

**Would you like to liberate your "hidden profits"
and do it overnight?**

The Amazing Secret Of A Marketing Genius Who Is Afraid To Fly

Do your marketing efforts overlook the obvious?

If you own or control a profit-oriented business, you should probably talk to Jay Abraham. That's because Mr. Abraham is an absolute wizard when it comes to instantly increasing sales and producing an almost overnight high-speed cash flow increase for nearly any type of owner-operated business.

However, Mr. Abraham is also an absolute coward when it comes to travel and this is especially true when it comes to traveling on airplanes. Therefore, if you wish to do business with Mr. Abraham, you must come to him. This is not because Mr. Abraham is autocratic, conceited, aloof, or stubborn.

Quite simply, the man is afraid to fly.

To most people (especially people in business) this would be a major handicap. For Mr. Abraham, however, it seems to be an asset. In fact, for a man who practically lives in a closet, his track record is literally astonishing. He has been written up in USA TODAY, THE NEW YORK TIMES, THE LOS ANGELES BUSINESS JOURNAL, THE MARKETING NEWS, several financial newsletters and many other publications.

In the last 14-years, he has developed 165 separate marketing strategies that have pulled in hundreds of millions of dollars. The names of many of his clients are household words. He has helped famous magazines, major stock brokerage firms, billion dollar insurance companies, mutual funds, jewelry companies, newsletter publishers, and other large business enterprises of almost every imaginable kind. On the other hand, many of his clients are only medium sized businesses and a few have actually been tiny "Mom and Pop" type operations. "The main thing," he says, "is not the size of the business but rather the size of the *potential*."

A brief review of his more fascinating accomplishments may be interesting to you. Here are a few examples of his advertising and marketing wizardry:

- He skyrocketed a tiny \$20,000 a year company to \$13,000,000 in sales in just 18-months.
- He pulled \$570,000 worth of desperately needed cash out of a client's "dead" inventory in just 4-days.
- He co-developed nearly 20 million investor leads for several of the largest stock brokerage firms in the U.S.
- Because of his guidance, another client, a little jewelry firm, banked almost \$80,000 in blessed sales in less than one week using one of his more ingenious techniques.
- He took a medium sized company from \$800,000 in annual sales to slightly over \$7,000,000 in less than one year and this incredible increase was all internally self-financed.

time and your dime you should give some thought to the six principal reasons he may *not* be able to help you. You see, Mr. Abraham freely admits he cannot help everyone or every business (and there are many he wouldn't help if he could). Here then are the six minimum conditions that *must* exist in order for it to make sense for you to contact Mr. Abraham.

"Therefore, when it comes to money, I am forced to go right for the jugular!"

—Jay Abraham

The fact of the matter is that he has developed blitzkrieg marketing programs that have produced tens of millions of extra profit dollars (with lightning speed) for all sizes of companies.

How Does He Work And Why Is He So Successful?

To tell the truth, he is a little bit unreal. If you could ask Howard Ruff, publisher of THE RUFF TIMES; or Jim Cooke, owner of Investment Rarities; or Chase Revel, publisher of ENTREPRENEUR MAGAZINE; or Robert Allen or Albert Lowry (both authors of #1 best-sellers on real estate); or John Gilbert, owner of Johnathan's Western Clothes; or any of dozens of his other past and present clients about Jay Abraham, you would get some strange comments.

Why? The answer is simple. You see, Mr. Abraham works in many different (and sometimes unusual) ways. With some of his clients he only consults by phone. With others, he creates ads and mailing pieces. Sometimes he gets paid huge fees *just for brainstorming!* Sometimes his work is done on a secret face-to-face consulting basis.

However, no matter how he works with you, you can be sure it will be an experience!

Can this man help you? Can he, for example, *double* your gross sales in less than 90 days as he has done for so many others? Can he, as he has done in some cases, *triple* your cash flow in less than 36-hours?

Maybe. Maybe not. You can find out with one telephone call. But before you waste your

1. You must have enough money to finance a *serious* first class sales effort.
2. You must have an ethical *first class* product or service. (Even the best marketing strategies will fail if your customers perceive you have an inferior product!)
3. You must be able to handle an almost overnight increase in sales. Here is why: Mr. Abraham is very expensive. However, the bulk of his income comes in the form of commissions from your increased cash flow which will be generated by his expertise. Therefore, if you can't handle more business now, don't call him *until you can!*
4. You must have an open mind. Mr. Abraham's methods are unique to say the least. As he puts it, "I won't travel or spend time massaging anyone's ego. Therefore, when it comes to money, I am forced to go right for the jugular."
5. Your operation must *already* be somewhat profitable. Mr. Abraham can help almost anyone with potential but *even he cannot multiply zeroes!*
6. And finally, needless to say, if you crave Mr. Abraham's *personal* contact, you must go to him. Otherwise, you must be content to work via mail, telephone, telex, telegram, telecopier, or carrier pigeon.

By the way, there is just one more thing. Please don't call unless you yourself own or control the business. If you can't make the ultimate decisions, just give the phone to whoever can. Please.

The number is (213) 378-9315 and all calls will be handled personally by Mr. Abraham. Thank you.