

To: REAL 1%'ers, Entrepreneurs and The Successful in our Country

WARNING: YOU Have a Target on Your Back and Our National and International Situation is Worsening Every Day...Putting YOU More At Risk

Ignore This Letter Only If You Have Done *Everything Possible* to Protect Your Family, Your Business, Your Personal Assets and YOURSELF

Dear (First name if possible):

If you're like me the last few years have been quite alarming. We've heard the national debate about the 99% versus the 1%, riots/demonstrations in many cities and so-called pundits railing against the successful members of our society.

And, of course, you've probably seen the stories about executives whose homes have been targeted or who've been confronted at public events. The mentality among many seems to justify these actions because if you're part of the 1% you've somehow pillaged and plundered to get there.

I know that for me and many of my successful colleagues and relatives, this couldn't be further from the truth. The "Real 1%" has made it there with sweat equity, hard work, building their businesses and, in most cases, being the members of society that help all the charities and chips in whenever the community needs them. Are there some bad apples like Bernie Madoff? Sure. But, that's not even close to the norm.

Lest you think I'm trying to make a political statement you'd be wrong. Yes, some of us have our view about how we got here and which side of the political spectrum you

favor, but my observations are really made out of a sense of needing to be prepared... ready to protect myself, my family, my business, my substantial wealth and even my reputation.

If you will indulge me for several minutes, I'd like to tell you a little more of where I'm coming from and why I've created "The Castle Society".

My Life Has Been About Self Reliance and Protection

My father grew up in Minnesota during the depression - he worked hard labor jobs before joining the US Navy. Through the G.I. bill he was able to get a bachelors degree. My Mother and Father lived in a small, un-insulated trailer in Minneapolis - it was very cold!

After my father finished his degree he started working for a large financing company. My mother grew up in Minnesota as well and became a school teacher and then later a nurse at a veteran's hospital.

Eventually we settled in California where Dad worked for a regional bank, helping to finance hundreds of entrepreneurs. My father believes in America and the opportunity it provides. And he has personally benefited from those. Which is the right to work hard, educate yourself, and create something.

Although we were a middle class family with three kids - I certainly wasn't born with a silver spoon in my mouth. Growing up, Dad and I talked a lot about business - he encouraged me to be my own boss and start my own business.

And 30 years later, I certainly have done so...

I've been very successful at it, growing my own multi-million dollar companies. I've created a lifestyle that is very comfortable and I'm set for life. In fact, this next year I will be on sabbatical most of the time traveling the world with my only son who just graduated from high school.

I'm an international security professional and weapons expert. A few of my companies are the American Gunsmithing Institute, Executive Protection Services and the Gun Club of America. This background has put me in the unique position of being a Real 1%'r while understanding the need

to protect myself, my family, my home and my businesses. And, I can tell you that even my best clients and members are not prepared to deal with the full range of threats for the affluent members of our society.

My Opinion: The Threats Are Increasing for All of Us and Getting More Intense

In my daily life and building my businesses, I'm an optimistic guy and I'm always searching for opportunity... every one of my businesses has been growing and I have started new ventures just this year. My point is that you should not take my thoughts about where we are heading as those of a "doomsday man" or survivalist. Because of my unique background, my training in executive protection, my international contacts and my own network of business advisors, I know that things have never been worse in my lifetime and perhaps never in the history of our Country, nor globally.

Huge budget problems in our country, Europe crumbling, the rise of countries with no regard for freedom, terrorism... these are things we can all observe without a doubt. And, there seems to be no political will to really solve these problems, while the 1% and successful are attacked and vilified instead of recognized for what we have contributed. While all these factors are at work, weakening our government and our military... we still have natural disasters like recent hurricanes, major snow storms, tsunamis, etc.

What's the point of bringing this up? Well, when our society is less equipped to respond, it creates situations where it's "every man for himself". People know where the money is, where the successful live and where they work. When they need to survive, they will come after you. Plus, you cannot discount the real evil in our world, those criminal or terrorist elements which have no regard for you and your family. They will attack... this again is a time honored truth... there is always some level of evil to deal with... but when the fabric of our government and society is threatened, we all suffer increased risk.

