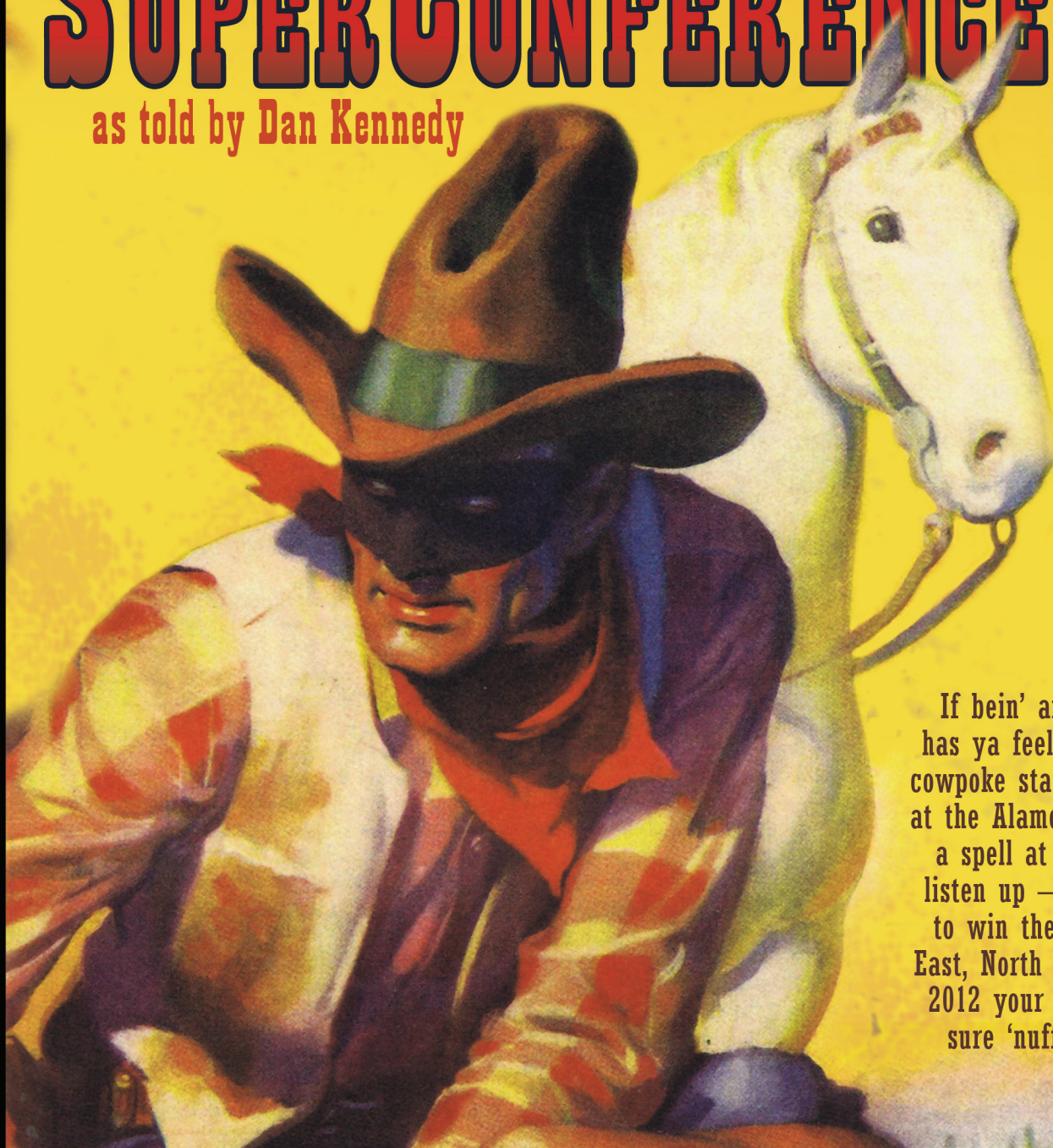


The Story of *the first-ever*

# Wild, Wild West Show

## WKIC MARKETING & MONEY★MAKING **SUPER CONFERENCE 2012** as told by Dan Kennedy



If bein' an entrepreneur  
has ya feelin' like the lone  
cowpoke standing surrounded  
at the Alamo, c'mon over, sit  
a spell at *my* campfire 'n  
listen up — *I'll* tell ya how  
to win the West, and the  
East, North 'n South & make  
2012 your best year ever,  
sure 'nuff 'n No BS....

**URGENT DEADLINE - HIGH NOON. DECEMBER 30TH  
BUT IT'D BE SMART TO ACT QUICKER**

*Please read this thrilling story immediately! - Dan*

# 2012 MARKETING AND MONEY-MAKING SUPERCONFERENCE<sup>SM</sup>

& THE MARKETER OF THE YEAR BONUS DAY

..PLUS INTRODUCING THE ALL-NEW GROUP SESSION DAY

Group Session Day - April 18, 2012

SuperConference<sup>SM</sup> April 19, 2012 - April 21, 2012

Bonus Day - April 22, 2012

Dallas, Texas

STEP #1

SAVE

SAVE

|   |  |
|---|--|
| <b>GOLD Member - \$2497.00</b><br>4 Payments of \$497<br>Savings of \$509<br>(Dec, Jan, Feb, March)<br>or<br>1 Payment of \$1597<br>(charged in December)<br><b>\$900</b> | <b>DIAMOND Member - \$2497.00</b><br>3 Payments of \$497<br>Savings of \$1006<br>(Dec, Jan, Feb)<br>or<br>1 Payment of \$1097<br>(charged in December)<br><b>\$1,400</b> |
| <b>YES! I also want to attend BONUS Day!</b>  |  |
| Gold Member - \$597.00 (added to pymt plan)   | DIAMOND Member - \$397.00 (added to pymt plan)   |

2

## NEW! Group Session Day - Wednesday April 18<sup>th</sup>

Please Register Me to Attend the Group Session Day for the Business Indicated below - \$697 (charged in December)

Attorneys (w/ Ben Glass) Medical Professionals (w/ Rem Jackson) Thought Leaders, Speakers, Authors, Coaches (w/ Dan Kennedy)

Register the following Guest(s) 1. 2.

\$197 per guest (charged in December)

3

## Young Entrepreneur Workshop

Kids between the ages of 13-18 attend SuperConference<sup>SM</sup> for just \$97 each and Bonus Day for FREE!!! (charged in December)

1. Name age 2. Name age

4

## Please register the following guest(s) for SuperConference<sup>SM</sup> 2012 / Bonus Day

SuperConference<sup>SM</sup> \$397.00 each guest - Bonus Day \$197.00 each guest (added to payment plan)

Must Be Spouse Significant Other, W-2 Employee, or 1099 Associate - Maximum 2

Name Relationship Attending SC Bonus Day

Name Relationship Attending SC Bonus Day

5

**YES! I Want to be a VIP and receive the following benefits:** 1) Priority Registration (no waiting in lines) 2) Early Bird Access to the Conference Room 3) Preferred Seating 4) 2 Drink Tickets for the Networking Event 5) VIP Gift Bag with a special gift from GKIC and the SuperConference Exhibitors.

Charge me for VIP tickets at \$249 each (charged in December)

6

I am interested in competing for 2012 Marketer of the Year on Bonus Day With a \$10,000 1st Prize!

**SEND ME THE DETAILS PLEASE!**

**GUARANTEES:** If, at ANY time during the first day of the The SuperConference, you honestly believe you've made a mistake and that you don't belong here or you are otherwise disappointed, you need only say so to receive a full 100% fee refund PLUS UP TO \$500.00 toward your documented travel and lodging expenses.

**PLUS ... 100% Refund On Cancellations 30+ Days Before The SuperConference."**

Name Business Name

Address (No PO Boxes)

City State Postal Code Country

E-mail Cell phone

Phone Fax

Visa MasterCard American Express Discover

Credit Card Number Expiration date

Signature Date

FAX THIS FORM TO 773-305-2711 OR CALL 866-656-8413

SLSOLO

Gen members can use this form/pricing through January 15 - non GKIC members get same pricing and the same January 15 deadline!

Gen members should register for the entire Super Conference - you won't regret it!



# The 2012 SuperConference's Featured Guest Speakers,

Two Influential Leaders With Extraordinary Messages of  
Optimism To Challenge And Direct You To New Heights of Achievement

One of America's Leading Entrepreneurial CEO's

## DINA DWYER-OWENS

THINK BIG.  
LIVE R.I.C.H.!



Hey, everything's **BIG** in Texas, and this CEO rides herd on one of the biggest franchise organizations in the service field!

As CEO of the Dwyer Group, Dina leads over 1,500 franchisees delivering in-home services to more than TWO MILLION HOMES every year, generating \$800-MILLION in yearly revenues!

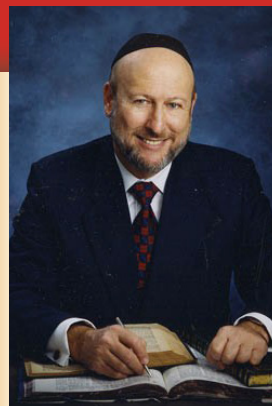
The Dwyer Group's brands include *Mr. Rooter*, *Glass Doctor* and *Rainbow International Carpet Cleaning & Restoration*. I had the privilege of doing some consulting and writing work with Dina's father, the founder of Rainbow, way back in the early 1990s, and have watched with great interest as Dina has taken the reins and grown this company to its present epic size and scope, and I know you will be inspired by her story, and her "R.I.C.H. Formula" for building success that lasts.

I've often talked about the power of marketing-by-values and threatened to write an entire book on the subject (on the "someday list" I'm afraid) - The Dwyer Group has always been a values-driven business, and I included one of Don's original Values Pledges in early editions of my *Ultimate Marketing Plan* book. This is YOUR opportunity to hear firsthand from one of the most dynamic, successful, value-driven entrepreneurs and CEO's in the country, leading an organization of independent businesspeople in the U.S. and abroad to LIVING R.I.C.H.!

