



Dear Future Dining Companion....

Oscar the Angry Shark here and I'm SOOOOOO happy to hear that you'll be arriving soon with all the other entrees..... errrr... "Attendees" ... at the upcoming SuperConferenceSM in Orlando!

My chum Dan Kennedy wanted me to tell you to a) make sure you put all your affairs in order before I ~~dine on you~~ meet with you there; and b) take care of a few loose ends before this shindig starts:

1. **Special guest: Sally Hogshead is giving every SuperConferenceSM Attendee a FREE "Fascination Advantage" Assessment.** Now, if you have been paying attention lately, you have heard Dan mention her name a time or two – she is the author of "Fascinate: Your 7 Triggers to Persuasion and Captivation. And if you are Diamond Member, you had an opportunity to be on a call with Sally (it's also coming out in your Diamond CD mailing this month). Where we talk about why it is so important to understand (and more importantly use) your distinct value, because if you don't you become interchangeable with anybody else; making you interchangeable with your competitors; making yourself a commodity.... And we all know that if we become interchangeable with your competitor's we can be replicated, out priced, and lose our place in the market. Our businesses live or die by our ability to avoid commoditization.

When you take this very quick and very easy assessment, Sally will send you YOUR personal fascination advantage - providing a treasure trove of strategies and insights you will use to position yourself and market your business.... PLUS, having that knowledge is key to getting the most out her extended presentation with Dan at the event, where together they'll unpack it in detail so you can apply it to how you lead; how you build a stronger team; and how to communicate your highest value in just 9 seconds!

Look – if you don't understand your own unique and distinct **Fascination Advantage** value

– and you don't know the actions necessary to apply that information and optimize your strengths - you're just one more fish in the ocean at the bottom of the food chain. **So ignoring this step and just hiding in the deep is NOT an Option – go now and take the assessment at:**

www.HowToFascinate.com/discover and enter the conference code **GKIC**

2. Discover new ways to reel-em-in by sticking around one more day on May 5th for “**Fast & Easy Lead-Gen Strategies**” Discovery Day. Your competitors smell blood...but when you arm yourself with these 3 fast and powerful lead generation strategies, you'll get a HUGE “unfair advantage” in your local market!
 - **Paul Hartunian** will show you how to use publicity the right way both online and offline so you can lure more leads to your business. In his session he's going to arm you with the tools, information, and advice you'll need to get publicity for ANY business, product, service, trade or professional practice.
 - **Graig Presti** is going to reveal techniques for getting consistent rankings in the 3 major search engines so you can witness a dramatic rise in new customers, clients and patients who come to do business with you in your local waters.
 - **Ryan Deiss** gets a full FOUR hours to deliver a workshop where you'll walk out with materials you can take and use to generate more leads via the power of the #1 Search Engine for Buyers on the planet: Amazon.com and its amazing Kindle e-book platform! Ryan's going to explain how to create and publish your own Kindle e-book that will take you to the top of your market as a respected, published authority. This is not a lecture, it's a real hands-on get-r-done total immersion experience!

This comprehensive day of lead generation training is a once-in-a-lifetime opportunity that will NEVER be repeated... so don't miss this chance to attend!

3. **Register for the Youth Entrepreneur Event** – At the GKIC Teens event, your child will learn how to Start, Market, and Build their own business. This will include lessons on branding, copywriting, web design, video, and list building – it's an education and experience they couldn't get anywhere else - register your teen or pre-teen now!
4. **Bring a Friend...** Hey, I love people – properly seasoned – JUST KIDDING!!! If you have a business partner, spouse, or even a close friend who you think would benefit from participating in the sessions, the training, and the fun networking events... don't leave them out there treading water, bring them along too!

Of course, if you have any questions on anything, send out an SOS by calling your GKIC Concierge at 1-800-871-0147. See you in just a few more shakes of a shark's tail!

Stay hungry my friends,

OSCAR