

You're Invited to Attend GKIC's 2013...

"Hey, We're Gonna Need A Bigger Boat!"

Marketing & Money-Making **SuperConferenceSM**

Dry-Land CRUISE

Orlando, FL

May 2-4, 2013 (Discovery Day May 5)

From the Desk of Dan Kennedy

Ahoy!

We'll, I won't soft-soap the situation - we've been traveling through rough economic waters and there are still some churning seas ahead.

But as someone who's kept a steady hand on the wheel during similar squalls, I can say with absolute assurance that now's NOT the time to batten down the hatches to ride out the storm. Instead, now's the perfect time for the intrepid adventurer / entrepreneur to push full steam ahead... and let the others snuff their ambitions and cowardly seek safe harbor.

Fortune favors the bold! And I'm here to say that GKIC has boldly planned a SuperConferenceSM for 2013 that's a bigger, stronger, tighter ship well equipped to handle nasty weather than EVER BEFORE. In fact, this year's event will be the highest value, content-rich SuperConferenceSM ever to set sail!

Of course, the SuperConferenceSM is THE annual CONVENTION of GKIC and Planet Dan, when all the best Members, top Experts and most capable Vendors "who get it" gather to exchange ideas and information, discover new opportunities, renew friendships and forge new alliances in a high-energy environment second to none....and that alone is reason not to miss it.

But there's much more...

More break-out sessions for you to choose from, so you can access exactly the information most important to you. There are a number of different high-content sessions to choose from. We have THREE Tracks: (1) Marketing & Sales, (2) Entrepreneurship & Management, and (3) Info-Marketing & Special Opportunities.

More inside-GKIC strategies revealed. Chief implementation officer, Darcy Juarez, and our V.P. of Marketing, Dave Dee are delivering NEW, in-depth presentations featuring "what WE do and how WE do it."



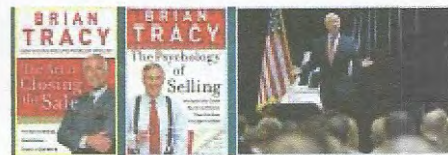
**KEEP
READING!**

And Check Out These Top-Notch Speakers...



- Barbara Corcoran from SHARK TANK, a bona fide, from-scratch Renegade Millionaire who started her business with \$1,000.00 and sold it for \$66-Million. At this year's SuperConferenceSM you'll get her very best advice for starting, growing and expanding businesses, investing in businesses, and converting ideas and "dreams" into fortunes.

- Brian Tracy – a man I've known and worked with for more than 20 years... one of the great business thinkers of our time... will explain *The 10 Navigational Principles of Millionaire & Multi-Millionaire Entrepreneurs.*



- Loral Langemeier, global entrepreneur and wealth-building expert, New York Times bestseller list author, will explore the *"The New Science of Fascination!"*

- Sally Hogshead, with whom I'm working on a special project to be revealed for the first time at SuperConferenceSM, who'll reveal: *How to Build a Wealth-Building System & Team*

- And of course, I'll be there too, with TWO BRAND NEW & TIMELY presentations:

Confessions, Lessons & Secrets of Million Dollar Breakthroughs & Million Dollar Mistakes (a.k.a., "HOW FISH THINK"): We will look back over 40 years as I "tell some war stories" and reveal breakthrough strategies from the front lines, some confessions of embarrassment and stupidity. But I have made thousands of entrepreneurs into millionaires, created million dollar strategies, and literally revolutionized "The way things are done around here." I have been criticized, attacked, pilloried and shunned; copycatted ad nauseum; referenced, revered and celebrated. With all of that, I have learned about "How Fish Think" ...and you can too!

The Specific-Customer-Focus Process® - Going After Whales With Tartar Sauce On Your Harpoon: In Vegas a WHALE is a big gambler, big spender, hugely valuable customer that casinos vie for. Every business has an opportunity to Whale Hunt. In this session, I am going to share with you my own Whale Hunting and the lessons I have learned, with up-dates on current Whale Sightings – where today's affluent, able & willing to spend consumers are and how you can find them!

And this year, You Have the Opportunity to Enter TWO Potentially LIFE-CHANGING competitions...

AMAZING!



You'll watch – and maybe you'll compete? – as GKIC Members enter "The Tank" (featuring Barbara Corcoran from the hit ABC TV Show!) and attempt convincing *our* high profile school of Sharks to invest, finance and provide consultative assistance for your business.

