

From Dan Kennedy
**Announcing the “NEW & IMPROVED”, Ultimate
Mastermind AND Elite Training Program
For Info-Marketers**

GKIC PLATINUM 2013

To the Rising Info-Marketer –

For 2013, the Platinum Program for Info-Marketers has been given a terrific make-over and presents a great opportunity to get direct, hands-on help in taking your info-marketing business to new heights, *at faster pace of progress.*

It is **strictly limited to no more than ~~15~~ primary participants so you need to consider the opportunity presented here NOW.**

only 4 spots left!!!

This is the most complete and powerful program we've ever offered, appropriate for both “beginner” and “intermediate” info-marketers; those with other core businesses and info-businesses begun and developing, for the “kitchen table operator” with established revenue ready to move up to 6-figures and a more sophisticated business and for full-time info-biz operators with 6-figure incomes eager to do more, expand, grow and mature their companies.

PLATINUM 2013 offers an unmatched and improved collection of business growth and success resources, training, networking, mastermind work and support.

During the course of the 12 months...

#1: EVERY Platinum Member gets their business dissected, examined, worked on, with focus of their choosing, in an **extended “HOT SEAT”**

#2: “SUPER LABORATORY!” Everyone benefits from the probing of each others' businesses, marketing, challenges and opportunities. **Looking “inside” 12-18 different info-businesses** using different business models, sales methods and media is a great “accelerator” of your own knowledge – and certain to produce “Ah-Ha!” moments: *gee, why aren't I doing THAT? Hey, I could add THAT!* etc.

#3: Special “How To” Training Workshop Sessions are prepared to meet the needs and interests of the Members. This is in-depth **Training CUSTOMIZED for this Group!**

#4: **“INSIDE GKIC” strategies, campaigns and their results, resources, contacts and opportunities come either exclusively or first to Platinum.** Go behind-the-visible-marketing at

GKIC and borrow strategies used by one of the world's most successful multi-media information/membership/event marketing companies to strengthen your business. You'll get "VIP Access" to strategies used for multi-million dollar online launches, multi-million dollar events, new product development and formats – like online learning courses (and the I-Market system now on I-pads), retention and ascension improvements and so much more.

#5: THREE MASTERMIND+WORKSHOP MEETINGS spaced during the year, led and facilitated by GKIC's Chief Marketing Officer, Dave Dee. Dave has led both niche and info-marketer mastermind groups, has built his own niche-industry and opportunity-business info-businesses successfully and now directs the marketing at GKIC. He is well-versed in offline, online and integrated media and relentlessly practical about 'What REALLY Works'. This IS the guy to take your info-business to its next level! And, of course, there is the benefit of drawing on 12-18 info-marketers' minds and experiences. Two of these meetings are 2-day meetings, approximately 60% 'Hot Seat'-driven, 40% Training, one of the meetings features an added 3rd "teaching day" where Dave intends to bring some provocative and exclusive material forward, and he'll be bringing in a unique, relevant guest speaker – NOT "of the usual suspects"; NOT someone you're familiar with and see at other seminars.

How much could just one "session with" or "item of advice" from Dave be worth?
"I made \$117,000.00 in 67 minutes following Dave's advice." – Alexis Martin Neely, Info-Marketer to a professional niche. **"We used Dave's advice to generate \$40,000.00 in additional sales the first month – without any additional expense."** – Ben Moskel.

(For more about Dave, see the notes at the very end of this letter.)

#6: ALSO, THREE SPECIAL CONTENT + Q/A CONFERENCE CALLS with me (Dan Kennedy), with only Platinum and Titanium Group** Members participating. These are opportunities to discuss *only* info-marketing with me, in small-group calls.

#7: COMPREHENSIVE COPY CRITIQUE of any info-marketing piece or package, offline or online media, by Dave and the GKIC Copy Team, including Master Copywriter Jack Turk.

Two Programs In One

You want value and efficiency.

PLATINUM2013 delivers both – as never before.

You need strong guidance, expert advice and customized, personalized answers.

PLATINUM2013 encompasses all that.

You want to STEP ON THE ACCELERATOR – it's time to shift gears, and make your info-marketing business become a strong force in its market, and a major income producer for you. From slow start-up, from sideline enterprise, from one-person show to a real business with 6-figure or 7-figure profits.