Dina is Chairwoman of the International Franchising Association, led the re-launch and promotion of VET-FRAN, an IFA program encouraging franchisors to offer financial incentives and support to military veterans, and she has been featured in *The New York Times*, *The Wall Street Journal*, *Working Mother, Inc. Magazine*, seen on CNN and Fox News. Dina is married and Mom to two children.

Author of THOU SHALL PROSPER

## RABBI DANIEL LAPIN



Ancient Wisdom's Secret for  
**UNLIMITED  
ABUNDANCE**

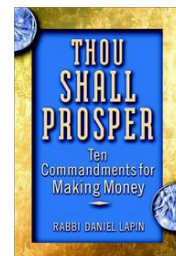
What would a Wild West "place" be without *The Preacher*? Even DEADWOOD had one!

Welcome to our Wild, Wild West Show: Author of the bestselling book *THOU SHALL PROSPER: TEN COMMANDMENTS FOR MAKING MONEY*, Rabbi Daniel Lapin, President of the American Alliance of Jews & Christians, is a frequent guest on talk radio and TV...featured in *The Wall Street Journal* and *National Review*... and a popular speaker for YPO (Young President's Organization), corporations like Prudential, even Harvard Law School. My speaking colleague Zig Ziglar is a fan of Rabbi Lapin, as am I - in fact, I rank his book, *THOU SHALL PROSPER* as one of the short-list, "must read" books on wealth and correct thinking about wealth.

Rabbi Lapin's background is eclectic. Before immigrating to the U.S. in 1973, Rabbi Lapin studied Torah, physics, economics and mathematics in Johannesburg, London and Jerusalem. This seemingly unlikely combination forms the bedrock of his conviction that there is no conflict between spirituality/virtue and success/wealth. He is an ardent defender of what he calls Ethical Capitalism, capably explains the "mysterious" link between charitable giving and increasing income; and brings unique and provocative insights - such as: the indispensable strategies that five holocaust survivors used to become rich tycoons.... and: is Mother Theresa really more "worthy" than Bill Gates?

In these times of great chaos and uncertainty, Rabbi Lapin says: "The more things change, the more you must depend on those things that never change." THIS SUPERCONFERENCE<sup>SM</sup> IS YOUR PERSONAL OPPORTUNITY TO HEAR THIS REMARKABLE THOUGHT-LEADER SHARE THE SUCCESS PRINCIPLES THAT NEVER CHANGE.

Rabbi Lapin is an enthusiastic boater who has sailed his family across the Pacific. He lives with his wife Susan, who home schooled their seven children, on Mercer Island, Washington. NEWSWEEK MAGAZINE named him as one of the 50 most influential rabbis.





**THREE, COUNT 'EM, THREE NEW  
PRESENTATIONS BY DAN KENNEDY**

- Hard-Core SELLING
- When You've Only Got Six Bullets...
- The Pony Express Rides Again..

**COWBOYS 'N ALIENS**

Top Gunslingers of  
Internet Marketing

*You gotta see*

**THE FASTEST READER IN THE WEST**

**NEW: GKIC MARKETING  
WHERE IT SHOULDN'T WORK**  
Before SuperConference<sup>SM</sup>

*Bonus Day:*

**GUNFIGHT AT GKIC CORRAL**

**'Young Guns' Days**

*Back By Popular Demand*  
Special GKIC Program for Young  
Entrepreneurs & Future Millionaires

**Featured Guest Speakers:**

- CEO of industry leader delivering  
services to 2-Million Homes a year  
– on 'How To Live R.I.C.H.'
- Author of  
'Thou Shall Prosper: Ten  
Commandments For Making Money'



# LIVE & IN-PERSON

# JOHN RICH



Charity activist and philanthropist, entrepreneur and Winner of a tough fight on Donald Trump's 2010-2011 **CELEBRITY APPRENTICE**, and country-western songwriter, singer and superstar JOHN RICH will share behind-scenes stories of a hugely successful career based solidly on continually putting his finger on the pulse of a wide swath of the American public's sentiments. JOHN RICH is a 3-time Songwriter of the Year with 13 Top Ten Hits, including two written for Faith Hill. He is a political independent; he campaigned for – and wrote and recorded a campaign song – for John McCain, but one of his hits he recorded himself, 'Shuttin' Detroit Down' was populism inspired – written immediately after watching TV news reports of companies paying big bonuses after receiving taxpayer bail-outs. That hit was brought from recording studio to market in one week! (January 2009)

*On CELEBRITY APPRENTICE, Rich showed off his business savvy, competitiveness and persuasive skills, somehow handling the likes of Gary Busey and Lil' Jon, rebounding from a loss as Project Manager, and going on to set an Apprentice/Celebrity Apprentice record – raising \$1.2-million for St. Jude Children's Research Hospital.*

*As a writer, producer and entrepreneur, John Rich is frequently involved in finding new talent and helping launch careers – typified by his famous work with Gretchen Wilson, who skyrocketed from bartender to top recording artist with John as her mentor.*

**Don't miss this once-in-a-lifetime opportunity to meet, see and hear from the only man ever to get Donald Trump to muss his hair by putting on a cowboy hat on national television!**

**DIAMOND MEMBERS HAVE A  
PHOTO OPPORTUNITY WITH MR. RICH**

# COUNTRY - WESTERN SUPERSTAR



**WINNER: CELEBRITY APPRENTICE**  
**2010 - 2011**



# Special Activities at The GKIC Ranch



**RETURN TO THE DAYS OF YESTERYEAR** when excitement waited beyond every turn, danger demanded courage everyday and treasure might be found at any time, when men were men and women were a lot tougher 'n they looked, and a loyal horse was one's best friend!

**AT DAN'S HACIENDA** – Luncheon & Networking for Titanium & Platinum Mastermind Members & Invited Guests (Day TBA), for Implementation Coaching Members another day. Dan's antiques from The Roy Rogers Museum will be on display. You are welcome to take photos "with Roy" and the Museum items.\*

## **PHOTOS WITH THE STARS!**

**DIAMOND Members Only: Personal photo opportunity with JOHN RICH.**

(\*Use these photos for Facebook, Twitter, LinkedIn, web sites, newsletters, etc.)

**IN THE SALOON – DIAMOND MEMBERS' LOUNGE** ...a comfortable place to meet privately with other DIAMOND Members, grab a snack, kick back 'n cool your heels out of the hub-bub of Main Street, safe from stray bullets. Sorry, only Sarsaparilla served and guns must be checked at the door. And hey, don't miss the **DIAMOND Members' Grub 'n Campfire** the night before the SuperConference<sup>SM</sup>, *where ya can sound off 'n let all yer DIAMOND pardners know what yer all about! If ya can manage to say something*

*MAGNETIC, ya could attract somebody with gold to share.*

**MAIN STREET BOARDWALK – EXPERTS & VENDORS EXHIBIT AREA** – with more select exhibitors than ever and special GKIC exhibits and information booths: the place to find the guns 'n ammo you need to implement faster 'n the fastest gun in the West! Also: try your luck at the GKIC CASINO 'N CARDROOM: play a single hand of blackjack, spin the wheel of fortune – maybe win GKIC apparel, souvenirs, resources or even a Fly-On-The-Wall Spot at a Platinum Mastermind Meeting conducted by Dan.

(SPECIAL NOTICE TO VENDORS: THIS WILL BE THE BEST EXHIBIT & PROMOTIONAL OPPORTUNITY FOR REACHING GKIC MEMBERS EVER – INCLUDING ON-SITE EXHIBIT, PRE-SUPERCONFERENCE<sup>SM</sup> PROMOTION, & POST-SUPERCONFERENCE<sup>SM</sup> DVD FILMED AT THE EXHIBIT HALL SENT TO ALL MEMBERS WITH JUNE NO B.S. MARKETING LETTER. TO PARTICIPATE, IMMEDIATELY CONTACT TONYA AT [TONYA@DANKENNEDY.COM](mailto:TONYA@DANKENNEDY.COM).)

FORGET THE BUNKHOUSE – ya can sleep at home! **Nite-Owl, After-Hours time** on Main Street Boardwalk, Book Signings & Photo Opportunities,

**URGENT REGISTRATION DEADLINE**  
**for lowest fees & best discounts and incentives**

Register Now With Enclosed Form Or Online At: [www.dankennedy.com/sc2012](http://www.dankennedy.com/sc2012)

**HIGH NOON,  
DECEMBER 30<sup>TH</sup>**





“MEET THE NEW SHERIFF & HER LAWMEN” Reception – sit and talk a spell with GKIC’s CEO, Bette Tomaszewicz and the HQ TEAM. Got an idea ya want to pitch her for GKIC? A suggestion for future events? A business question for “the A-team” with vast experience buying and building businesses, mergers ‘n acquisitions, recruiting top talent? This is your chance!

**“YOUNG GUNS” DAYS – Back By Popular Demand:**  
**A special Young Entrepreneurs & Future Millionaires**  
**Program** over 2 days, for ages 13 to 18. (See Registration Form for details.) Also: Movie Night with Pizza, Popcorn ‘n Classic Western TV Serials.

### **SPECTACULAR SILENT AUCTION FOR CHARITIES.**

Dan’s long-owned, Charlie One-Horse designer-branded Cowboy Hat with a real rattlesnake on its brim, autographed by Dan....a Larry Winget Cowboy Shirt, just like he wears on FOX-TV, autographed.....from the MAVERICK TV-Show, framed poster signed by James

Garner with a Commemorative Plate from this SuperConference<sup>SM</sup>, with Dan’s signature.... and a Day ‘n Night @ The Barns & Track with Dan – out to the track at sunrise, a ride on the track behind a racehorse, visit to a workin’ blacksmith shop and souvenir horseshoe right off a racehorse’s foot, long “pick Dan’s brain” lunch, afternoon nap at the bunkhouse, and night at the races with a thrilling ride in the Starting Car in an actual race. Professionally video taped for your use afterward! YouTube breathlessly awaits! DON’T MISS THESE ONE OF A KIND, NEVER TO REPEAT OPPORTUNITIES!

