attraction For Entrepreneurs** book – a mere \$12.95 value but an **Essential Ingredient** for your success library, and the necessary ingredient in a book club wouldn't you say? Plus you'll get...
- ✓ The **Mastermind Book of the Month Club Mastermind Newsletter**, 26 pages jam-packed with **Life-Changing**, crucial concepts and key ideas that will align Your attitude with One of the Greatest Wealth Mastery Experts of Our Time – at least a \$97 value, but I bet I could argue for a whole lot more! This Hot Sheet is **Not available anywhere else**, so don't waste your time with Google...
- ✓ My **Members Only Mastermind Call and Live Interview** with Dan Kennedy himself. We ripped through some amazing ideas at lightning speed. If ever there was a person who could just spew money-making ideas all over the place it's Dan. I'm personally spending over \$10,000 in the month of August with Dan Kennedy to get even more of his Renegade Millionaire ideas, and I don't throw \$10,000 around lightly...I'll be traveling to Cleveland (of all places) just to spend a few more hours with this business and money-making genius. But you won't have to... You'll receive your very own digitally mastered, **Handy Learning & Reinforcement CD of the Members Only Teleseminar** – you'll benefit from Dan's unique style and wonderful wisdom, in his words, and straight from his own mouth – easily a \$197 value, for your listening growth and advancement...
- ✓ The Dan Kennedy **Mastermind Book of the Month Club Transcript**. This super-valuable learning tool is the key to Your success. You'll benefit from 21 full pages of hard-nosed concepts, superb action steps and insights so YOU CAN ALIGN YOUR ATTITUDE and REACH NEW ALTITUDES – a \$79 value...
- ✓ **Another Amazing Added Value**: when you consider what Dan Kennedy charges for a day of his consulting time, the hours and hours you'll spend with him studying, mastering and enjoying, these one-of-a-kind supreme resources and success tools by reasonable calculation, is worth **at least \$1,062.50**.
- ✓ **Finally, Dan Kennedy himself** will be giving you access to his *Best Free Gift Ever...* **\$798.89 Worth Of "PURE" Money-Making Information You'll get access to this offer – Absolutely FREE** just

for becoming a Premier Member of my Mastermind Book of the Month Club! (You'll find out how to sign up in the Mastermind Call Transcript). You'll receive a **Six CD Set of a Dan Kennedy Seminar entitled "Having the Confidence and Power to Achieve Maximum Dollars and Wealth"**. You'll also get THREE Full Months of Dan Kennedy's "ELITE" **Gold Membership** including Dan's 3 FREE Full Months of his NO B.S. Letter, Dan's MONTHLY EXCLUSIVE AUDIO CDs. Plus 2 amazing interviews that Dan conducted with Internet Marketing Genius, the late Corey Rudl (who personally made me at least a few hundred thousand dollars) and Robert Ringer, author of the business classic ACTION! Nothing Happens Until Something Moves. Unbelievably there's more...

...But if this isn't already enough of a *blatant ethical bribe...I GIVE UP!!!* **ALL IN**, this Dan Kennedy Mastermind Book of the Month Club New Premier Member Bonus Gift is a steal at **\$1,448.45**, *NOT counting Dan's \$798.89 Gift!* **AMAZINGLY**, there's even more...

### Let Me Make It 'Easy As Pie' For You To Join my Mastermind Book of the Month Club!

I'm going to give you the Dan Kennedy Special Mastermind Book of the Month Club Wealth Mastery Bonus Package, **ABSOLUTELY FREE!!!**

In other words, I'm going to "GIFT" you the Dan Kennedy Mega-Mastermind Package outright! That's right – your investment and obligation for this first month's program is **ABSOLUTELY FREE!** All I ask is that you pay a small one-time charge of just \$19.95 to cover the shipping costs. These "fuel surcharges" are ridiculous!

Then, within a few weeks, my office will ship you the next installment and simply bill your credit card on file **the absolute lowest amount that we'll ever charge for this program from this day forward**. This price is being offered to Premier Members ONLY and it won't last forever. I'm not kidding. More details on that later...

*Why am I doing this?* That's simple... Kerry Faix made me do it! We both know that this type of program is in very high demand, and I expect that by adding new members, my costs to deliver this program will rise very quickly – **once word gets out about what we're doing and the outrageous results that our Charter and Premier Members are enjoying**.