PLATINUM2013 is engineered to erase speed limits.

To take your info-business to its next level, you need advanced INFORMATION, elite TRAINING and real-world, high success EXAMPLES & CASE HISTORIES. In 2013, PLATINUM delivers exactly that, *from “inside GKIC”*, via the Training and Workshop Sessions exclusive to the Platinum Meetings, the Comprehensive Copy Critique and the Q&A Calls.

The Almost Mystical Power of ‘Master-Mind’

The power play is Multiplied-Intelligence, member helping member fraternity, and even deal-making and resource sharing amongst members: the original Mastermind-Concept put into practical application. Napoleon Hill, author of the classic Think And Grow Rich popularized the term “master-mind”, and explained it as he learned it from his era’s greatest inventors, industrialists and entrepreneurs including Edison, Ford, Firestone and Carnegie – as *a bringing together of multiple minds focused on the same creative purpose and process thus creating an additional mind, a master-mind, drawing on and synthesizing all the participants’ knowledge as well as ‘universal intelligence’ available through the subconscious*. On a more pragmatic level, virtually all mastermind alliances, from those that Hill encountered to present-day include “deal making” and resource sharing. You will be a part of a carefully assembled mastermind alliance of forward-thinking, upwardly-mobile info-marketers, each bringing different experience, knowledge, contacts and resources to the table. There IS something almost “mystical” when the creative process within the group is “clicking”. You CAN actually feel the energy in the room – and breakthrough ideas and realizations do occur as if out of thin air.

Extremely Valuable Training Only The GKIC Team Can Provide

It is common to see a single training seminar in this world carrying a fee upwards from several thousand dollars – but these TRAINING SESSIONS may be of much greater value to you, because their subject matter will be chosen based on the diagnosed and stated needs and interests of you and the other Platinum Members. You set the curriculum! **These Sessions are custom prepared exclusively for this Platinum Group, based on an initial survey AND 15-minute diagnostic, private phone call with you before the 2013 program begins.**

These Sessions also draw on the “inside GKIC” historical and current and in-progress work, team, select outside experts and resources – something no other trainer can provide! **Platinum is essentially an “All Access Backstage Pass” to answers to any info-marketing question from the largest and most successful “info-marketing laboratory” in the world.**

There is even an optional “Eavesdrop & Show ‘n Tell Day” before a Platinum meeting at the GKIC Headquarters. WATCH & LISTEN as sales are made, online campaigns implemented, sit in on a strategy meeting, quiz different GKIC executives and team members, and have a working Q&A lunch with President Deb Billow – a perfect opportunity to ask hard-core business, management and financial

questions. This day is coordinated and hosted by Darcy Juarez, Executive Director Of Marketing.

In addition, Platinum Members receive a \$500.00 COURTESY DISCOUNT to the NEW 2013 A-Z INFO-BUSINESS BLUEPRINTS TRAINING being personally prepared and presented by Guess Who? Me. Two intense days with ol' Dan, re-booting the best business architecture. (www.DanKennedy.com/Blueprint)

You can easily make the case that this Training Package could, itself, carry a price tag of \$15,000.00. (A few top info-marketers have sold their own behind-scenes day-at-their-offices for as much as \$10,000.00 by itself. But what inner workings could be more instructive to examine, what beehive more interesting than GKIC's?)

There is also the mastermind value. Three focused, facilitated meetings with a like-minded group of forward-thinking and innovative info-marketers in varied fields, categories and industries....strong at different aspects (maybe weak at different aspects)...each running their own experiments and tests and initiatives, sharing those results....each bringing different “discoveries” of strategies, resources, solutions to problems. THIS IS A WAY TO VASTLY SPEED UP YOUR ACQUISITION OF EXPERIENCE. On top of that, the stimulus and spontaneous, unexpected “light bulbs” that only come from looking under the hood of MANY info-businesses, contributing your probative questions and ideas to each one. THIS IS AN “IDEA EXPLOSIVE ENVIRONMENT” unlike any other.

Mastermind groups offering only this experience are often priced at \$20,000.00 a year and more.