**C’MON, HAVE YA EVER SEEN AN  
 ACTIVITIES ‘N ADDED VALUE EXTRAS  
 LINE UP LIKE THIS BEFORE AT A GKIC  
 SUPERCONFERENCE<sup>SM</sup>? NO, YOU HAVE NOT.  
 EVER. YA GOTTA BE AT THIS RODEO!!!!**



# The Wild, Wild West

The popular TV series starring Robert Conrad as James T. West and Ross Martin as Artemus Gordon ran from 1965-1969, pitting two Secret Service agents equipped with ahead-of-their-time gadgets (ala James Bond) against super-villains bent on world domination. This was the first ever combination of sci-fi and the classic western. West and Gordon traveled by train, which housed the gadgets and Gordon's gadget-making laboratory. Robert Conrad did all his own fight choreography and stunts, wore 3" heels, and CBS was under strict orders not to hire any actresses for the show taller than 5'6".

In 1999, a feature film based on the TV series was released, starring Will Smith as West, Kevin Kline as Gordon (and as President Ulysses S. Grant) and Salma Hayek as the female lead. The film's budget topped \$170-million, and the film grossed a disappointing \$220-million worldwide. When the movie swept the 20th Annual Razzie Awards winning five categories, including Worst Picture, Robert Conrad personally accepted the awards in place of those associated with the movie, as an expression of his low opinion of what had been done with the characters from his original show. Will Smith turned down the lead role in *The Matrix* to star in this movie, having been a fan of the TV show – he later said this was the worst decision of his career. Smith also personally apologized to Conrad. Mel Gibson was first choice to play West, but he chose to do *Maverick* instead. The train featured in the film is on display at Old Tucson Studios in Tucson, Arizona.



## Memorable Quotes from the Movie

**President Grant:** "West, not every situation calls for your patented approach of 'shoot first, shoot later, shoot some more, and then, when everybody's dead, try to ask a question or two.'"

**West:** "Never drum on a white lady's boobies at a redneck dance."

**Gordon:** "We have the element of surprise. What does Loveless have?"

**West:** "He has his own city. He has an 8-foot tarantula."

**Gordon:** "Other than that."

# Cowboys 'n Aliens



## IT IS THE WILD, WILD WEST ON THE NEW FRONTIER OF ONLINE MARKETING 'N MEDIA

**URGENT REGISTRATION DEADLINE**  
for lowest fees & best discounts and incentives

Register Now With Enclosed Form Or Online At:  
[www.dankennedy.com/sc2012](http://www.dankennedy.com/sc2012)

**HIGH NOON, DECEMBER 30<sup>TH</sup>**

Man, this landscape changes faster 'n the gags pop up in *Blazing Saddles!* That's why we've corralled Top Guns Of Internet Marketing to reveal the latest 'n greatest firepower there is, to tame the internet. You'll get THE NEWEST money-making tactics for SCO, PPC, Facebook, Mobile Media, Online Video, Offline-Online Integration from real bronc busters (not "all hat, no cattle" pretenders) who are making real money for themselves and their clients every durned day! Break-Out Sessions 'n speakers include:



**JEFF HERRING** has fast become a **Living Legend of TRAFFIC GENERATION**, and more importantly, quality traffic generation via "Article Marketing". He's *the* go-to gunslinger showing entrepreneurs, online marketers, authors, local practice professionals and others how to leverage their know-how and content and the power of the internet with an auto-pilot system. Rich Percy of

WearAnswers.com says: "Jeff Herring's system is the reason I was able to INCREASE MY SALES 47% while the entire company was down 25% and our industry was down 40%." Whether yours is a local bricks 'n mortar business or a global e-commerce empire, Jeff can show you how to build a bigger, better, hyper-responsive list and trigger traffic on demand with Article Marketing – and don't worry, he'll also show you how to easily "create" all the content you need.



**RYAN DEISS** – is there **ANYBODY** doing more with online media, for more businesses, better keeping pace with the fast-changing frontier?

A self made millionaire, Ryan Deiss is one of the most respected gurus in the Internet marketing field. Only 30 years old, Ryan has already launched countless training courses on varied subjects such as social media, SEO and continuity.

Ryan is a *self-made* Internet success who is one of the leading, if not THE leader in the world of ONLINE "List Building" Strategies.. At the young age of 25 he owned over 20 websites earning him several million dollars a year. Today, he has used his list building skills to leverage them in over 10 different markets from Stock Trading to chemicals, to anything internet related. Ryan's committed to bringing his best stuff, his hottest discoveries, fully illustrated and demonstrated with actual examples so you run outta here weak-kneed but racing to put his 'reveals' to work as fast as you can!



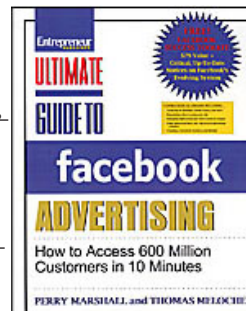
**MARITZA PARRA** – Social Media Wrangler **Extraordinaire**. Hey, before social media was called social media, Maritza was using it – and because of it, was discovered and interviewed by Oprah! She is a weekly columnist for McLatchy-Tribune, "Plugged In: Business & Technology", and a busy coach/consultant to authors, experts, small business owners and online marketers on using her "CONTENT

MARKETING CASH MACHINE" to drive traffic through social media to websites, create "magnetic" and "sticky" content, get "found" by major media outlets - and convert it all to real money, not just statistics. Example: "I INCREASED MY JEWELRY SALES BY \$1200% USING YOUR METHODS" – PaysonJewelry.com... "MY VIDEOS ARE AT THE TOP 1,3,4 and 6 positions for my market on YouTube...now I'm getting high paid speaking engagements and clients – this is like a dream come true." – DrJoAnn.com.



**PERRY MARSHALL** – first he conquered Google Adwords, helping over 100,000 Google advertisers save billions of dollars in "Adwords Stupidity Taxes"! Most recently, his groundbreaking book *Ultimate Guide To FACEBOOK ADVERTISING/How To Access 600-Million Customers*, peeled back the curtain and exposed secret formulas for real return on investment from

use of this media. At this Session, Perry will reveal his NEWEST DISCOVERIES, predict fast-evolving trends, threats and opportunities in Google, Facebook and other frontier towns, and point local and global marketers to their best online advertising opportunities. I tell you: Perry is a truth-teller! Don't miss this high value Session!



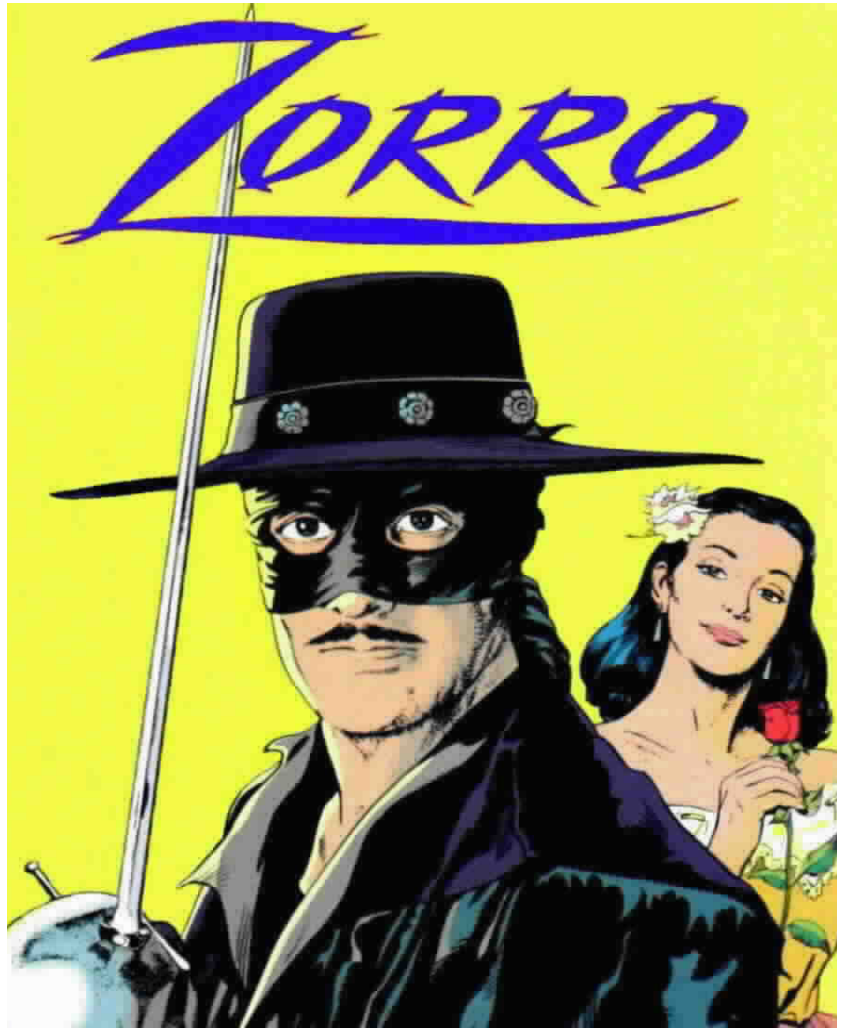
**MORE FACULTY** – Yep, we just ain't sure yet, but there'll be a couple more internet cowboys or cowgirls bringin' more firepower – individually or on a panel. **INSIDER LOOK @ newest online marketing strategies workin' @ GKIC. And more! THE REAL DEAL on everything online! Only here, at the 2012 GKIC SuperConference<sup>SM</sup>.**





## ZORRO

Out of the night... comes the masked man known as **ZORRO**. This Old West hero made his first appearance in *All-Story Weekly Magazine* in August, 1919. He is most commonly portrayed as a Spanish nobleman with a Clark Kent-like fecklessness\* and Bruce Wayne-like idle-rich playboy existence\*, but in his role as the masked avenger Zorro, a dashing, masked and caped figure, superb athlete and acrobat, master of the bull-whip, and unrivaled swordsman, who humiliates his enemies by slashing the "Z" symbol on their chests and properties. (Both the creators of Superman and Batman have acknowledged borrowing from Zorro. In Frank Miller's graphic novel *The Dark Knight Strikes Again*, the Batman inscribes a "Z" on a defeated foe.) ZORRO has been featured in more than 40 films, radio serials, paperback novels, comic books and other media, although possibly known by most from Disney's popular TV series, which aired for only 2 years, followed by made-for-TV movies for 2 more years. Info about the TV series can be found at [www.billcotter.com/zorro](http://www.billcotter.com/zorro). Most recently, Dynamite Entertainment re-launched Zorro in comic books and graphic novels in 2008.