This may sound harsh, but I'm here to tell you it's true.

So, I analyze the risks for my family and myself. I find ways to combat these risks and I minimize them (they cannot

be eliminated... another time honored truth). But, I know that most affluent people I meet are not prepared to fully combat the same risks. It's why I'm reaching out to you, in hopes that we can find a way to help you protect yourself, your family and your business.

The Ultra Affluent, Celebrities and Government Officials Are Already Protected, But What About the Rest of Us?

You probably realize that ultra affluent like Bill Gates, Donald Trump and Warren Buffett have their security details with them all the time. Celebrities have people to shield them from the paparazzi, media, etc. And certainly high level government officials have armed security and Secret Service. Most live in secure compounds or their homes have multiple layers of security. Their loved ones, for the most part, have extra levels of protection throughout the world that most of you know nothing about. You are probably not aware of all that is available to them or what protection measures they have in place... they don't want you and other members of the public to know because the more people who understand what a fortress they live behind, the more vulnerable they are.

Now, you should also realize that there are a relatively small number of former CIA or FBI officials, former military, police, etc. who do understand the protection measures. And, yes, criminal and terrorist elements whose entire lives are dedicated to preying on the very successful and affluent. You are probably a target and don't even know it.

The ultra affluent, celebrities and government officials have these protection measures in place but you probably don't. I know because I am one of that very small percentage of the population who has a full grasp of what is available... and I'm learning all the time... because that's my profession, my calling, my business. Truth be known, I have selfish reasons for doing this... I want to protect myself and my family. I know that if I don't take personal responsibility for building a fortress around my family and my business, no one else will. And, since I've seen what the very upper crust of society has in place, I say:

- "Why not me for my family?"
- And also, "What if I could take my knowledge and help thousands of others who face similar risks?"

Why I'm So Concerned About My Colleagues, My Family and Fellow 1%'ers...The Reason I'm Doing This

So, that's my new mantra... bring what I know selfishly to my family, my employees, my business associates. And, because I see what is happening in our world and how vulnerable many of my fellow 1%'ers really are, it brings out my need to reach out to my fellow man and help them. Yes, I do have a very spiritual element to my life but you can be assured that this is not just a spiritual quest. But, I do believe we all have a calling in life.

So, if helping you and others like you can be part of my legacy, I will feel a sense of satisfaction. If I can help save one family from grief of a loved one being kidnapped in a foreign country, or having their home invaded, or their company's finances being hacked, or being able to flee from danger that is presented to them... Maybe just create a greater sense of peace for you and your family knowing you have a plan and you're as protected as you can be.

If I can do that for you and many others, I will feel that part of my legacy is vindicated and I have given back much of what I've received. And, that I've used the gifts that God has given me to help others. Really, that's what I'm all about and what gets me so excited about helping you.

Some Will Trust "The System" or "Their Faith in a Higher Authority"

As I discuss the need for enhanced protection with my clients and/or the concepts in this letter here, here are some of the things I hear:

- I pay my taxes so that public safety officials will come to my aid when I need it. I have basic protection

in place, like insurance, a security system, basic computer protection, etc.

- I don't want to "live in fear".
- The truth is that I really trust God or my version of a "higher authority" to decide what risks are coming my way... it's all in their hands.

The truth is that I agree to some extent with all of these statements... so that's not what we're about. It's just that reality is a cruel teacher.

Our governments are crumbling and cutbacks happen all the time. How many of the shootings that get so well publicized do we observe that in the time it took for police to respond many lives were lost? (And, if you keep your antenna up, you can find alternative stories of people who protect themselves and save their own lives or their loved ones. These stories don't get the publicity because they are as sensational. Or cynically you could say that these stories don't advance the political agendas of some in the media. You judge for yourself.) Plus, the stories of companies who protected themselves from hackers or people who didn't have their life savings embezzled by a Bernie Madoff don't show up in the press.

Fear... You should have healthy fear and respect for those elements that would see you as a target. That's my belief. But, you shouldn't live in fear. You should live with confidence that you've done all that you can to protect yourself and your family. This confidence is what gives you peace and reduces fear.