PLATINUM2013 is the equal of TWO \$20,000.00 programs. A \$40,000.00 fee value. Of course, it should be much more valuable to you than that, in moving your Info-Business to the Next Level. If, just as example, a new and additional “unit of business” worth just \$3,000.00 each can be strategized for your business, it would require a mere 10 of those sales to recoup your Platinum investment. On a daily basis, it equates to \$82.00, probably obtainable simply through price adjustments in your present business or strengthening one small thing, like a one-click upsell. However you look at it, a \$30,000.00 Platinum fee is reasonable and easily justifiable. But...

You will likely be pleasantly surprised that the Platinum fee is not \$40,000.00.

In fact, it is only \$21,000.00, with discounts available to reduce it to as little as \$17,000.00 (if pre-paid). (Refer to Application for details and options.)

Over the years, GKIC's PLATINUM GROUPS have launched or skyrocketed many celebrated, top info-marketers including Rory Fatt of Restaurant Marketing, Jay Geier of The Scheduling Institute, Bill and Steve Harrison, Radio/TV Interview Report and National Publicity Summit, Dr. Tom Orent in the dental field, and many, many more, as well as prominent internet-oriented marketers, from Yanik Silver and Corey Rudl to

Matt Bacak and Brittany Lynch. PLATINUM has been The Great Incubator for some of the most powerful breakthroughs in the entire info-marketing industry, like forced-continuity and celebrity-speaker, theme-driven events. The NEW PLATINUM2013 has a proud tradition behind it. It has produced WEALTH for many who've come through this Group, whether they've stopped briefly for a year or two or stayed for a number of years. THE VALUE OF PARTICIPATING IN PLATINUM AT THE RIGHT TIME IN YOUR DEVELOPMENT AS AN INFO-MARKETING ENTREPRENEUR far, far, far exceeds the investment required!

Again, here's EVERYTHING that's included:

- #1:** EVERY Platinum Member gets their business worked on in an **extended "HOT SEAT"**
- #2:** "SUPER LABORATORY!" Looking "inside" **12-18 different info-businesses** using different business models, sales methods and media.
- #3:** Special "How To" Training Workshop Sessions **CUSTOMIZED for this Group!**
- #4:** "INSIDE GKIC" strategies, campaigns and their results, resources, contacts and opportunities come either **exclusively or first to Platinum.**
- #5:** **THREE MASTERMIND+WORKSHOP MEETINGS**
- #6:** **ALSO, THREE SPECIAL CONTENT + Q/A CONFERENCE CALLS with me (Dan Kennedy).**
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- #8:** \$500.00 COURTESY DISCOUNT to my New "A-to-Z INFO_BIZ BLUEPRINTS" Training

AND A BONUS: YOUR DIAMOND GKIC MEMBERSHIP IS ALSO INCLUDED (a \$3,119.28 value for the year) – providing the monthly Diamond Call with me, the Diamond Letter and the Marketing to the Affluent Letter, Diamond discounts on SuperConference and Info-Summit, and other benefits.

AND WAIT! THERE'S MORE! Your IMA Membership (Information Marketing Association) featuring my monthly No B.S. INFO-Marketing Letter is ALSO INCLUDED! (a \$1,188.00 value for the year). The INFO-Letter and alternating months' Special Reports, this where I deliver my most advanced, in-depth and current thinking about info-marketing!

COMBINED, THESE BONUSES SAVE YOU \$4,307.28 FOR THE YEAR!

Bluntly, nowhere but at GKIC can you participate in such a COMPREHENSIVE, MULTI-FACETED AND VALUABLE PROGRAM.

Also, bluntly, a warning: there are "Johnny-come-lately" folks setting themselves up as "info-marketing gurus" – but only parroting what they've heard from others and with personal, successful experience very limited, often only to online promotions. There are also "new leaders" who've basically grabbed someone else's coat-tails to rise to some prominence, but who, again, actually have very limited experience, and have enjoyed success thanks to others doing the heavy

lifting. Then there are the “history professors” – they haven’t been in the trenches doing it for years, when even a year creates enough to change to antiquate know-how. I’m telling you: BEWARE. Place your trust thoughtfully and carefully. There is *no* greater and more current central clearinghouse of activity, information and innovation in info-marketing than GKIC. Dave and the Chicago team are actively and successfully involved in every aspect of info-marketing every day. Our spider-web of relationships with top info-marketers, top copywriters, leading online experts, most reliable vendors, authors, etc. reaches far and wide. If you want CURRENT and HISTORICALLY SOUND, REALITY-BASED information and assistance, you simply cannot do better than GKIC.