**HOWARD BERG**



**BART QUEEN**



**JAY HENDERSON**

## Special Features & Break-Out Sessions

### THE FASTEST READER IN THE WEST

"Knowledge Management" In The Age Of Overwhelm: How To Read Faster, Comprehend Information Better, Use Ideas More Profitably

**HOWARD BERG** is recognized by the **Guinness Book of World Records** as **THE world's fastest reader** – recently seen on Neil Cavuto on FOX, speed-reading and explaining the 2,000+ page Obamacare legislation. Over 650,000 copies of his original "Mega Speed Reading Course" have been sold by Nightingale-Conant and via TV. Howard has appeared on over 1,000 radio and TV programs, featured in Forbes and Boardroom's BottomLine, shared the stage with Zig Ziglar and me, and is a dynamic, entertaining, amazing presenter who will challenge you and unleash your under-used capabilities to assimilate, organize and productively use information. From Howard, learn: how to dramatically increase your reading speed; focus on the five 'power points' for mastery of any subject, strengthen memory, even overcome writer's block. As you probably know, I speed-read and consider it a pricelessly valuable ability. I'm often asked about this. My friend Howard Berg has the answers!

(SPECIAL NOTE: HOWARD WILL ALSO BE DELIVERING A SEPARATE PRESENTATION TO THE YOUNG ENTREPRENEURS ATTENDING: HOW TO GET BETTER GRADES, MAKE STUDYING EASIER & HAVE MORE TIME FOR THE THINGS YOU LOVE!)

### A FISTFUL OF ACES

How To Put Yourself & Your Ideas Across

**BART QUEEN**, author of **10-Keys To Remarkability™**, has been seen on CBS, NBC, FOX and in USA TODAY, and is frequently called on to coach corporate CEO's and executives, entrepreneurs, attorneys, and other professionals in the art and science of clearly, concisely and powerfully communicating. Whether you are attempting to put yourself and your ideas across face to face, in the boardroom, in the seminar room, or via media or in the virtual world, you can strengthen your ability to articulate your position with greater impact and influence from Bart's insightful methodology.

### A POSSE YOU CAN COUNT ON

**NO ENTREPRENEUR CAN REALLY SUCCEED AS A LONE RANGER!**

How To Attract & Recruit Winners And Drive High-Level Staff Performance

Is there anything more vexing to most entrepreneurs than trying to get, keep, manage truly effective staff? **JAY HENDERSON** is the founder of **Real Talent Hiring**, providing a proprietary, sophisticated, extraordinarily accurate system for organizing your search and hiring, to know in advance how potential staff members will perform in your business....and for driving high

performance in individuals or teams. Jay is one of only eight Master Certified Consultants in the world trained to use the specific predictive science behind his system.

His exceptional background includes five years as a Regional Manager over clients and consultants in 9 states with the Covey Leadership Center, the business built on Stephen Covey's bestselling book '7 Habits of Highly Effective People.' One of our great GKIC Members, Tim Seward at ROI Revolution says: "Since we started putting all new hires through Jay's process – we've finally developed a team that is so strong, so competent that clients are asking me how I built such a great team." Jonathan Maxwell of Amazing Brands Restaurants: "I am blown away by how effective this is for us!"



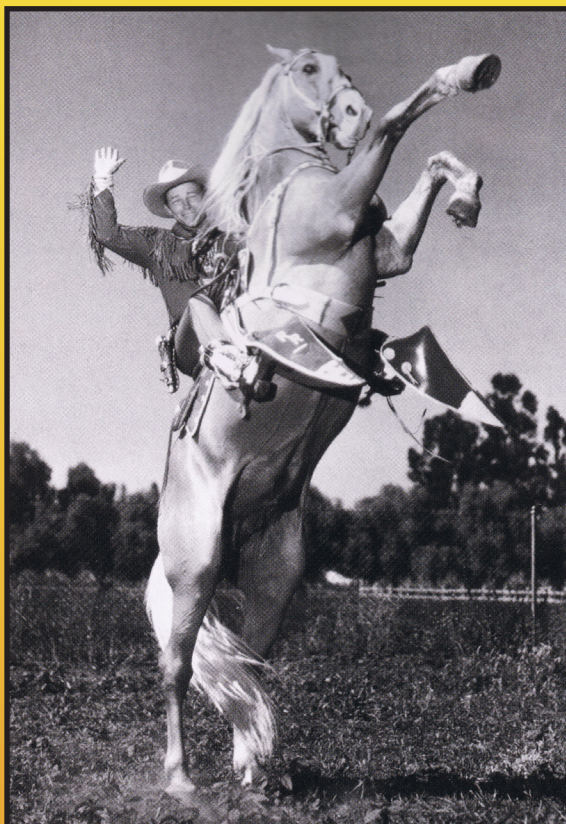
## HE WAS MY HERO.

He was as good as they come. He was a straight shooter – with his words, with his gun. He could sit a horse as if he'd been born in the saddle. He lived by a code. He was The King of the Cowboys. Roy Rogers. Oh, and he could sing 'n make the women swoon, too. He was twice inducted into the Country Music Hall of Fame, once with his group, The Sons of the Pioneers, once solo. *He appeared in more than 100 movies, and 100 TV show episodes* that I faithfully watched, surrounded by Roy and Dale and Trigger clothes, toys, books and guns. He has four stars on the Hollywood Walk of Fame. Back in the late 30's, there had been some serious competition in the singin' cowboy business, with Gene Autry, Tex Ritter, even John Wayne tried it (with dubbed vocals) in one movie. But Roy emerged as THE King of the Cowboys.

### **Roy's timing was fortuitous.**

With World War II, some parents went off to war, some kids didn't have dads, some dads didn't come home. A hero was a good thing. That wasn't my situation. Dad and I watched Roy together. But a hero who stood for some thing, a clarity of good and bad and right and wrong was still magnetic.

His daughter, Mimi Swift, says Roy's popularity was helped by timing, but best explained by his down-to-earth personality and authenticity.



### **Roy Rogers Riders Club Rules**

- Be neat and clean.
- Be courteous and polite.
- Always obey your parents.
- Protect the weak and help them.
- Be brave but never take chances.
- Study hard and learn all you can.
- Be kind to animals and care for them.
- Eat all your food and never waste any.
- Love God and go to Sunday School regularly.
- Always respect our flag and our country.

She says: "There were so many people who would come to the museum and just talk to him. He loved putting on his boots and hat and going over to the museum. He gave thrills to a lot of people when he'd just walk up behind them and they'd turn around and there was Roy Rogers. People still come up to me and tell me that in real life Mom and Dad were exactly the people that they, the fans, had hoped they would turn out to be."

**Roy was a quiet entrepreneur** – one of the first to keep a firm hold on all intellectual property rights, and a licensing juggernaut. From the famous Roy Rogers Lunch Boxes to toys, clothes, trading cards, comic books; thousands of items. His fan club business boomed, thanks to in-flow of over 400,000 pieces of fan mail a month, managed, answered. That's mail. People taking the trouble to write and mail letters. In envelopes, with stamps.

**Trigger was as famous as Roy.** The original Trigger, called The Old Man by Roy, appeared in every single film, every TV episode and countless live appearances for charity as well as promotional

work, but there were two other Triggers that helped– Little Trigger was the stunt horse, Trigger Jr. the dance routine horse. Roy and Trigger worked together for an amazing 30 years. Trigger lived to be 33, and when he died Roy couldn't bear to part with his old friend, thus the famous taxidermy, and Trigger on display posthumously. Roy said: "Without Trigger, there'd be no Roy Rogers."

Roy's son Dusty says: "All you had to do was watch those two, and see how they handled people, how they were around children and animals, then you just gleaned it from them, and thought 'Well, that's the person I want to be.'" Now, there's a worthy ideal; being that kind of a person.



ALL 100 TV SHOWS + MOVIES aire regularly, currently on RFDTV.

Go to RFDTV.com. Other info: [www.TriggerAndBullet.com](http://www.TriggerAndBullet.com). Roy Rogers Centennial info at

[www.CowboysAndIndians.com](http://www.CowboysAndIndians.com). This article drew from articles in Cowboys And Indians Magazine. Memorabilia from

The Roy Rogers Museum will be on display at my luncheon/reception for Titanium and Platinum Mastermind Members at the SuperConference.





## THREE, COUNT 'EM, THREE DAN KENNEDY PRESENTATIONS



### The Injuns Are All Running Casinos & Gunslingers Are Readin' Bad Guys Their Mirada Rights **THE RETURN OF HARD-CORE SELLING & CLOSING**

*Special Extended Length Session  
Equal to a 1-Day Seminar within the SuperConference<sup>SM</sup>*

Yes, smart marketing reduces the need for and stress of selling. *But. Still.* At some point, somebody's gotta sell something. I've been selling my entire life, starting in late teens. Came up eating only what I killed – and going hungry if I let the day's prey get away. What I have come to understand over 35+ years is that knowing how to sell and **being able to plan, craft and deliver effective sales presentations** is the source of total self-confidence and virtually unlimited income.

This knowledge is needed whether selling one to one, face to face, nose to nose, toes to toes or one to many, from the front of the room or via media, such as webinars, teleseminars or sales copy. Yet even many high income sales professionals are “winging it” with little understanding of and less use of architectural process or psychological sophistication – they are essentially running a numbers game rather than an operating system. Also, geez, have folks forgotten how to cancel out objections and close? I mean, *really* close. Take no prisoners closing. Well, *I* haven't.

