

From: John S. Cohoat, Certified No BS Business Advisor



Who Else Wants A Lifestyle Business That Generates Oodles of Cash Even in Down Times Like These?

Special Offer for Glazer Kennedy Members In Northern Indiana and Southwest Michigan Who Can't Attend Our Local Chapter Meetings

Dear (insert first name):

It's me John Cohoat, your local Glazer Kennedy Independent Business Advisor and I know you haven't been a regular attendee at our local chapter meetings. But, there is something in the works at GKIC that is so good that I want to make sure you don't miss it. And, guess what? **The fact that you haven't been coming to our meetings will actually work to your advantage.**

What's The Big Idea That Glazer Kennedy Is Offering?

It's called "information marketing".

Well, we call it "**making money out of thin air**". And that's exactly what we're going to show You how to do. Oh, challenge me, I dare You. Because it doesn't matter what type of business you are in, there's "magic" that

Over
Please



can be created right in front of your eyes.

You're going to discover how to

- Sell on value not on price, product, or service
- Become fast friends with your customers to get maximum referrals
- Dramatically speed up the sales process
- Reap the profits from the highest margin business on the planet
- Build a "herd" that will generate profits for years
- And much more

Then if you are really interested in stepping up to the big leagues, We'll show you how to take your own ideas, ways of doing business, even your own personal story...

And make Money out of it.

Information marketing is the envy of everyone who doesn't already have such a business.

And it's the ultimate leverage for almost any business person... And you already probably know someone who is very successful at it.

So, How Are We Going To Show You This Opportunity?

Our yearly Info Summit is coming up in November and it's the place where the top Information Marketers in the world gather once a year. Some of the most successful internet marketers, social media experts, vendors who help you grow your business, entrepreneurs who are already outrageously successful in information marketing, Dan Kennedy, Bill Glazer, Robert Skrob and too many titans of the field to mention here. And, this year, the guest celebrity and keynote speaker is none other than the Iron Man of Baseball, **Cal Ripken**, who has built several successful businesses since he retired from the Baltimore Orioles.

Other important special sessions:

- How to run highly successful seminars... GKIC reveals all their secrets and they are the best on the planet in making money in the seminar business.
- Online Newsletter Strategies to Rev Up Your Business
- Affiliate Marketing GKIC style.
- Million Dollar Product Launches
- Special Networking Evening by the Information Marketing Association to Match You up With Vendors and Info Marketers With Similar Needs and Interests.
- Bonus Day on "Herd Building"
- Special mini summits on Web TV, Text Message Marketing, Contextual Advertising, Advance Teleseminar Strategies and Advanced Webinar Strategies.



Here's My Special Offer for You

I know you are a member of GKIC and they always do a great job of letting you know what's coming up. So, it may not be a surprise to you that I'm writing you about the Info Summit. But, just this week we had a special guest speaker at our chapter meeting and he was able to show us all how a local guy built a highly successful Info Business in the pawn shop industry (That's right, even an industry like pawn shops can create opportunities in Info Marketing). We discussed dozens of ideas for starting your own side business or primary business in the Info Industry. It was clear that there are "Acres of Diamonds" that all of us may not be aware of right in our own backyard. We are all really fired up. And, since you weren't at the meeting, you may not be aware of all the opportunities for you in the Info Business.

So, I've enclosed a special offer for you to attend the Info Summit this year. There is a special discount available if you sign up before September 30th.