WHAT TO DO NEXT:

Decide whether or not you belong in Platinum.

If You Are “On The Fence”...

....that’s no place to be! The enclosed APPROPRIATENESS ASSESSMENT FORM may be of help to you in determining whether or not you should join Platinum 2013. But the main deciding factor should be your *degree of seriousness* about success as you define it, as an info-marketing entrepreneur. You can get only so far by study alone, only so far in isolation. The #1 way people make big leaps up and forward is through facilitated association with other info-marketers and direct coaching. So, if you are truly serious about making a big leap, then Platinum is for you.

If You Are Concerned About The Investment....

You may cancel at the end of the first meeting – if pre-paid, take a full refund; if paying in installments, cease payments and have no further obligation. (After that, you are in a 12-month contract not subject to early termination.) You DO get to take a good-sized test drive before having to keep the car!

You certainly can’t doubt or question the value. You can only question yourself and your ability to convert everything provided to action, to business progress, to financial gain. I can only tell you that GKIC has been the birthplace and incubator for more successful, often life-altering info-businesses than any other place, group, entity or program, by far. And we have brought all the elements critical to such success to Platinum 2013. Frankly, if you can’t get your info-biz refined ‘n ready, off the ground, or into a greater growth trajectory at faster speed as a Platinum Member, you just can’t, period.

The very nature of the info-marketing business almost uniquely provides for this kind of a program *costing you nothing*. In a year’s time, if an info-business processes a mere 1,000 buyers, it needs average only \$21 more in value thanks to all the information, ideas, strategies, examples, case histories, mastermind group contributions and coaching. If a new top-of-the-pyramid can be added at, say, a \$10,000 price point, the first 2 sales recoup Platinum. **IT TAKES SUCH A SMALL “TURN OF THE SCREW” to pay for ALL the exciting benefits of Platinum that you just *can’t* let the fee stand between you and your participation in this elite group and dynamic experience!**

Only one thing is certain: your info-biz *won’t* grow in isolation. Without access to diverse yet focused input from the ad-hoc advisory board implicit in mastermind, advice from a skilled leader and advisor like Dave, insider information and examples, you are left only to your own devices. Entrepreneurship is often lonely, but information marketing entrepreneurship is even lonelier! No ‘civilian’ understands. Ordinary business mentors or peers aren’t qualified to contribute. This is a very, very small investment for a pass-key to come in out of the cold!

HOW TO APPLY

FOR ONE OF THE NO MORE THAN ~~15~~ POSITIONS

only 4 spots left!!!

Some positions are taken by renewing Members. And we reserve the right to determine that you are not a good match with Platinum. It's important to apply IMMEDIATELY, to prevent being locked out, as the Group will be filled with the first qualified applicants, then closed.

You may complete and submit the attached Application & Participation Form by Fax to GKIC @ 773-305-2711 **DEADLINE IS FRIDAY 3/8/13.**

TURNING POINTS in business lives present themselves. Different people make different choices at different times - often saying "yes" and moving forward on paths they feel uncertain about. Donald Trump talks about trepidation about TV, yet still deciding to step into the ready-made mastermind alliance that 'Survivor' producer Mark Burnett offered has proven as fruitful as any single decision in Trump's entire career. Joan Rivers, led by an experienced direct marketer (Mark Kress), stepped into the readymade mastermind at QVC, and, contrary to worries that the move might end her career as a celebrity comedian and entertainer, the move made her millions directly and rejuvenated her career as an entertainer. Tony Robbins went from doing small seminars in small-market hotels and laboring in obscurity to epic fame and fortune by stepping into the readymade mastermind at my client's, the Guthy-Renker Corporation. What these and so many others have in common is: saying "yes" to an opportunity, an opportunity backed by extraordinary mastermind alliances. You now have a similar opportunity: invitation to join an info-marketing mastermind alliance backed by *the* greatest info-marketing mastermind, GKIC. Your "yes" here may not enrich you at the Trump level or lead to fame akin to Robbins'. But one thing is certain: your "no" can't bring *any* gains.

Best,



Dan Kennedy

PS: Participation in Platinum entitles you to priority consideration for move up to Titanium in a subsequent year.