**So, why listen to me on selling?** I love to sell, to craft a pitch, to lead a horse to water and make the damn critter drink – and I love teachin' it. Oh, and I actually DO personally sell well over a million dollars of my professional services and products every year. I still step out into the street and face down a crowd and send 'em in a stampede to the store. Now, more than ever, **YOU CAN'T AFFORD TO LOSE A SALE**, so this is as timely as tomorrow's sunrise. This Session WILL MAKE YOU MONEY.

- Zig Ziglar said I was the best platform salesperson he'd ever seen.
- Have built over 100 different sales scripts/presentations each worth at least \$1-million
- Even when I take on major marketing projects @ fees upwards from \$500,000, I zero in on the selling – fixing what's happening at the final, face to face sale (and it always needs fixing!)
- I once re-tooled a sales team's presentation and took them from closing one out of eleven to one out of three prospects
- I have repeatedly turned timid tin men into courageous lions in selling and platform selling

### Some of what you'll get from me in this Session...

- THE CRAFT: How To Start From Scratch & Craft A Sales Presentation
- SALES LESSONS I PRIZE FROM Charles Atlas, Houdini, Zig Ziglar,
- HOW TO GET TO 90%+ CLOSING RATE in person to person selling
- HOW TO INCREASE SALES @ Webinars & TeleSeminars by 50%
- What Ronald Reagan Knew About Selling Himself  
& His Ideas That His Opponents Did Not & Politicians Since Do Not
- Zero-Stress Selling: the sale should be without stress for buyer or seller
- The “Trap Technique” Used Routinely By David Gregory on Meet The Press – that Jack Welch refused to fall for, but just about everybody else does – and how you can use it secretly
- The One Essential Ingredient For A High Close Rate & How To Create It
- The Five Best Closing Architectures (You Don't Need Any Others)
- How To De-Fuse The ‘Sticker Shock’ Bomb Before Getting To Price
- The #1 Reason People Buy – That Should NOT Govern Their Decision-Making



## MAVERICK

was born as a Western TV series with comic overtones, created by Roy Huggins, starring actor James Garner – who later starred in *The Rockford Files*, essentially his Maverick character time-machined to the present. Maverick was a spin on the hero of Westerns: he was vocally reluctant to risk his life, flim-flammed and out-smarted adversaries in favor of guns – in one episode, he was called *The Slowest Gun In The West*. He was, by trade, an itinerant poker player traveling the West, getting in and out of trouble, and interfering on behalf of the aggrieved. In making Maverick a reluctant hero, Huggins broke new ground with TV westerns. At the height of the TV show's popularity, a series of popular comic books was published. In 1994, a feature film had Mel Gibson as Maverick, with James Garner in a small role as his father. Mel Gibson needed lessons to fast-draw a gun from a holster; Garner did not.

AN AUTOGRAPHED MAVERICK TV SERIES POSTER is up for Silent Auction to benefit my favorite animal charities, Happy Trails Farm Animal Sanctuary and New Vacations (retirement agency for racehorses). **ON DISPLAY IN THE EXHIBIT AREA.**







## THREE, COUNT 'EM, THREE DAN KENNEDY PRESENTATIONS



### WHEN YOU'VE ONLY GOT SIX BULLETS

*What are THE six best & essential marketing/entrepreneurial “silver bullets” you should never leave the ranch to ride the open range without?*

Halbert used to ask how you would put together a direct-mail campaign *if your life or your kidnapped child's life depended on its success?* Robert Collier said a copywriter should invest all he knew in each project as if his life depended on it. Few approach their work this way. Few are rich. Maybe just a coincidence? So, **if I could only have six strategies or tactics to use, which six would I stake my life on?** In this session, I'll show 'n tell you exactly that, and why, and how to apply 'em to your business. **This also gets to the issue of FOCUS.** The range and diversity of media, the number of marketing activities possible, the pressure to spread yourself thinner, the stress of just keeping up, even the exit from the SuperConference<sup>SM</sup> with more ideas than you can haul let alone do – how do you focus on what's most important and beneficial to you? How do you pick the best six bullets to load into your revolver? *I'm a master at ignoring things!* At denying distractions and working my personal plan. Here, I'll give you some insight into all that.

CLARITY is one of the most valuable things any person can ever possess – about who they are; about what they're trying to accomplish; about what deserves their energy (and what doesn't); about what to do today to best move forward. Let's find the Six Points Of Greatest Leverage in your business, in your experience, in your story.



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**for lowest fees & best discounts and incentives**

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HIGH NOON,  
DECEMBER 30<sup>TH</sup>



## THE LONE RANGER

*“Hi Yo Silver – Away!”* With his faithful Indian companion Tonto, the daring, resourceful and mysterious masked rider of the plains, led the fight for law and order in the early West. Most know The Lone Ranger from the TV series starring Clayton Moore (and Jay Silverheels as Tonto) that aired from 1949 to 1957, but in re-runs through 2010, 60+ years after their first broadcast – but he was born on radio in Detroit, Michigan in 1933, and lived in 2,956 episodes. The popular characters appeared in movies, comic books, 18 novels, pulp-fiction magazines, and a TV cartoon series.

The Lone Ranger's origin story has his real identity as Dan Reid, the lone Texas Ranger to survive a deadly ambush by a band of outlaws

led by Butch Cavendish. Tonto finds and aids the injured Reid, and they create six graves, and let the outlaw gang believe all the lawmen died, so that the invented Lone Ranger can bring them to justice. At times, The Lone Ranger is suspected of being an outlaw by law enforcement, but is, of course, a hero. He used only silver bullets, to remind that life is precious, not to be wasted – and never shot to kill, only to disarm his opponents. The creators of The Lone Ranger had him father a son, also named Dan Reid, who they then made the father of Britt Reid – who's secret identity was The Green Hornet, a masked crime-fighter who, with his trusty sidekick Kato, the tricked out car The Black Beauty in place of The Lone Ranger's gleaming white



## THREE, COUNT 'EM, THREE DAN KENNEDY PRESENTATIONS

### THE PONY EXPRESS RIDES AGAIN!

*Yes, the hottest new marketing and sales media is Direct-Mail.*



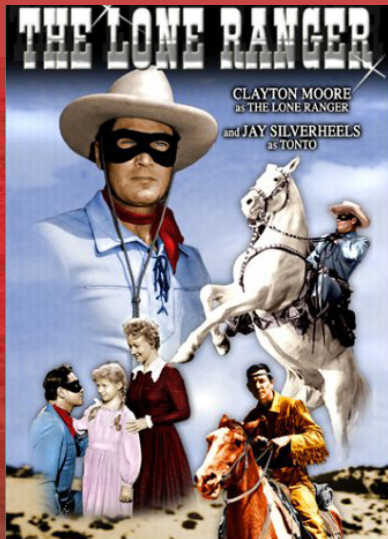
Yes, the hottest new marketing and sales media is Direct-Mail. All the cool kids are using it: Ryan Deiss, Russell Brunson, Frank Kern. Google is using it. Companies selling web site development, SCO training workshops and software use it. In issue after issue of the NO B.S. MARKETING LETTER, I have been providing research and case history proof and examples of non-profits and charities, the 50 top direct marketing companies' and others reliance on direct-mail.

Well, I've had a long, long and unending love affair with direct-mail. Recently, at a meeting, a client of mine talked about his SIX YEARS' uninterrupted use of a sales letter I wrote for him – which has now been worth more than \$6-million, but as importantly, has needed no changes in 6 years. That, cowboys and cowgirls, is an ASSET to admire and covet! His is just one such example of many. So, here's what I say: no matter what your business is, I can show you how to improve its sales, profits, new customer acquisition and stability with smart direct-mail. AND ON STAGE, RIGHT BEFORE YOUR VERY EYES, I'LL SHOW YOU FIVE DIFFERENT “MAXIMUM PROFIT” DIRECT-MAIL STRATEGIES READY TO APPLY TO YOUR BUSINESS & YOU'LL GET THE EXAMPLES IN A “DIRECT-MAIL GOLD RUSH” MANUAL GIVEN ONLY WITH THIS SESSION. If you can't take my GOLD RUSH MANUAL home and use it to create a fast cash flow surge or plug a hole in your bucket to capture lost sales, you're a worthy candidate to join the Gang That Can't Shoot Straight.

### THE DAN KENNEDY \$10,000.00 DIRECT MAIL CHALLENGE

IF YOU CAN COME FORWARD IN A BUSINESS THAT I CAN'T SHOW YOU EXAMPLES OF SUCCESSFUL, PROFITABLE DIRECT-MAIL IN OR PRODUCE A DIRECT-MAIL STRATEGY FOR, I'LL AWARD YOU \$10,000.00 CASH ON STAGE AT THE SUPERCONFERENCE<sup>SM</sup> IN FRONT OF GOD 'N EVERYBODY. DEADLINE: DECEMBER 30<sup>TH</sup>. FAX A ONE PAGE DESCRIPTION OF THE BUSINESS AND THE CHALLENGE WITH YOUR COMPLETE CONTACT INFO INCLUDING FAX# (MANDATORY OR ENTRY VOID) TO ME AT: 602-269-3113, CLEARLY MARKED SUPERCONFERENCE<sup>SM</sup> DIRECT-MAIL CHALLENGE.

horse Silver, and a non-lethal gas gun, battled the corrupt politicians and evil-doers of the city. Furthering the idea from The Lone Ranger, The Green Hornet is believed by criminals, law enforcement and media alike to be a criminal mastermind, enabling him to infiltrate and terrorize rival crooks – his true identity known only to Kato and the police commissioner. This spin-off occurred first as a radio drama, thanks to the enormous success of The Lone Ranger radio series. A Green Hornet TV show was done by the creators of the campy Batman TV show. Most recently, a miserable Green Hornet movie came through theaters to cable, but The Green Hornet lives in true form in comic books and novels. Disney has the rights to produce a new Lone Ranger feature film, but in August, 2011 announced an indefinite delay on production due to budgetary concerns and the poor reception to other Western films, notably Cowboys & Aliens.



### from The Lone Ranger Creed

I believe that to have a friend, a man must be one.

