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# Do You Really Want to Trash The Best Opportunity You'll Ever Have?

**Don't Be Embarrassed.  
I'm Sure You Didn't Mean To Throw This Away.  
And I Promise Not To Tell Anyone.**

Dear Joe,

*“One Man's Trash Is Another Man's Treasure.”*

I think you may not even realize what you've done! One of the GKIC staff members found your enrollment form for the 2008 Info-SUMMIT<sup>SM</sup> partially filled out, but laying on the floor like a piece of trash! You left this at the hotel in St. Louis. Surely you didn't mean to throw it away.

I've taken the liberty of sending this enrollment form back to you because I don't want you to miss out on the chance to **attend next year's Info-SUMMIT<sup>SM</sup> at HALF PRICE**. Of course there will be limited seating availability at the 2008 Info-SUMMIT<sup>SM</sup>, and I want to make sure you get in. Plus, we could all use a second chance every now and again, but keep it under your hat. I'm putting myself on the line here. This is a discount that Bill and Dan would ONLY offer at the Info-SUMMIT<sup>TM</sup> and I'm extending it by nearly 3 weeks.

Hey, if you don't tell Bill about all of this, I won't. I know he's expecting me to let him know “how we did” with registration for next year's Info-SUMMIT<sup>TM</sup> when I meet with him on Monday the 26<sup>th</sup>. So, you don't have time to dilly dally. I need to have all of the response forms in by Friday the 23<sup>rd</sup>. Take it out of the trash can and fax it back right now while you're thinking about it.

Speaking of the trash can, I'm sure you noticed that I placed your enrollment form in a trash can labeled with the words:

## **One Man's Trash Is Another Man's Treasure**

I've done this for one simple reason...so you'll display this trashcan where you'll see it every day. I want it to constantly remind you to capitalize on the opportunities presented to you. Don't let them pass you by...especially this one. To quote the great Jim Rohn,

*“Indecision is the thief of opportunity.”*



Our graphic designer, Liz had a little fun with Bill. Isn't this shot of Bill in a trashcan priceless? Still, I know Bill would hate to see you throw out the opportunity to attend next year's Info-SUMMIT<sup>SM</sup> at the lowest registration fee ... absolutely risk FREE!

Sooooo...If you fax back the enclosed Info-SUMMIT<sup>SM</sup> 2008 Pre-Registration Enrollment Form before midnight **November 23<sup>rd</sup>**, you can 'still' register for the next Info-SUMMIT<sup>SM</sup> at a whopping **HALF PRICE DISCOUNT!**

Remember, this is the **BEST DEAL** that we offer and it saves you a bundle. Let me recap everything you get:

**#1: The BIGGEST Discount that we 'only' offer to attendees... HALF OFF!**

**#2: FREE:** Attendance To The NEW 'Accelerated' A-Z Blueprint Day Nov. 6, 2008

**#3: FREE:** 2-Month Trial Membership To The Information Marketing Association

**#4:** 12-Month Equalizer Payment Plan: Nov - Oct. 2008

**#5:** 100% Refund On Cancellations 30+ Days Before Info-SUMMIT<sup>SM</sup> '08

All you have to do is **FAX BACK** the enclosed Info-SUMMIT<sup>SM</sup> 2008 Enrollment Form **NOW**...right this minute...while you're thinking about it.

Looking forward to seeing you there.

*Julie Boswell*

**P.S. Remember, if you snooze, you lose. I'm only extending the HALF PRICE discount offer until November 23<sup>rd</sup>!**

**P.P.S.** Don't forget that this special Info-SUMMIT<sup>SM</sup> '07 Attendee Offer entitles you to **FREE** Registration to the **NEW 'Accelerated' A-Z Blueprint Day** Nov. 6, 2008. Bill's going to have even newer, more up to date discoveries to reveal next year. After November 23<sup>rd</sup> people will be paying as much as \$497.50 to attend. Take the Enrollment Form out of the trashcan, finish filling it out and **Get IN FOR FREE** by faxing it back **NOW!**

**P.P.P.S.** What the heck...while I'm giving away a bunch of Dan and Bill's money, I might as well still offer you the **CDs and DVDs of The A-Z Blueprint Day and/or The 2007 Info-SUMMIT<sup>TM</sup>**. So, if you didn't grab them while you were there...you can still order them **now!** (As long as you **FAX in your form before November 23<sup>rd</sup>**).

**P.P.P.P.S.** Since I'm breaking all the rules, I thought that I'd give you one last chance to register for the upcoming **2008 Marketing and Money-Making SuperConference<sup>TM</sup>** April 4<sup>th</sup> - 6<sup>th</sup> for at *lucky* \$500.00 Discount! What can I say? I'm a rebel. Chances like this don't come along every day so I encourage you to seize the opportunity. Again, your deadline to respond is **November 23<sup>rd</sup>**. Fax back the enclosed SuperConference<sup>TM</sup> registration form **immediately!**