FOR THOSE UNFAMILIAR WITH THE PLATINUM2013 LEADER, DAVE DEE

Dave's "former life" as a professional magician was altered by his acquisition of a product you are all undoubtedly familiar with - Magnetic Marketing. He went from struggling to book 3 shows a month to averaging 30 shows a month, in just 90 days. Dave soon created an info-marketing, training and coaching business in the magic industry, and it quickly surpassed the 6-figure income he'd created by performing. Soon, the limitations of that small niche chafed, and Dave became a "genericist", very successfully operating a marketing-related info-business for all kinds of business owners as well as an "opportunity business", teaching info-marketing and internet marketing to novices. He has also privately consulted with and helped several info-marketers launch and develop multi-million dollar businesses.

In addition to being a brilliant info-marketer who has started, built, sold and intimately assisted with development of niche and mainstream, internet-based and offline info-businesses, Dave brings some special expertise to the Platinum Group: he is an expert, extraordinarily effective creator of speeches-that-sell and platform sales presentations and their cousins, webinars and tele-seminars, and he is a most serious student of persuasion, influence and motivation - with the unique perspective of someone skilled in mentalism and psychic ("cold") reading.

Dave is currently the chief driver of GKIC marketing, including multi-million dollar online launches, direct-mail campaigns, supervision of an in-house copywriting team, and event marketing, as well as a contributor to GKIC newsletters and other media and host of the Gold Members' interview CD's.

In short, Dave has successful experience with virtually every aspect of info-marketing, every media, and every size of entity - from his own "corner of the room" start-ups to the giant, GKIC. The opportunity to work with Dave in Platinum2013 Mastermind could provide precisely the breakthroughs you need to achieve your highest imagined goals!

GKIC-PLATINUM APPROPRIATENESS ASSESSMENT AND APPLICATION

Section 1

Check all that apply.

- 1: You already have an established info-marketing business(es) OR have a basis for entering info-marketing (such as a successful business in a niche, expertise, etc.) and are ready to enter the field and develop your info-business
- 2: You have attended one or more Info-Summits
- 3: You have completed an online edition of the A-Z Blueprints training or own a hard-copy edition and are familiar with the business models and blueprints of info-marketing
- 4: You are an IMA Member, thus receiving Dan Kennedy's No B.S. Info-Marketing Letter

Info-marketing opportunities and businesses within the business you are active in or intend to include or add to your info-business:

- | | | |
|--|--|---|
| <input type="checkbox"/> 5: Membership/newsletters | <input type="checkbox"/> 6: "Hard" Products | <input type="checkbox"/> 7: Catalogs |
| <input type="checkbox"/> 8: Events | <input type="checkbox"/> 9: Coaching | <input type="checkbox"/> 10: Consulting |
| <input type="checkbox"/> 11: Mastermind Groups | <input type="checkbox"/> 12: Area Exclusive | <input type="checkbox"/> 13: Affiliate Mktng. |
| <input type="checkbox"/> 14: Online Training | <input type="checkbox"/> 15: Online Launches | <input type="checkbox"/> 16: Webinars |
| <input type="checkbox"/> 17: Tele-Seminars | <input type="checkbox"/> 18: Public Speaking | <input type="checkbox"/> 19: "Road Show" |
| <input type="checkbox"/> 20: Online Media, including Google Adwords, Social Media, Online Video, etc. | | |
| <input type="checkbox"/> 21: Print Media, including magazines, trade journals, newspapers, etc. | | |
| <input type="checkbox"/> 22: Direct-mail, front-end and/or back-end | | |
|
 | | |
| <input type="checkbox"/> 23: Do you consider yourself intellectually curious, teachable and coach-able? | | |
|
 | | |
| <input type="checkbox"/> 24: Are you able to translate, apply and implement ideas and information and examples from diverse sources? | | |
|
 | | |
| <input type="checkbox"/> 25: Do you have experience, expertise, knowledge, contacts, resources of potential value to other members of the Platinum Mastermind? | | |
|
 | | |
| <input type="checkbox"/> 26: Are you committed to upward and forward movement during 2013 – growing and expanding your existent info-business or launching and taking a new info-business to (at minimum) 6-figures? | | |

SCORING: The more items you checked off as YES, the more beneficial Platinum can be to you. We would consider a Score LESS THAN 12 dis-qualifying, and would recommend further study and business development before joining Platinum. A range of 16 to 21 indicates certain appropriateness.