That all men are created equal and that everyone has within himself the power to make this a better world.

That God put the firewood there but that every man must gather and light it himself.

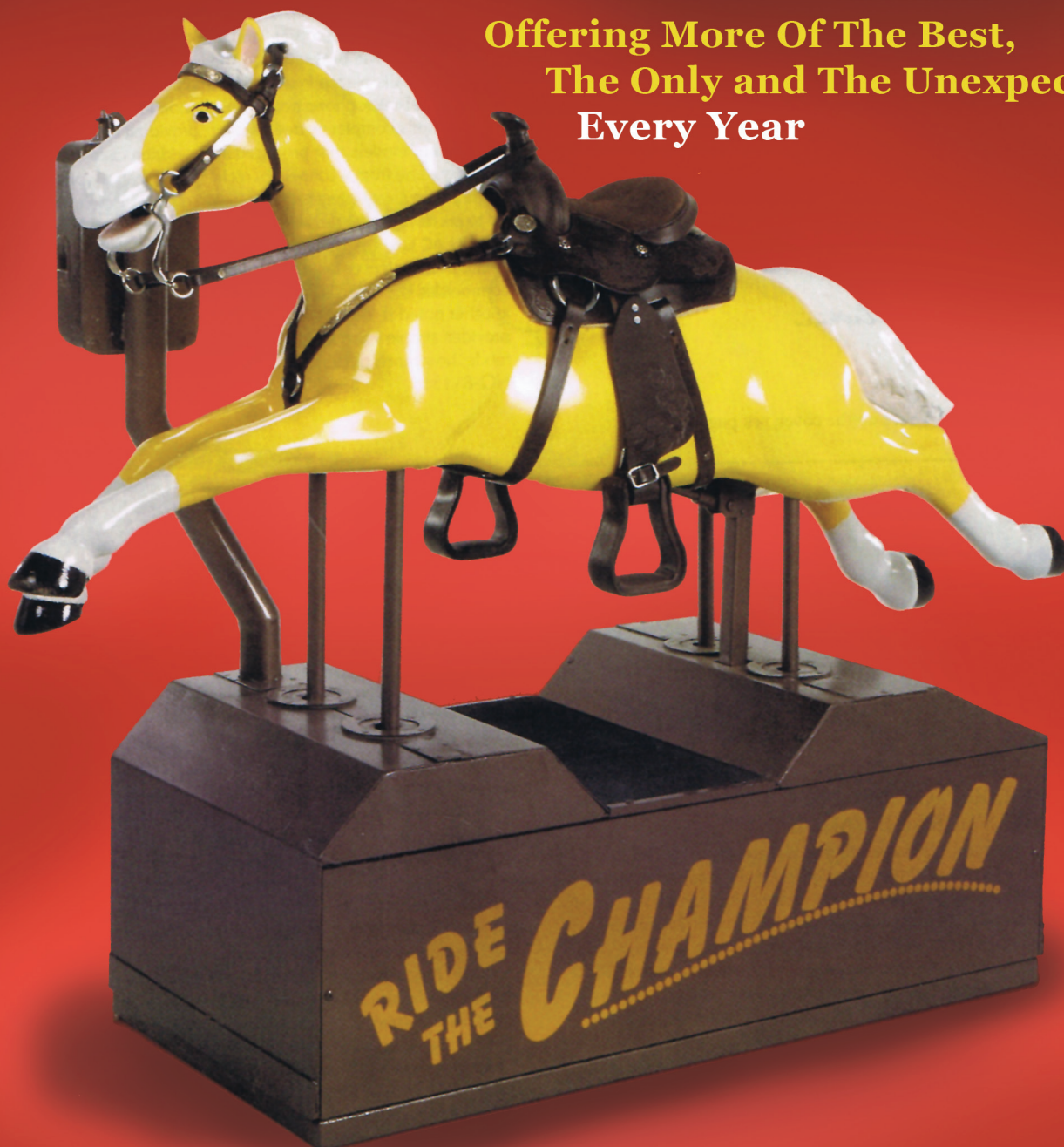


*GKIC Presents*

# **THE Marketing & Money-Making SuperConference<sup>SM</sup>**

*and Members'  
International Convention*

**Offering More Of The Best,  
The Only and The Unexpected  
Every Year**



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for lowest registration fees & best discounts and incentives

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# **NEW, FIRST YEAR! - ADDED PRE-CONFERENCE** **GKIC Marketing Where GKIC Marketing Shouldn't Work** Transforming a Professional Practice into an Entrepreneurial Business

## FOR LEGAL AND FINANCIAL SERVICES PRACTICE OWNERS

Secrets of Great Professional  
Practice Marketing  
+ Networking Opportunity  
8:00AM -6:00PM

*facilitated by Ben Glass*

Ben Glass is the CEO of Great Legal Marketing LLC, providing advertising, marketing and business training, tools, done-for-them services and coaching to thousands of attorneys and professional practice owners and law firms nationwide, including personal injury, DUI, family law and other kinds of practices. Ben's own highly successful law firm based in Fairfax, Virginia leads the field in innovative, successful offline and local-online marketing. During this Special Interest Group Session you'll get a look at some of the most effective legal marketing from Ben's firm and top law practices using his strategies and have an opportunity to network and share information with fellow professionals. Session open to attorneys, CPA's, financial professionals and other advisors.

*"Ben Glass takes law practice building to a whole new level — innovative, smart, ethical, and life enhancing too! No one knows this subject better."*

Patrick A. Malone  
Washington, DC  
Medical Malpractice/Drug Product Liability

## FOR HEALTHCARE PRACTICE OWNERS

Chiropractic Physicians, Dentists, M.D.'s, etc:  
Secrets of Great Health Care Marketing  
+ Networking Opportunities  
8:00AM - 6:00PM

*facilitated by Rem Jackson*

During this Special Interest Group Session you'll get a look at some of the most effective health care practice marketing from Rem's Top Practices firm using his strategies and have an opportunity to network and share information with fellow professionals. Session open to all operators of local health care practices, as well as other health related businesses.

Rem Jackson is the Founder and CEO of Top Practices, LLC, a company dedicated to helping healthcare practice owners reach their full potential through innovative marketing, practice management, and professional development programs. Rem has been guiding medical practice professionals as a coach and trainer for over 18 years. Top Practices is the business partner that top healthcare professionals turn to for guidance to achieve better results in marketing their private practices.

*"Rem is a master marketer with an unbelievably effective system to build your practice. Rem is your coach, he is there to lead you through your challenges in your practices and make sure you come out the other end stronger."*

Jeff Frederick, DPM, Berkely, MI, President AAPPM, Past  
President, Michigan Podiatry Medical Association

## FOR THOUGHT LEADERS

AUTHORS, SPEAKERS,  
WORKSHOP PRESENTERS, COACHES  
12:00PM - 4:00PM

*Presented by Dan Kennedy*

DAN KENNEDY has sustained status as a celebrated and respected thought-leader, author, speaker and advisor – "guru" – over 35 years in multiple niches (peers in professional speaking; chiropractic and dentistry; as "consultant to the consultants") and with the broad spectrum of small business owners and entrepreneurs. In this unique session, he will speak candidly about entering a market and creating celebrity, credibility and controversy in a market, building an audience, and sustaining longevity and the interest of that audience over an extended period of time – as he has gone from Young Gun to Elder Statesman in his markets.

Dan will also share insider's information about his approaches to authorship and publishing, speaking, and the development of high-interest content. There will also be extended, open Q&A time, and networking with those who share your interests.

**'To participate in one of these Full day Special Interest Group Sessions, simply check off the box on your registration form.'**



## WYATT EARP

is famous for the bloody **GUNFIGHT AT THE O.K. CORRAL** in Tombstone, Arizona, October 26, 1881. Although the gunfight probably lasted less than a minute, it defined Earp for the rest of his life. That fame plus Wyatt's penchant for self-aggrandizing storytelling and promotion, produced his reputation as the Old West's toughest and deadliest gunmen on the side of justice – despite a more complicated and less heroic true biography.

Earp became a fearless Western hero in countless novels and films, and at various times, was paid appearance fees and lecture fees because of his celebrity. Earp's true career included living on and off as a gambler, an investor in gold and silver mines, farmer, rancher, saloon-owner (arrested three times for operating houses of ill-repute), and a deputy marshal.

In 1885, Earp moved to San Diego, where the railroad was due to arrive and a real estate boom underway, and Earp speculated in real estate, and bought up saloons and gaming halls – churning out over \$1,000.00 a night in profits at their peak.

Throughout his life, he was continually in pursuit of opportunity in boom towns, which took him from

Dodge City to Tombstone, where he invested in a mine and water rights, before the conflicts with outlaws culminating in the famous O.K. Corral gunfight. Earp also participated in the Alaska Gold Rush, and owned the largest and most luxurious saloon in Nome, Alaska – the town's first 2-story building.

Late in life, he lived in Hollywood, and often served as paid or un-paid consultant on Western movie sets – he was once served coffee on a set by a fledgling actor, John Wayne. At several points in his life he was rich, although he died poor.

As trivia, he won his first race horse in a card game, and at one time, owned a stable of racehorses in northern California. He even personally drove in and won a harness race.

In movies, Wyatt Earp has been portrayed by Randolph Scott, Henry Fonda, James Garner, Kevin Costner, Kurt Russell, and others. A Wyatt Earp TV show starring Hugh O'Brien ran for six seasons, and Earp was somehow connected to at least six other popular TV westerns, including *Gunsmoke*. Wyatt Earp was more recently featured in two episodes of the outstanding HBO drama, *Deadwood*.





