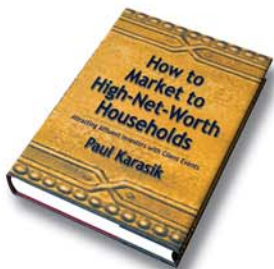


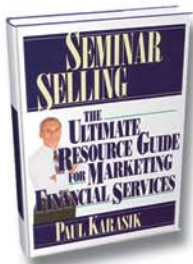
# INCREASE YOUR INCOME ...Now!

Books for Success



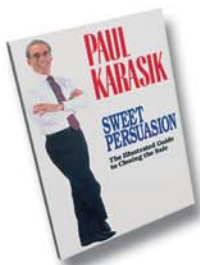
**How to Market to High-Net-Worth Households: Attracting Affluent Clients with Client Events**  
Follow this easy-to-implement plan and you will create a steady stream of qualified affluent prospects, gather additional assets from your ideal clients, and attract new referral business quickly and easily. This book delivers proven step-by-step strategies and techniques, telephone scripts that are guaranteed to achieve results, powerful marketing letters, checklists for organizing your business procedures, exercises for designing your business plan, and much, much more.

*Published by The Business Institute, 160 pages, hardcover.....\$40*



**Seminar Selling: The Ultimate Resource Guide for Marketing Financial Services**  
This comprehensive guide is written for financial services professionals who want to attract motivated clients, increase sales, expand their client base (quickly), and make more money. You will learn how to fill seats at your seminar, design a flawless financial seminar, deliver a seminar that will attract motivated clients, tap into hidden financial seminar markets, and how to motivate prospects to take action with you. This how-to manual includes hundreds of essential contacts.

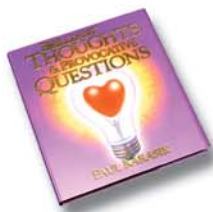
*Published by McGraw-Hill, 238 pages, hardcover.....\$40*



**Sweet Persuasion: The Illustrated Guide to Closing the Sale**

When you apply the simple and yet powerful strategies of *Sweet Persuasion*, selling becomes a creative process that feels good. You will learn how to close the sale when you open it, how to eliminate objections, how to get and stay motivated, and much more. You will learn the proven approach that enables you to make friends, establish trust, and achieve your professional goals. It's the perfect selling system for today's marketplace.

*Published by Simon and Schuster, 126 pages, paperback.....\$10*



**Brilliant Thoughts and Provocative Questions**

This book is a treasury of universal truths and life-transforming insights from some of the world's greatest thinkers and leaders – sprinkled with intriguing questions that invite you to reflect more deeply upon the wisdom contained within the quotes. The book is arranged according to topic, allowing more focused contemplation of the ideas. Included are chapters on compassion, purpose, gratitude, magnificent kindness, living creatively, manifesting your power, and other profound themes.

*Published by Joy of Living Publishing, 122 pages, hardcover.....\$13*

**Seminar Selling for the Financial Services Industry**

This training program is an interactive learning experience that will supercharge your seminar efforts. You will learn how to fill the seats at your seminar with qualified prospects and how to capitalize on your personal delivery style. In addition you will learn 8 tactics to insure that your seminar content is rock solid, 15 technique for generating audience participation, 12 elements that can increase your presentation effectiveness exponentially, 10 guidelines for using all visual aids, and lots more.



6 audio cassettes and a 48-page workbook.....\$95

**How to Double Your Production with Client Events**

This learning program will show you how to fill the room with your best clients and an equal number of referrals. You will also learn how to choose an ideal site, create your invitation list, master client-event logistics, and follow up easily and effortlessly. This training program includes a resource guide with scripts, letters, checklists, and more. In this audio presentation will find everything you need to know to conduct successful client events.



2 audio cassettes and a resource guide.....\$30

**Sweet Persuasion: How to Master the Art of Closing the Sale**

This is a complete sales education program that will show you how to create instant rapport, establish trust, and close sales easily and effortlessly. You will learn how to sell yourself, your organization, and your products and services, regardless of what they are. *Sweet Persuasion* will enable you to establish mutually profitable long-term relationships. This selling system provides you with the proven strategies and techniques that will enable you to take control and keep control of the selling process and produce mutually beneficial results.



6 audio cassettes and a 48-page workbook.....\$95

**Paul Karasik's Coaching for Success**

Paul Karasik's Coaching Program is the fastest and easiest way to create a massive increase in your net income. These monthly group coaching sessions with Paul will provide you with the answers you need to grow your business. He will help you make the minor adjustments that will lead you to major improvements.

You will achieve professional success and personal satisfaction when you apply the proven strategies and techniques of the most successful financial professionals.

You will learn how to:

- Attract high-quality referrals
- Conduct profitable client events
- Establish lucrative strategic alliances
- Create a steady flow of motivated prospects
- Master the art of seminar selling

**Paul Karasik's Coaching Program includes:**

- **Monthly one-hour live coaching sessions, featuring a topic-specific mini-seminar and interactive personal coaching with Paul**
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(12 monthly one-hour telephone sessions).....\$1800

YOUR  
PERSONAL COACH  
**PAUL  
KARASIK**



Paul Karasik is a leading authority in the financial industry. He is president of The Business Institute, a sales and management training and consulting company. His proven sales and marketing strategies and techniques have enabled thousands of people just like you to dramatically increase their net income.