Section 2

Rank EACH Item in its importance to you, 1 – 5, 1 = of little interest or importance, 5 = of great interest and importance

•**Exclusive insider information**, strategies, examples and ‘trade secrets’ from GKIC’s own business’ marketing and operations, including items NOT seen by all members. **1 2 3 4 5**

•**Customized training** based on your and other Platinum Members’ needs and input. This may include GKIC methodology for online and/or hard product development, event planning and marketing, contracts with event sites and celebrity speakers, member retention and ascension, online launches, joint ventures and affiliate relationship management, finance, legal, and more...drawing on the expertise of the entire GKIC team and key outsource-vendors, which includes curriculum, product and online content specialists; event planners; mentoring and coaching sales specialists; copywriters; operations managers. **1 2 3 4 5**

•**Advice about your business from a highly experienced and successful info-marketer** with both niche and mainstream background, success in multiple niches, strong offline and online knowledge, and current “in the trenches” involvement directing the marketing of one of the most successful info-marketing businesses in the world (Dave Dee. GKIC.) **1 2 3 4 5**

•**Opportunity for an exclusive “Eavesdrop Day” at GKIC.** Observe, ask questions of different executives and staff members. **1 2 3 4 5**

•**Networking, fraternity, information exchange and potential alliances** with other like-minded, progressive info-marketers. **1 2 3 4 5**

•**Comprehensive, in-depth critique of one of your marketing campaigns or pieces** by GKIC’s Chief In-House Copywriter and Copywriter Team Leader, Jack Turk and Dave Dee. **1 2 3 4 5**

•**Three exclusive Conference Calls with Dan Kennedy**, for Platinum and Titanium Members only, devoted only to info-marketing business issues and questions **1 2 3 4 5**

•**Opportunities for visibility for yourself and your business within GKIC media and events** because of your status as a Platinum Mastermind Member **1 2 3 4 5**

SCORING: You have ranked EACH item from a low of 1 to a high of 5. If all items ranked 5, the highest possible score would be 40. If all ranked 1, the lowest possible score is 8. Any score LESS THAN 16 should be dis-qualifying. A score HIGHER THAN 25 virtually mandates participation – Platinum is obviously “made for you!”

Section 3
APPLICATION

NAME _____

SPOUSE IF PARTICIPATING _____
PARTNER OR KEY ASSOC., PARTICIPATING _____

BUSINESS NAME _____

E-MAIL _____ PHONE _____ FAX _____

MEMBER STATUS: ___ GOLD ___ DIAMOND
___ OTHER: _____

CHIEF MOTIVATION/REASON FOR PARTICIPATION IN PLATINUM:

PAYMENT OPTIONS: (Choose One)

- ___ \$21,000.00, paid \$4,200.00 at acceptance, then \$1,680.00 month, Jan. 2013-Oct. 2013
- ___ \$19,000.00, paid in 3 installments, \$7,000.00 at acceptance, \$6,000.00 1/13, \$6,000.00 2/13
- ___ \$17,000.00, prepaid at acceptance

___ Check (if pre-paying)
___ American Express ___ VISA ___ MasterCard

Card# _____ Exp _____

Signature of Cardholder _____

Notices: (a) GKIC reserves right to accept/reject or terminate applicants/participants without explanation. (b) No guarantees, express or implied, concerning income, specific results, etc. apply. (c) Neither GKIC or its coaches, trainers and speakers or any participants may be held liable for any information, ideas or advice dispensed via this Program. Everything is of a general information and opinion nature and individual participants have sole responsibility for their decisions and actions. (d) Neither GKIC or its coaches and trainers may be held liable for any business dealings that Program participants may choose to engage in with each other. Participants indemnify GKIC and its coaches, trainers, executives, vendors and related parties from such liability. (e) Deposits and installment payments are non-refundable, except by specific guarantee terms, if any, in sales literature published by GKIC for the Program. This is a 12-Month commitment. Confirmation Letter with full details will be provided upon acceptance. (f) Published benefits of participation are subject to change if necessary, with alternative benefits of equal or greater value substituted.

INCLUDED IN YOUR PLATINUM MEMBERSHIP:

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