# GUNFIGHT AT THE GKIC CORRAL



## BONUS DAY

A new Marketer Of The Year Competition 'n Showcase – with top winners in ten categories going to Winners Weekend Mastermind With Dan & A Special Guest Expert in Orlando, Florida, all expenses paid! (Runners-Up get GKIC-CASH and other Awards and Prizes.) All winners receive recognition in the *No B.S. Marketing Letter* and right to use their award designation in their personal marketing. THE GKIC MARKETER OF THE YEAR, one of the ten category winners, wins a \$5,000.00 CASH AWARD or a 40-minute telephone consultation with Dan. DURING THE GUNFIGHT, you'll see the very best marketing gunfighters in GKIC Membership dueling it out, and you're bound to ride off into the sunset with your saddle-bags loaded down with fantastic ideas! Do NOT make the mistake of under-valuing this!!! What a fantastic opportunity this is, is to see a huge variety of WHAT'S MAKING MONEY NOW, IN THIS ECONOMY, IN REAL BUSINESSES!!!! David Sandler famously said, "Can't really learn to ride a bicycle in a chair in a classroom." These great GKIC Members got out there and DID IT. No school-marms here: real "doers" makin' things happen.

Of course, you're urged to strap it on and compete yourself – entry instructions provided as soon as you register. Category Winners Announced at HIGH NOON!

## CHUCK WAGON LUNCH & EXPERT ROUNDTABLES

At least ten different selected Experts on different advertising, marketing, online marketing and money-making subjects will lead table discussions for 2 hours, so you can roam as you choose, and pose your questions to the experts of your choice. Also, our good friend, Dave Dee will have a table teaching you a close-up "money magic" trick you can swiftly master and use to amaze and astound all the cowpokes back at your ranch! You'll be the star at the campfire! EXPERTS ROUNDTABLES has always been a popular SuperConference<sup>SM</sup> feature. Now you can use it as opportunity to crystallize your thinkin' at the end of the SuperConference<sup>SM</sup>.

## THE FINAL GUNFIGHT

Two of the ten category winners & finalists will be put to a Test of Cunning & Fast-Draw Speed on stage – revealing THE most prized and profitable strategy they've drawn from GKIC and use in their business, then THE MARKETER OF THE YEAR will be decided by The Hanging Judge! (The Runner-up gets the noose!)





## HOW TO HIT YOUR TARGETS

LIKE A DEAD EYE CRACKSHOT WITHOUT A MOMENT'S HESITATION

LEE MILTEER has an extraordinary track record of speaking and coaching salespeople, executives and entrepreneurs to peak performance – including work with many of America's most respected companies like Disney and FedEx, even NASA, and, of course, with GKIC, now its IC-Program (Implementation Coaching)\*. Lee is particularly gifted at getting entrepreneurs to clarity of purpose and plan, so that productive implementation is possible.

At SuperConference<sup>SM</sup> 2012, she'll be sharing new research and information about 'the psychology of implementation', as well as breakthroughs achieved by GKIC Members working with her methods. There will also be a separate, break-out session and/or luncheon for Implementation Coaching Members.

\*If you are not familiar with the IC PROGRAM, you may request information from GKIC. It is the place for you if you know that half your energy and effort is wasted – but can't figure out which half! Seriously, if you recognize the importance of clarity and definiteness of purpose, well-organized effort, having a personal process for maximum productivity, intuition and creativity, and achieving greater implementation through effective communication, management and motivation of others, the IC PROGRAM affords you a unique opportunity to explore these subjects in-depth, in group meetings with others GKIC Members who share your interests, led by Lee, and to benefit from a carefully chosen slate of guest experts bringing new ways of getting things done faster and better to the group. This is the only mastermind-group/coaching program specifically devoted to accelerating speed of accomplishing goals – whether business or personal or both. Ultimately, participation in the IC PROGRAM is about perfecting a superior "Operating System" for your business and your life.

**"DON'T SQUAT  
WITH YER SPURS ON."**

**Texas Bix Bender**

"THERE ARE, OF COURSE, A GREAT MANY DISTINCTIONS BETWEEN THE SMALL MINORITY OF HIGHLY SUCCESSFUL PEOPLE AND BUSINESSPEOPLE AND THE HUGE MAJORITY OF DISTANT ALSO-RANS. ONE IS THE EXTENT TO WHICH THEY INVEST IN SELF-IMPROVEMENT, KNOWLEDGE-IMPROVEMENT, CURIOUS INVESTIGATION. THAT REFLECTS THEIR TRUE LEVEL OF AMBITION. ANOTHER IS THE EXTENT TO WHICH THEY ARE ACTIVELY ENGAGED IN CHANGE. MOST PEOPLE ARE MERELY WALKING THE SAME TRAIL DAY AFTER DAY. YET ANOTHER IS THE EXTENT TO WHICH THEY ARE ACTIVE, PERIOD. MOST ARE SITTING, MUST BE DISTURBED BY SOMEONE OR SOMETHING BEFORE REACTING. INITIATIVE IS A DIFFERENCE. 'TAKING THE BULL BY THE HORNS' MEANS RUNNING AT OPPORTUNITY, NOT WAITING FOR IT TO COME AND KNOCK AT YOUR DOOR."

**Dan Kennedy**

## ANNIE OAKLEY

may be best known for her years (1885-1901) as the star of *Buffalo Bill's Wild West Show*, the first woman ever to star in such a tour. She was the star of one of Thomas Edison's earliest Kinetoscope films, featuring her exhibition of "rifle shooting at glass balls" – the movie role arranged thanks to the friendship between Edison and Buffalo Bill. In 1922, at age 62, at a shooting competition, Annie Oakley hit 100 clay targets in a row from 16 yards. In late 1922, she suffered a debilitating auto accident that forced her to wear a steel brace on her leg, but after a year of recovery, she returned to performing and again broke and set shooting records in 1924.

Her most famous trick was being able to split a playing cards edge and put several more holes in it before it hit the ground, using a .22 caliber rifle, at 90 feet.

Her entire biography includes rise from abject poverty, overcoming the overwhelming discrimination against women of the time, campaigning for women's rights to hold paid employment, earn equal pay, and carry firearms for self-defense. She coached more than 2,000 women on shooting and firearms safety, and also taught shooting to World War I soldiers. She was America's first female superstar. Highly fictionalized versions of Annie Oakley were basis for the Broadway musical *Annie Get Your Gun* (1946, with Ethel Merman; revived in 1999, with Bernadette Peters) and a TV series (1954-1956).

The Annie Oakley motto: "AIM AT A HIGH MARK and you will hit it. No, not the first time, nor the second and maybe not the third. But keep on aiming and keep on shooting and finally you'll hit the bullseye of success."

### The Life and Legacy of ANNIE OAKLEY



**BY GLENDA RILEY**



# JOHN WAYNE

(born Marion Morrison in 1907) starred in more than 200 films spanning a 50 year career, most of them Westerns. He won an Oscar for *True Grit* in 1969. By the early 1960's, 161 of his films had grossed \$350-million, he was paid as much as \$650,000.00 for a role, and he was one of the most bankable, reliable stars in Hollywood. His first film was *The Big Trail* in 1930, his last *The Shootist*, in 1976, about a celebrated gunslinger dying of cancer – and John died of stomach cancer in 1979.

Wayne was an ardent, vocal conservative, but with an independent streak – he supported President Carter's Panama Canal treaties. Before catching on as an actor, he worked as a truck driver, ice hauler and fruit picker. He said he knew his acting ability was limited, so he created his classic drawl, squint and walk as a gimmick, and, of course, could ride as a real cowboy. He was fiercely protective of his image, famously refusing to shoot anybody in the back in any movie. In his late years, he was invested in cattle ranches in Arizona, but lived in an 11-room house on the water in Newport Beach, California, where he had a 135-foot yacht. For everything John Wayne, visit [www.Wayne.com](http://www.Wayne.com).

Because of his clear-cut, right is right, wrong is wrong on-screen characters and his off-screen conservative advocacy, John Wayne became an American icon. He requested his tombstone read "Feo, Fuerte y Formal", meaning "ugly, strong, dignified", but his grave was unmarked for 20 years and is now marked with a quote from his 1971 *Playboy* interview: "Tomorrow is the most important thing in life. Comes to us at midnight very clean. It's perfect when it arrives and puts itself into our hands. It hopes we've learned something from yesterday."

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[www.dankennedy.com/sc2012](http://www.dankennedy.com/sc2012)

**HIGH NOON, DECEMBER 30<sup>TH</sup>**



## JOHN WAYNE-ISMS

- the first is my favorite -

"Life is tough. But it's tougher when you're stupid."

"A man's got to have a code, a creed to live by, no matter his job."

"There's right and there's wrong – you gotta do one or the other."



# WARNING – Warning

## - TO ALL LAZY VARMINTS -

EACH YEAR  
I BRIEFLY  
DEBATE COMING  
BACK TO ANOTHER  
SUPERCONFERENCE<sup>SM</sup>

- because I still  
haven't implemented  
everything from the  
last one! But each  
new SuperConference<sup>SM</sup>  
keeps me moving forward,  
always working on  
the newest and best  
ideas, best practices  
and techniques and  
technology.

This is what keeps  
me miles ahead of my  
competition.

- NILE NICKEL,  
Diamond Member

EVERY TIME I ATTEND a GKIC  
event, my business improves,  
my income increases, and my  
overall quality of life and the  
lives of my family members  
improves exponentially.

GKIC FOR LIFE!

TRAVIS TOOKE,  
Diamond Member

AS AN ENTREPRENEUR, WIFE,  
MOTHER OF FIVE CHILDREN, I need

to be able to leave a conference that takes days out  
of my life with information I can implement immediately  
and access to professionals who can implement for me.  
At the 2011 SuperConference<sup>SM</sup>, I received a year of  
coaching and strategies in 3 days. My husband and I  
have a very successful network marketing business and  
have recently launched two businesses that grew out  
of the first, and we're leaving with productive actions  
for all three, to start Monday.

- BECKY CASH, Gold Member

I BROUGHT MY FAMILY HALFWAY AROUND THE WORLD  
to be at SuperConference<sup>SM</sup> 2011, to see Dan Kennedy  
to see so many people in one place, committed to bigger  
and better, is exciting. I've learned new, ground-breaking  
techniques and been able to fine-tune what I'm already  
doing. I'm determined now to implement "scripting" into my  
practice instead of letting everyone wing it that may  
have been the biggest Ah-Ha! Moment for me.