Bonuses If You Sign Up Right Now With My Offer Form

I'm offering some special bonus offers if you sign up using the enclosed form by September 30, 2010. These offers come from me and are only available to the people receiving this letter. I didn't even make this offer to my chapter members, so don't tell them. Here are the bonuses:

1. A Special Report I've Prepared On Direct Mail Marketing Strategies. (Notes from a special day with Dan Kennedy on Mailing lists, checklists to help with direct mail and more)
2. Dan Kennedy's new Book, "*No BS Wealth Attraction in the New Economy*". (I've read all of Dan's books and this may be the best for the real entrepreneur.)
3. My Book, "*No Thank You, Mr. President*" (It's about businesses in Elkhart County Indiana with a foreword by legendary football coach, Lou Holtz and special bonus chapter on Responding to the Recession by Dan Kennedy himself. (You can check it out at www.nothankyoumrpresident.com.)
4. And, finally, the **most amazing bonus I've ever offered**. I will do a one half day "Extreme Consulting Diagnosis" with you. I will help you analyze your present business marketing strategy and systems and prepare a prescriptive report of recommendations. My normal consulting fee is \$350 per hour, so this is at least a \$1,400 bonus. We will schedule your half day in the 60 days after the Info Summit in November.

OK, I Know You're Wondering Why I'd Make Such a Great Offer to You

Yes, this is my legal bribe to you. Here's the deal. You see, it's been proven that those who attend a big Glazer Kennedy Event like Info Summit become hooked. Once they get in the room with all these geniuses of marketing and successful entrepreneurs, they understand they've found a place where they really feel comfortable, yet unbelievably energized. People like that are the ones I like to work with in my territory, whether as great chapter and Mastermind members or private clients for marketing strategy and copywriting. So, if I can get you even more enthused about Glazer Kennedy, that's good for me.

And, you might imagine that Glazer Kennedy gives me incentives for the members affiliated with me. I will admit it's true and the bigger group I can recruit for these events helps me financially. The more attendees associated with my territory, the better it is for me in the long run. We are all entrepreneurs, right?



So, What's Holding You Back?

The Info Summit costs too much.... This is truly an investment in your future. You'll be getting a handle on the most up-to-date marketing strategies being used online and offline. Just one idea or new opportunity can return all your investment in attending the Info Summit. If you want to really work on your business, this is the place to be.

I can't take the time away from my business. Well, this is the age old battle for all of us as entrepreneurs. If you don't take time away from your daily hum-drum to work on strategy, learn new trends, meet exciting practitioners in the marketing field and network with like minded entrepreneurs how can you expect to be re-energized? You **deserve** this chance to get out of the rut in your business and invest in yourself.

I'm not interested in Information Marketing. You may not be aware that all of the strategies in Info Marketing apply to traditional businesses, too. Internet marketing strategies, conducting profitable seminars, communicating with your customers, lead generation, building your herd, social media, what's working in direct mail and so much more. And, believe me, we are all in the Information business in this day and age. So, don't sell yourself short.... You will find great ideas for your current business at the Info Summit.

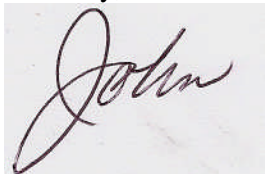
One final special bonus... if you go to the Info Summit with me, I'll buy you dinner in Baltimore. We'll have a nice networking opportunity for all from our chapter area who attend Info Summit this year. Perhaps you will find someone there who can JV with you on your current business or a new opportunity.

So, all you need to do is **complete the enclosed Info Summit Registration form and fax it to GKIC.** If you have any questions, just call me at 574-370-0074 or email me at john@cohoatbusinessgrowth.com

Remember the deadline for the special \$300 discount is September 30, 2010.

See you in Baltimore!!

Sincerely,



John S. Cohoat
Certified No BS Business Advisor

P.S. Mail or fax your form today so you get to take advantage of the special discount.

P.P.S. If you aren't already a Diamond Member, you may want to consider it because you get even better discounts. Plus you can attend the special Diamond Reception and get your picture taken with Cal Ripken

P.P.P.S. Finally, don't forget you will get the 4 Bonuses from me, including the Direct Mail Special Report, Dan Kennedy's New Book on Wealth Attraction, My New Book "No Thank You, Mr. President" and a half day \$1,400 Extreme Consulting Diagnosis from me. And, dinner on me at a fine restaurant in Baltimore... Wow!!