Paul's insights and advice appear regularly in financial publications. He has written six critically acclaimed sales and marketing books.

The creator of The Karasik Seminar System, Paul is recognized as the preeminent master in the science of seminar selling. He is the founder of the American Seminar Leaders Association and a popular presenter at national meetings and conferences.



**A**nnouncing the relationship-based system that will revolutionize your business.

- Attract more ideal clients
- Make lots more money
- Conduct perfect client/referral events
- Get more high-net-worth referrals
- Maximize your personal satisfaction
- Create new, profitable relationships

The Karasik Seminar System focuses on achieving the one and only critical seminar-selling objective: creating profitable relationships. In a matter of minutes, you will connect with the hearts and minds of participants. You will double and triple your seminar results when you stop educating—and start focusing on establishing trust and building relationships.

- Discover who and what your participants love, what their passions and favorite activities are, and what is most important to them.
- Position yourself as the financial professional who knows and understands your clients and their life goals.
- Set appointments with motivated and highly qualified participants who are ready to take action.

### PowerPoint® Presentation CD

High-impact, full-color graphics will reinforce your message and your professionalism.



### Seminar Leader's Guide

The Seminar Leader's Guide will make your job easy. It includes an easy-to-master script and guidelines for delivering a dynamic seminar experience.



### Marketing Campaign CD

The marketing CD-ROM

targets existing clients, referrals, and new prospects. It includes an evaluation form for closing more appointments, marketing letters, advertisements, direct mail promotion pieces, confirmation letters, and more.



### Seminar Success Manual

The Seminar Success Manual provides you with a comprehensive guide to the proven strategies and techniques for maximizing your closing rate at client events, in-house presentations, and public seminars. You learn no-cost marketing techniques, seminar logistics, how to fill seats with ideal prospects, and lots more.



### Four-Color Seminar Workbooks

Interactive seminar workbooks will motivate participants to set appointments with you.



## THE KARASIK SEMINAR SYSTEM

Includes: Full-Color PowerPoint® Presentation, Seminar Leader's Guide, Marketing Campaign CD, Seminar Success Manual, 20 Four-Color Seminar Workbooks.....\$1495

## THE SILVER PROGRAM

	Value	Cost
How to Market to High-Net-Worth Households (Book)	\$40	Included
How to Double Your Production with Client Events (2 Audios)	\$30	Included
How to Master the Art of Closing the Sale (6 Audios)	\$95	Included
Paul Karasik's Coaching Program (Six Months)	\$900	Included
<b>Total Value</b>	<b>\$1065</b>	<b>Included</b>

**YOU SAVE \$668**

**Your Discounted Price \$397**

## THE GOLD PROGRAM

	Value	Cost
How to Market to High-Net-Worth Households (Book)	\$40	Included
How to Double Your Production with Client Events (2 Audios)	\$30	Included
How to Master the Art of Closing the Sale (6 Audios)	\$95	Included
Seminar Selling: The Ultimate Resource Guide for Marketing Financial Services (Book)	\$40	Included
Seminar Selling for the Financial Services Industry (6 Audios)	\$95	Included
Paul Karasik's Coaching Program (One Year)	\$1800	Included
<b>Total Value</b>	<b>\$2100</b>	<b>Included</b>

**YOU SAVE \$1403**

**Your Discounted Price \$697**

## THE PLATINUM PROGRAM

	Value	Cost
How to Market to High-Net-Worth Households (Book)	\$40	Included
How to Double Your Production with Client Events (2 Audios)	\$30	Included
How to Master the Art of Closing the Sale (6 Audios)	\$95	Included
Seminar Selling: The Ultimate Resource Guide for Marketing Financial Services (Book)	\$40	Included
Seminar Selling for the Financial Services Industry (6 Audios)	\$95	Included
The Karasik Seminar System	\$1495	Included
Paul Karasik's Coaching Program (One Year)	\$1800	Included
<b>Total Value</b>	<b>\$4095</b>	<b>Included</b>

**YOU SAVE \$2098**




**Your Discounted Price \$1997**

<b>BONUS</b>	★ <b>FREE</b> <i>Sweet Persuasion: The Illustrated Guide to Closing the Sale</i> <span style="float: right;"><b>\$10</b></span>
	This book will provide you with powerful strategies for making sales a creative process that feels good.
	★ <b>FREE</b> <i>Brilliant Thoughts</i> <span style="float: right;"><b>\$13</b></span>
	This book is a treasury of universal truths and life-transforming insights from some of the world's greatest thinkers.
★ <b>FREE</b> <i>Success Power: Rock and Roll Your Way to Success</i> <span style="float: right;"><b>\$15</b></span>	
This audio CD features 12 original motivational songs written by Paul Karasik and performed by Paul Karasik.	
★ <b>All 3 included absolutely FREE with every Silver, Gold, and Platinum Program</b> <span style="float: right;"><b>Total Value \$38</b></span>	

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