**And here's the best part.** If after the first month, or anytime thereafter, you want to cancel your membership, simply fax my office a note (even one written in crayon) and we'll **STOP** charging your credit card **immediately**. *No questions, no hassles, no hard feelings.* **You must be completely satisfied. If not, I want you to cancel your membership.**

Anyway, if this price feels like “**too much**” to you, I’d only ask that you question yourself about what, exactly, “too much” means, and whether or not you are correct in rejecting this offer. *If “too much” means you can’t afford it, then you definitely need it. Desperately. Urgently.* I’d recommend that you immediately reconsider, because this is THE group of people you need to be hanging with and learning from if you want to make lots of positive improvement in your life and to your bottom line!

Think of it this way – you’ll be creating brand new positive habits, Every Month! **Each month you’ll be exploring the minds of mega-millionaires and big thinkers who live the lifestyle that you desire. You’ll be getting an inside look at their cutting-edge information through the eyes of hard core success junkies and serious millionaires.**

**You’ll be accountable to your Mastermind group giving you the extra boost you need to make the changes that’ll give you the life that you deserve.** I’m willing to bet that you’ll get at least one usable idea that will make you back your investment at least 10 fold each month! Good-bye pathetic bank interest, so-long crappy S&P 500!

If you’re already successful, you could care less about a simple 10 times return and what you really want is **the “edge” – that one idea or slight “Millionaire Perspective” distinction that’ll help you catapult your life to the next level, and the next, and the next** – this program is definitely for you too!

*Unless you’re already perfectly happy with every aspect of your business life – your sales, your income, your business’ growth and stability, the way you get customers or clients, and the quality of those customers... Or you’re already happy and satisfied with every aspect of your personal life – the time you spend with your children, your spouse and the quality and quantity of your friendships – why wouldn’t you take advantage of this offer, immediately? I can’t imagine why you wouldn’t!*

### **Let Me Offer You An Incredibly Valuable, Fast-Action “Take Charge Now” SUPER-BONUS Offer:**

In just a few weeks Dan Kennedy will be joining me LIVE on my top ranked Philadelphia Radio program. We’re going to be tearing through two more of Dan’s books – No B.S. Time Management for Entrepreneurs and No B.S. Business Success. Two books that definitely belong in your arsenal. I promise you this, right here and right now...NO replay of this program will ever be made available again, EXCEPT to the people who respond to this offer. It’ll never be made available for sale, and there will be no chance ever of laying your paws on it. In this interview...

- ☐ Dan will show you how to squeeze every second out of every day – slaying forever that beast called PROCRASTINATION... He’ll take on the world of cell phones, PDAs, faxes, emails and every other communications device that pervades our life, suggesting when to tap it and when to give it the heave-ho. As an entrepreneur-consultant-author-speaker, Dan has a whirlwind business

life, yet manages to fit everything in using a handful of home-brewed time tools he swears by. You'll get them ALL here!

- ☐ He'll show you exactly how to maximize your time with a fresh take on the mantra that "time is money." He'll expose everything he knows about using disciplined productivity strategies that he's devised over 30 years of managing highly-profitable businesses with only minimal help.
- ☐ Then, I'm going to expose YOU to Dan's "25 Eternal Business Truths" and get you his take on controlling your sales, cash flow, payroll, productivity, and his secrets on getting out of trouble whenever it rears its ugly head. It's the kind of street-wise wisdom his readers (and high-paying consulting clients) swear by - all the way to the bank.

**You'll get access to this jam packed Audio Interview with Dan – No commercial breaks, no sales pitches, no B.S. Everyone else can envy you as you put these principles to work, leaving them in the dust!**

**“Take Me Up On My RISK FREE Offer To Point You To Overlooked Opportunities In Your Business, and Your Life! Hand You Ready-To-Use And Incredibly Powerful Strategies For Magnetically Attracting Lots Of Money, Happiness and New Opportunities. All Handed To You On A Silver Platter!”**

Taking advantage of my risk-free offer is simple! All you need to do is complete the “Quick Action Super Success Library Building Enrollment Form” by clicking [here](#). All of your order information is completely secure on our server so there's absolutely nothing to be concerned about.

