

Learn The Newest, Most Effective Marketing, Advertising & Sales Strategies

Call For Free Audio CD Program Today.

If you're a business owner, professional, or entrepreneur I would like to show you a simple but extremely powerful way for you to gain greater control of your marketing RESULTS and solve several of the main sales and marketing problems you are facing today

Separate Your Business From The Competition. Then Eliminate Them.

My name is Rich Harshaw I'm the CEO and Co-Founder of Y2Marketing, the nation's largest and fastest growing marketing consulting firm. Whether your company relies on a sales force, advertising, or marketing (or a combination), I'd like to show you how to systematize your marketing so that it produces **very predictable, extremely profitable results**. I'd like to show you a marketing system that works well, even in today's tight economy.

On **Thursday February 7th** at the Walnut Creek Marriott, Walnut Creek CA, I'm going to teach a small group of companies to do the same for themselves I would like for you to attend. I realize that you might not have time to take away from your business. But if in just one day's time you could find a way to totally systematize your marketing .

Lead Prospects To Draw This Conclusion:

"I Would Have To Be An Absolute Fool To Do Business With Anyone Else But You."

I've prepared a FREE audio CD program that explains some of the concepts and techniques that every business owner, professional, and entrepreneur must implement to fully optimize their marketing dollars--a preview of the concepts I will be teaching in detail at the upcoming seminars For example:

- How to set the standard within your industry to ensure that prospects come to you FIRST
- How to instantly communicate your selling advantages in compelling terms.
- How to win more of the customers more of the time . and kill your competitors in the process.
- How to eliminate price competition and compete on value instead
- Train your customers To loathe your competition .without ever badmouthing them.
- Franchise your sales system and create extraordinary results from ordinary people.

Attend An Upcoming "Monopolize Your Marketplace" Seminar And Learn All of This And More.

These strategies are universally applicable to all types of businesses, so you're sure to see ways to implement them into *your* business immediately. But, as I said before, I realize your possible hesitancy--that's why I'm offering you an opportunity to get a real wealth of information that can dramatically increase your bottom line. This 2-CD set normally sells for \$24.95 at bookstores, but I want to send it to you for free.

Listen To The FREE Audio Program... Then Decide.

Only after you have listened to the CD's will I ask you to make a decision whether or not to attend. Call or fax in your request today

Warmest Regards,



Rich Harshaw, CEO

**February 7th 9am - 5pm
Walnut Creek Marriott
2355 N. Main Street
Walnut Creek, CA**

If you received this fax in error and would like to have your number removed from our database, call Toll-Free at **1-800-766-0816**

Fax This Sheet To (888) 537 0886 or Call (800) 497 9962

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On **Wednesday February 6th** at the Hyatt San Jose Airport, San Jose CA, I'm going to teach a small group of companies to do the same for themselves. I would like for you to attend. I realize that you might not have time to take away from your business. But if in just one day's time you could find a way to totally systematize your marketing.

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