So, yes, finally, there is a higher authority in my view and you can't really cheat fate. But we all have responsibilities and every aspect of our lives is based on what we think we are called to do or not do by whatever spirit from within calls you. In my mind, protection of my family, my business, my finances, my employees, my clients and myself is my responsibility. And, I take that responsibility very seriously.

This means I must plan and put in place systems, education, associations and vendors who can help me do my job the best I can.

**The Castle Society... The ONLY Membership
Organization in the World Devoted to Protecting the
Affluent**

The way I've built my businesses is by putting together membership organizations, training and services that enhance the lives of my members. And, this is what the Castle Society is all about: The Only Membership organization in the world that offers a truly exclusive range of education, services and affiliation all aimed at protecting you and your family. The Castle Society is what we're introducing to you and I believe that, if you have been chosen to get this letter, this is something you should seriously consider.

Frankly, this is not something I need to do to generate more income for me. My other businesses provide substantial wealth. The Castle Society is formed out of a deep sense of purpose and understanding that the 1% is under siege. I really feel that many of you do not fully appreciate the risks you are under and I don't believe there is any place that you can comfortably turn to for help. Sure there are security services, alarm companies, travel planners, private detectives, identity theft organization and more.

The Castle Society will pull together the best of these services and much, much more. World Class, best of breed services that will rival anything that the ultra affluent, celebrities and politicians already have. We'll bring this all together, educating you on what you need and how to choose the best vendors for you and your family. We'll also have a crisis hotline, on demand consultation and international security forces, 24/7/365 providing you confidence that you have a partner on your side when you need someone to turn to.

The Castle Society is borne as the crowning achievement of my successful career and it's being built to last for generations, because I don't believe these threats will go away. I have already invested several hundred thousand dollars and most of the proceeds the first few years will go into building the Castle. If you know anything about how I build businesses, you know that I invest for the long term and get the best people, the best vendors and excellent systems to support what I do. Much is already in place with development on a daily basis.

We already have members in the Castle Society, vendors on board and several joint venture affiliates who are committed to helping us grow. Among the services and products Castle members receive:

- **Comprehensive Security Audit:** Find out just how vulnerable you really are with a complete interactive audit of all major elements of your personal, family and business life.
- **Support Number:** 24 Hour/365 days a year global emergency response hot line for intelligence, analysis and advice that enables clients to make proactive, informed decisions. This gives you a single place to call for assistance from anywhere in the world
- **Travel Risk Management Planner:** Delivers pre, during and post trip intelligence on hundreds of countries and cities globally. This will help you decide whether and when to book your trip
- **"The Shield" Newsletter:** Keep up to date on the latest threats and strategies to secure yourself, family, home, business and your finances
- **Training Videos:** Six times a year, receive advanced insights into securing the 5 Components of Your Life covered in my book, "Protecting the REAL 1%"
- **EXCLUSIVE invitation to Hands-On Training:** Take part in live, world-class protection training
- **BONUS (Limited Opportunity):** Two half-hour Private Consultation Phone Calls with me. As a recognized consultant on international executive protection, speaker and author I typically get at least \$1,000/hr for similar consultations.
- **Royal Receptions:** Get together with other Castle Society members in various locations and settings for "Royal Receptions". (Please don't discount the power of the association with like minded individuals who are facing similar threats, while conducting their businesses and living their lives just like you must every day.)

Additional Services Available:

- **New-Market Analysis and Assessment Reports:** World-class intelligence to help you assess unique business scenarios; cultural awareness; location-based threats; geopolitical fluctuations; and operational risks

- **Emergency Response Deployment:** Access to medical, security, kidnapping or evacuation assistance from anywhere in the world
- **Access to "The Tower":** Exclusive shopping in "The Tower" for the best products used by the top elite in the world for protecting your own treasures
- **Advanced Training Courses**
A few times a year we will offer special training on issues and skills needed by our members. Examples could include firearm safety, worldwide travel planning/safety, protecting your personal assets, home risk assessment, etc.
- **High level Security Services:** In the USA and around the world. Truly of the caliber only available through the FBI, CIA and Israeli Defense Network.

Who Are the 1%?

