

What Others Have To Say

**No B.S. Results Local
Marketers Are Taking
to the Bank**

Get Your CONTROL-
Get Re\$ults

It's All About Marketing And Making Money! Control

Last month was our best month ever! in our ten year company history. As an experienced residential carpet cleaner, I learned a long time ago that most people don't look forward to hiring a carpet cleaner. Our profit margins have been squeezed and the competition from "bait & switch artists" is fierce. Doing a great job for a reasonable price is no longer enough.

In the past few months, I have successfully instituted a low-cost high return email newsletter promotion that gives us the "instant gratification" we've been hoping for. Strategic partnerships are being developed. Direct response marketing is the way to go. Now I get more accomplished in one month than I used to do in a year.

With the help and support I get from my local Southeast Michigan Glazer-Kennedy Insider's Circle Chapter, my Mastermind group and its director Derek Freund, I have the very best resources available anywhere. Last month I made an additional \$6,400 in profit— and that's just the beginning.



Darren Klein,
Owner
Chrystal Chem Dry



Insider's Circle
GLAZER-KENNEDY

Business Has Not Been This Good In Years!

Since getting involved with the SE Michigan Glazer-Kennedy Insider's Circle, joining its Mastermind group and hiring Derek to oversee my marketing, business has been consistently getting better. Last month we were up by 20% and net profits were higher. Business had not been this good since before the recession started.

My business is going through a complete transformation. Rather than just taking any business that walks in door, we now have three separate direct mail programs that are successfully and cost-effectively attracting households with higher, more expendable incomes. We have gone from collecting zero email addresses and falsely believing our customers don't have or won't give out their emails to building a strong customer contact base. I know it's only a matter of learning how to ask. Now we're at almost 100%.

My best advice? Don't fool yourself thinking your business is different, or that you can't improve and change. If I can do it, anybody can do it.

Take action and get involved with the SE Michigan Glazer-Kennedy Insider's Circle.



Jim McGlynn,
Owner
Redford Auto

Dan Kennedy's #1 Most
Powerful Marketing Strategy:
PROOF

*What THEY say about you is
1000-times more persuasive
than what you say about you;
even if you are 1000-times more
articulate and eloquent.*

Results You Can Take To The Bank: \$17,000 Extra In 1 Month



People thought I was nuts starting a new business in southeast Michigan. I could have

never done it without the advice and "Masterminding" from Derek Freund and the top-caliber marketers that make up the Southeast MI Glazer-Kennedy Insider's Circle.

Within the first few weeks of joining, *The Control Workshop* I had a legitimate irresistible offer "control" that reliably and predictably is used to gain new profitable clients. Every meeting I attend, I walk away with a renewed sense of enthusiasm and knowledge that I can put to use in my business.

During just one 30-day period, I sold over \$17,000 worth of new business; got myself two additional speaking engagements; was booked twice on WJR AM 760 as an expert guest, and developed loads of new high-quality prospects that will ensure future business and loads of referrals.

With this newfound knowledge, I am able to offer my clients better service with higher profits for them and for me. Everybody wins☺

Thank you,
Meaghan McCann, President/
Owner
Search Ad Marketing
www.SearchWithSam.com

**The Total Control
Workshop Is Incredible!**

**NEXT
PLEASE** →

With only limited experience selling on e-Bay and other free classified sites, we launched a 'real business' using the strategies and procedures Derek taught us. Within weeks, I had a "control" that was instantly profitable. Now I have three strategies I use to make money and plans to go from a "mom & pop" business to a national-level information business helping people just like myself get out of debt, make better money than 90% of the population and live the American dream of being self-employed.

Yes, my husband Craig and I worked hard, but we could have never done it this fast or this profitably without our local chapter of the Glazer-Kennedy Insider's Circle.



Denise Pask

GrabSweetDeals.com

Derek Freund Is The Next Best Thing To Dan Kennedy

I've subscribed to the *No B.S. Marketing Newsletter* for over ten years; read most of Dan Kennedy's books; attended numerous Super Conferences, and studied his courses like few other people I have ever met.

The industry I'm in—health benefits, insurance and human resources management—has been devastated in the past few years with job losses and cost slashing in every sector. However, through proper positioning and outrageous No B.S. marketing, my business has more than doubled, even in a very conservative market. If I hadn't 'discovered' Dan

Kennedy-style marketing, I'm sure I'd be out of business.

Derek's vast experience and enthusiasm for all areas of marketing are the best I have ever seen. He has taken the time to understand my business and is an integral part of our success. Perhaps only Dan Kennedy could do better.



Ralph Cunningham,
President
Midwest Management Group Inc.

If It Were Not For Marketing, I'd Be Just Another Statistical Business Failure

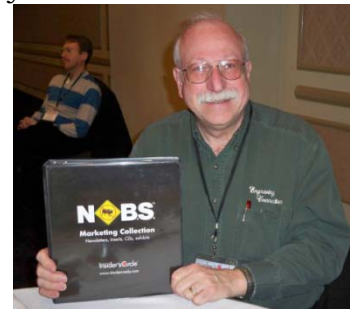
For more than two decades, my traditional 'bricks and mortar' retail business was selling and engraving awards. Our best clients were the Big Three, most of the auto industry's major suppliers, the largest single Century 21 franchises, and other once thriving businesses. Life was good for my employees and me. Then the recession hit and all those companies stopped buying awards.

The good news is I learned how to re-invent my business, marketing to multiple niches locally and across the country. The Internet is now a huge part of our business.

I am back on track once again to retire in a few years

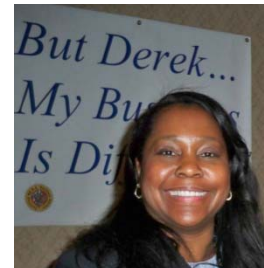
if I want to. Business has never been better; I'm having fun and staying young.

Thanks to Derek Freund, the SE Michigan Glazer-Kennedy Insider's Circle and my Mastermind group, I keep my batteries charged and my mind brimming with effective ideas I use to create new business and money anytime I want.



Rex Tubbs, Owner
Engraving Connection,
Plymouth MI

Since attending my first Control



Workshop my life has changed in so many positive ways. I'm now making money; my

husband is happy. I even lost twenty-two pounds. The self-discipline is great. Sandra Walker, Detroit MI

Sales Ace Uses "Control" Marketing



BIG Check in 25 days!