***Now The Bad News...***

My offer for the **FREE Dan Kennedy Mega-Mastermind Book of the Month Club Package**, all of the FREE BONUS GIFTS and the price for Premier Membership **MUST** expire! ***In fact, to be fair those who move fast, I'm making this offer available for only the next: 110, 94, 86, 79 People!*** Or until midnight on:

**August 15<sup>th</sup> 2006** (whichever happens first!)

That's when I leave for Cleveland with Dan, and that's when I will be cutting off Premier Membership FOREVER! **After that, I'll be raising the price to \$174.97 per month plus shipping!** And trust me...the **FREE** Dan Kennedy Mega-Mastermind Package will be GONE...**For Good!**

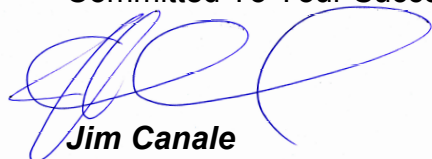
Frankly, the \$149 price tag is simply a reward for the “**Deciders**” in our group! There’s no reason why the stragglers and the indecisive should get the same benefits as those who recognize a great opportunity when they see one.

After all, membership in my Mastermind Book Of The Month Club is **only for those who understand the true value of leveraging other people’s skills, brains, talents and time to serve their needs, wants and desires.** *It’s for those who are willing to take the bull by the horns, those with the desire to improve their lives and get everything that they can squeeze out of our short time on this planet!*

So, in order to qualify for both the **FREE Dan Kennedy Mega-Mastermind Bonus Gift, the Audio interview and the \$149 monthly Premier Membership Fee**, I must hear from you **NOW**. Once the remaining memberships are **SOLD OUT** the \$149 price goes off into the sunset, and the *Price Goes UP* to the \$174.97 price and the Dan Kennedy Mega-Mastermind Bonus Gift will be gone for good. All you need to do is complete the “**Quick Action Super Success Library Building Premier Membership Enrollment Form**” by clicking [here](#) NOW.

I look forward to sending you the **Dan Kennedy Mega-Mastermind Package and sharing my next selection with you in just a few short weeks.**

Committed To Your Success,



**Jim Canale**

**P.S.** I’m going to hand you the money-making, life-changing ideas in these books on a *silver platter, with all of the best ones already laid out in my “Mastermind Newsletter”* – amazing ideas that **You Can Profit From Immediately If NOT Sooner.** **Nearly EVERYTHING IS already done for you and ready to start making you money.**

Then we’ll have our **Monthly Calls** to expand on those ideas in incredible ways! We’re talking ALL the distinctions, the best ways to use them, and how to implement them immediately. **Then I’ll send you the CD and Printed Transcript of our Calls – all for a TINY fraction of the time and money you would have to spend if you did it all yourself!**

**P.P.S.** My “off-the-wall” offer to you for the Premier Membership price has to expire no later than midnight **August 15, 2006 or even sooner**, cause once the **110 slots are gone...they’re gone for good!** After that, the new high-rise elevator price of \$174.97 will be charged for this program! So don’t delay. **Fill out my “Quick Action Super Success Library Building Premier Membership Enrollment Form”** by clicking [here](#) NOW! **Really...If I were you I wouldn’t even read one more word on this page or wait one more minute!**

**P.P.P.S. Why are you still reading?** Well, since you are...Don’t forget – the **Dan Kennedy Mega-Mastermind Package is ON ME! Absolutely FREE!** You risk *only* a one time charge of \$19.95 billed to your credit card to cover the costs of shipping. **If after the next issue, or anytime thereafter, you want to cancel your membership,**

***simply send us a FAX and my office will STOP charging your credit card immediately. You keep EVERYTHING! No questions, no hassles, no hard feelings! You've got EVERYTHING TO GAIN!***

**P.P.P.P.S** Finally, No Doubt YOU Know that the gap between the **Haves** and the **Have-Nots** widens every single day. And all super-successful people know this secret: If you don't make a choice between being a **"have"** or a **"have not"**, ONE of those choices will pick you...SO, What Are You Waiting For? **Fill out my "Quick Action Super Success Library Building Premier Membership Enrollment Form"** by clicking [here](#) NOW!

**Order Right NOW!**

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