Doctors, Dentists, Lawyers, Small Business Owners, Executives in large corporations, sports stars, celebrities and more. While mention of the 1% may conjure up Wall Street executives, Warren Buffet and the super-rich, you may be surprised to discover that median family income above approximately \$500,000 qualifies you for the 1%. And, of course some may not have current income above that amount, but may still be a 1%'r because you have accumulated a substantial net worth over the years.

So, whether you realize it or not, most reading this letter will qualify for the Castle Society income and net worth requirements. This means you have a target on your back from the so-called 99% who think they should have some of what you've got, "to make it all fair".

And, if you are ultra affluent, a celebrity or high level government official, you may already have access to the tools we are offering. The Castle Society may not be for you. (Of course, if you feel you can benefit from what we offer, please know that we will be happy to help you. The investment in our organization is very minor compared to the risks you are facing and if we can be another source of comfort and assurance for you, please know that we will work with you.)

Special Introductory Offer Just for

Readers of This Letter

We actually are not even offering you a membership in The Castle Society at this time because this may not be right for you and few people meet our stringent membership qualifications. When the time is right, you will be offered the opportunity to apply for membership.

Recently I authored a book titled "Protecting the REAL 1%". In this book I talk more about my experiences in security and protection, plus I lay out the basic strategies and vulnerabilities that you should consider for you, your family, your business and your finances. I want to get you my book and more.

This is your opportunity to secure an exclusive introductory offering of our **EDUCATION AND PERSONAL PROTECTION PACKAGE** that will get you started on your way to taking control of your personal, family and business security. Here's what is available to you for having taken the time to read this letter and consider it thoughtfully:

- An advance copy Manuscript of my book "**Protecting the REAL 1%**"
- A video prepared by me and members of my team identifying the **top five risks you face as a member of the REAL 1%** and specific steps you can quickly execute and enhance your protection and reliable control over your own security.
- **Comprehensive Self-Security Audit** to assess your own vulnerabilities and uncover critical gaps in your protection. A member of our team will review this audit with you and help with your assessment to identify immediate ways to better protect your family.
- You'll obtain a coveted **Membership Application for the Castle Society**. (As you can imagine, we have strict standards for Castle Society membership. Just going through the membership application process will be helpful for you.)
- **TOP SECRET: A Surprise Bonus gift for your own personal protection**. Consider it a memento of our care and concern over you, a fellow 1%er.

While the information and resources in this package can contain no real assessment of price because saving, protecting and securing you, your family, and your business

is truly priceless...it does contain a real value of over \$2,000 when you consider the value of the items you receive and my time if you had consulted with me for the video, security audit, etc. Today, for you, however, this exclusive offering is at the introductory investment of just \$97. This is just further evidence of how committed I am to the cause of the Castle Society and to your own personal and professional safety.

To accept this offering and secure your exclusive education and protection package you can complete the Education Investment Form included with this packet or go to (INSERT LINK).

I also want you to know that I will personally back up and stand behind this package you have so wisely invested in. If for whatever reason you find the information or resources not exceeding your expectations or if you are not completely satisfied with this package, I will refund your entire investment, no questions asked, and you can keep all the resources and materials just for your trouble.

I understand that some of what I've covered in this letter may seem like I'm sounding an alarm that you may wonder about. So, your first reaction may be to dismiss our generous offer. But, what if there is just a kernel of truth in what I am saying and what if the information we offer happens to protect a loved one from harm or avoid a major incident at your business? Can you afford to just dismiss this call to action?

What I'm offering now is just an opportunity to obtain thousands of dollars of important information and tools for a mere \$97. Just fill out the Education Investment Form right now or go to (INSERT LINK). This is too important to completely ignore. We both know it.

All the best and I wish peace of mind for you and your family.

Sincerely,

Gene Kelly
Chairman and Founder
The Castle Society

PS: I understand that many of you will just want to proceed directly to membership in The Castle Society as many have already requested. Completing this introductory offer tells us you are serious and is an important first step. We will proceed quickly with you to determine if full membership in The Castle Society is right for you and for us.

PPS: And, again the risks are too great to just dismiss this letter out of hand. **Respond right now.** You owe it to yourself and your family. Complete the enclosed form or go to (INSERT LINK).