NARELLE MONTGOMERY,  
Diamond Member

LAST YEAR I TRIPLED MY  
BUSINESS thanks to the  
information I collected at the  
SUPERCONFERENCE<sup>SM</sup>. This year I  
expect to do even better.

- BRANNON LLOYD,  
Diamond-Luxury Member



Do NOT Read This If You Are Trying To Talk Yourself Out Of Attending SuperConference<sup>SM</sup> 2012. If you read what these Members have to say, you will not be able to justify stayin' back at your ranch, unless you've got the ambition of an aardvark. If you're lookin' fer a good excuse to sneak out back for a nap, you ain't gonna find it here. These folks cowboy up — and I dare ya to read their thoughts and not see the wisdom of joinin' em...

THIS IS MY 5TH GKIC EVENT in just the past 2 years and they keep getting better and better and better. At the 2011 SuperConference<sup>SM</sup> Dan's Extreme Productivity Blueprint was one big Ah-Ha! - made me realize things that were right in front of my face that I didn't see before.

- JOSH KELLEY (with BILL GOUGH)  
- Diamond - Luxury/ Titanium Group Member

MIND BLOWN! I'm a 25 year old with a brick-a-mortar locations. I never saw all I just saw here (at SuperConference<sup>SM</sup>) since I was following my industry norms. I have finally found MY PEOPLE - who speak my language, understand my frustrations, have really useful tools for me. Now direct marketing will be the foundation of my business and Kennedy-isms will drive my thought process.

- JASON HEARD,  
New Gold Member

I WAS HAPPIER THAN A POSSUM WHO CROSSED THE INTERSTATE when I saw that GKIC was again having a Young Entrepreneurs' Program at the 2011 SuperConference<sup>SM</sup>. My son, a typical 11 year old, is engrossed in video games, Pokemon cards, etc., and I was a little worried when I told him I'd signed him up, I'd get the "Aww Mom, do I have to?" — but he lit up like a Christmas tree and couldn't wait to get on the plane. Now he has understanding of opportunities he'd never be exposed to anywhere else. And, of course, I came away with some things I could immediately implement, starting in my room the same night.

— HEIDI CHAPMAN, Gold Member

I BROUGHT MY SON — he started his own business while in college and has continued it full-time after graduation. As a Dad watching him struggle with a new business in a tough economy is hard. Seeing the light bulbs go on for him here at SuperConference<sup>SM</sup> has been a joy! He has bought into the GKIC way, joined as a new Gold Member, bought some important books and I feel certain with his work ethic and GKIC methods, he'll be a big success. Thank you!

— RICK HEARD, Gold Member





**“But Wait -  
There’s More!!!”**

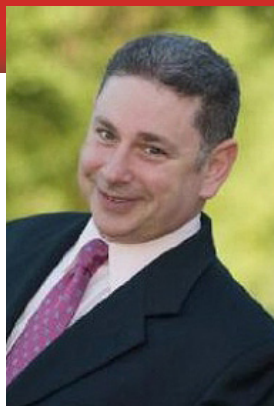


**2 High-Value, Money In  
Your Pocket, Go Home ‘n  
Do It, No B.S. Sessions With  
My Latest Co-Authors**

## JEFF SLUTSKY

### No B.S. GRASSROOTS MARKETING:

Turning Pennies Into Dollars, Making Advertising & Marketing Pay At The Local Level, Creating & Implementing Great Promotions For New Customers Or Cash Flow Surges



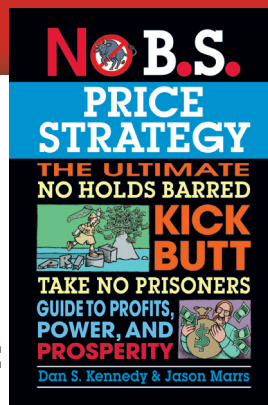
#### TAKE HOME A GOLDEN LASSO!

For the local bricks-n-mortar business, service business, practice, restaurant: here is the “system that never fails” for increasing sales at the local level, with a shoe-string budget. Jeff gets out there, sleeves rolled up, and does it – often creating Grassroots Marketing Campaigns for a selected group of fast food restaurants, stores, or other businesses in a local area, mobilizing the operators and staffs, coordinating strategic alliances and promotions with other merchants, attending to every detail on the ground, for weeks at a time. “Results – that’s the best way I know to describe Jeff’s program” – *McDonalds*. “Slutsky is a master at strategies for small businesses that don’t have a lot of money to spend.” – *Wall Street Journal*. I’ve known Jeff for at least 20 years and have now worked closely with him on our new Grassroots Marketing book, and I can personally attest to the fact that he knows his stuff, deals in dollars-based, ruthlessly accountable return on investment, well-proven strategies. I LOVE THIS STUFF! This is “where” I grew up and still love to work – in the real world, bringing real customers through real doors, to local promotional seminars and in-office/ in-store events, to sales, back for repeat business. Jeff IS a master at it. If you want practical, practical, practical, from an in-the-trenches guy, do NOT miss THIS session!

## JASON MARRS

### No B.S. Price Strategy

Advanced Strategies:  
Pricing for Profit, Prosperity & Purpose  
How To Make This SuperConference<sup>SM</sup> FREE



#### FIX YOUR DAMN FENCE – MONEY’S WANDERING OFF!!!!

The PRICE STRATEGY book Jason and I co-authored is proving to be the most powerful of all the NO B.S. books – with instant, positive results reported by many. But it’s just the beginning. Here’s your opportunity to dig deeper and market and sell much smarter...and to easily re-pay your investment in the entire SuperConference<sup>SM</sup> and next year’s as well with some well-crafted adjustments to your price strategy immediately upon returning home. Jason is creator of The Simple Strategic Pricing System<sup>SM</sup>, and an intense researcher, innovator and coach in all aspects of price – from getting businesspeople past their own price reluctance to erasing their prospects’ and customers’ price resistance. That’s powerful stuff!

In this Special Session: discover the FOUR PURPOSES of price and how to leverage them, the common self-sabotage mistakes (egs.: why adding value can do harm, not good and steal your pricing power). Jason, by the way, is known to many GKIC Members as “the guy who competes with free,” famously marketing his wife’s practice at premium fees up against free gov’t services promoted to parents through the schools. **I PERSONALLY PROMISE: YOU ARE ROBBING YOURSELF RIGHT NOW**, and let Jason ride to your rescue! There is money waiting for you in this Session.

**How do you pick the best six bullets to load into your revolver? Dan is a master at ignoring things!  
At denying distractions and working his personal plan.  
Here, Dan will give you some insight into all that.**

CLARITY is one of the most valuable things any person can ever possess – about who they are; about what they're trying to accomplish; about what deserves their energy (and what doesn't); about what to do today to best move forward. Let's find the Six Points Of Greatest Leverage in your business, in your experience, in your story.



## RODEO DETAILS

**WAIT & BE LOCKED OUT.** Before this material even went to press, more than 500 of spots at the SuperConference<sup>SM</sup> were already sold from last year's SuperConference<sup>SM</sup> and at the recently conducted Info-SUMMIT<sup>SM</sup>.

**EARLY REGISTRATION DISCOUNTS & INCENTIVES EXPIRE @ MIDNIGHT ON FRIDAY, DECEMBER 30TH.** HIGHER FEES will be in place for ALL registrations after this date – no exceptions. Also: convenient monthly payments are available.

**Gold Members:** (Regularly \$2,497.00):

4-Monthly Installments of \$497 or Prepay \$1597  
(Total Savings of \$900.00)

**Bonus Day:** \$597.00 (Added onto your registration fee)

**Guest SC:** \$397.00 (Limit 2... Spouse/significant other, w-2, 1099)

**Guest Bonus Day:** \$197.00 (Limit 2... Spouse/significant other, w-2, 1099)

NOTE: You can 'UPGRADE' your Membership Level to DIAMOND Luxury in Order to Take Advantage of the Higher Level Membership Discounted Enrollment Fees.

**DIAMOND Members:** (Regularly \$2,497.00):

3-Monthly Installments of \$497 or Prepay \$1097  
(Total Savings of \$1400.00)

**Bonus Day:** \$397.00 (Added onto your registration fee)

**Guest SC:** \$397.00 (Limit 2... Spouse/significant other, w-2, 1099)

**Guest Bonus Day:** \$197.00 (Limit 2... Spouse/significant other, w-2, 1099)

**DATES:** Pre-Conference Group Sessions - April 18th  
SuperConference<sup>SM</sup> – Apr. 19th - Apr. 21st  
**BONUS DAY** – Apr. 22nd

**LOCATION:** Dallas, Texas. Location & info provided after registration. Easy airport connections from anywhere!!!

**CANCELLATION:** 100% refund on cancellations 30+ days

**= GKIC MARKETING: WHERE GKIC MARKETING SHOULDN'T WORK=**

Primary - \$697 - Guest \$197 Wednesday April 18th

*(Choose one of three sessions)*

**= VIP TICKET =** \$249 (for Gold or Diamond)

*Early bird seating, VIP Lunch, VIP Gift Swag gift bag, and 2 drink tickets for networking party.*

**= KIDS SESSION=** \$97 13-18 years of age

**SuperConference<sup>SM</sup> Guarantee:** If, at ANY time during the first day of the SuperConference<sup>SM</sup> you honestly believe you've made a mistake and that you don't belong here or you are otherwise disappointed, you need only say so to receive a FULL 100% fee REFUND PLUS up to \$500 toward your documented travel and lodging expenses. PLUS... 100% on Cancellations 30+ Days before the SuperConference<sup>SM</sup>.

**URGENT REGISTRATION DEADLINE**  
**for lowest fees & best discounts and incentives**

Register Now With Enclosed Form Or Online At: [www.dankennedy.com/sc2012](http://www.dankennedy.com/sc2012)

**HIGH NOON,  
DECEMBER 30<sup>TH</sup>**





GLAZER-KENNEDY  
INSIDER'S CIRCLE

**URGENT REGISTRATION DEADLINE - DECEMBER 30TH**

Register Now With Enclosed Form Or Online At: [www.dankennedy.com/sc2012](http://www.dankennedy.com/sc2012)