There's \$5,000 to \$50,000 up for grabs, plus the more important "brain capital" from one or two or all of our Sharks – this is a HUGE opportunity and it's ONLY available to SuperConferenceSM attendees who sign up in time.

And don't miss out on the 2013 GKIC **Marketer of the Year Competition!** Show off your marketing muscle and compete in a "best of the best" challenge for bragging rights...AND an All-Expense-Paid Winners Weekend in Florida with ME at stake.

Future Millionaire Teen / Pre-Teen Youth Entrepreneur Event



At this special GKIC 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. They'll learn these key concepts by splitting up into groups and competing with other teens to see who can start, market and build the best business in a competition that's a cross between Shark Tank and American Idol. They'll present what they come up with at the end of the event to a panel of expert judges, where they'll be able to win prizes and awards in different areas. It's an incredible opportunity to fire up that budding business-owner in your own home.

Plus... A Special Extra "Discovery Day" On May 5th Will Reveal:

"How To Avoid Shark Infested Waters With 3 Fast And Easy Strategies That'll Drive More Leads To Your Local Business So You Can Achieve More Certainty, Sustainability, And Control In Your Business!"

Ready for strategies that your competitors aren't using and that will give YOU a huge "unfair advantage" in your local market? Then consider staying on board one extra day for this special "super-advanced" session we're calling "Discovery Day" happening on May 5th! Discovery Day will be focused on newer, cutting edge ways to get more leads in your business from different sources so you can get more clients, customers, and patients on a local level.

Let me introduce you to the 3 experts that will reveal their secrets to siphoning more leads to your local business:

- **Paul Hartunian: How To Use The Power Of Publicity To Melt Skepticism And Attract More Customers, Patients, And Clients!**
- **Graig Presti: How To Skyrocket To The Top Of The Search Engines In Your Local Market!**
- **Mr. X: How To Use Special "Ninja" Tactics To Attract More Leads Your Competition Doesn't Know About! (We can't reveal the name just yet... but you'll be blown away by this talk!)**

You obviously want to bring in as many leads to your business as possible. If that's the case, then why not come to the "Fast and Easy Lead-Gen Strategies" Discovery Day where you'll discover 3 hot lead generation sources you could be using to attract more local clients, customers, and patients almost overnight!

And We're Barely Scraping the Tip of the Iceberg!

There's a boatload of incredible experiences to be had at the On-Dry-Land CRUISE, complete with a Captains' Reception for Diamond Members, a Pirate's Den (Diamond Members' Lounge)... and there's even a chance to Shake Rumba and Roll at our *Beach Blanket Bingo Night at our own private island!*



Now I have to make clear... **Cabin space IS limited** (over 400 deck-chairs have already been reserved!) and you don't want to be a land-lubber left behind on the dock, waving as we sail away to Grand Adventure, so you gotta sign on NOW!

Fill out the attached Registration form and turn it in per the instructions given.

Don't take a chance on a) getting left ashore and b) paying top dollar cabin fees when you don't need to! By acting now you can get the absolute lowest fares AND all the perks - but **fees go up in a big bad way on MARCH 21st!** **You Don't want to lose out on over \$1500 in Early Bird Savings** (And this is your best shot - there's NO lower fees or better discounts to be had afterward... NONE! Now is the time!)

Given the incredible line-up of speakers and experts, diversity, activities and value, we're already facing a tidal wave of response. Don't wait! Why wait? Don't wait! Register now!

I'll see you on the high seas!

A handwritten signature in black ink that reads "Dan S. Kennedy".

Dan S. Kennedy



P.S. I don't want you to lose out on \$1500 in Early Bird Savings if you wait. Register to join me and the crew for the biggest and best SuperConferenceSM yet!

P.P.S. - You have the opportunity to compete for 2 coveted spots at this year's SuperConferenceSM. Be one of the lucky few who will appear on stage to 'pitch' their business to Barbara Corcoran and the GKIC Sharks! And/Or Win a chance to spend a weekend with me working on your business as the 2013 Marketer of the Year!

"I started out 32 years ago as a repairman - today, I'm off the road, have 13 technicians, and am close to \$2-million in service. The company we have now is because I focused on advertising and marketing the business. **My attending GKIC events** keeps pushing me, keeps me up with the greatest marketing minds, ahead of anybody in my industry." - ANTHONY ATTANASIO