

EXPONENTIAL PROGRAMS



THE PLATINUM PROGRAM

For every \$1 you invest, you'll make \$3 GUARANTEED

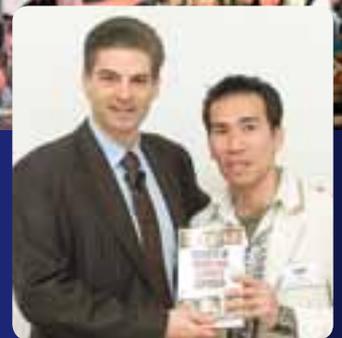
Unlock the vault of hidden assets in your business and convert them to cash this year.

www.ExponentialPrograms.com

Tried and Tested in More Than 200 Industries Over 20 Years

Regardless of your industry, vocation or profession, the **Platinum Program™** can get you from where you are to where you want to be BECAUSE it leverages the blood, sweat and tears you've already invested by uncovering hidden assets and opportunities that can be converted into cash or transformed into additional **Rivers Of Revenue™** at little or no cost.

The foundational principle of this **MasterMind Program** is to show you how this is done, in YOUR BUSINESS so that you can master the **Exponential Mindset™** and repeat the process over and over again for the rest of your career.



Dr Marc Dussault with Lichi Tieu

Get the key and release yourself from the entrepreneurship jail cell you've placed yourself into to get your freedom back once and for all!



The PLATINUM PROGRAM

4 FOUR Programs for the Price of ONE

Business, Internet, Professional & Personal Mastery

This world-leading program combines Business Mastery principles and strategies with the truly explosive exponential strategies of the Internet for the **Double Whammy™** effect.

Unique in its design, you choose to start the Platinum Program whenever you're ready, with a nominal 3 month commitment, you can get started this week and attend the very next workshop, conference call or event.

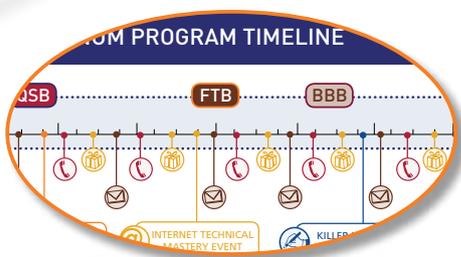
The **Platinum Program™** is scientifically designed to give you a **Quick Start** on the **Fast Track** to **Business Building** success with a fully automated delivery system that is convenient and easy to integrate into your busy schedule.

As an all-encompassing program, you get all the templates, documents, spreadsheets, audio and video recordings, transcripts, MindMaps, diagrams and even blueprints you need to deploy and implement the strategies with your team.

The automated delivery system allows you the flexibility and freedom to read or listen to the modules when it is convenient for you as well as share them with your staff to start, build and then maintain momentum.



Go to page 25 to check out the **Platinum Program Timeline**



> Business Mastery

As a business owner, this curriculum helps you to **leverage the blood, sweat and tears you've already invested** and turn that into profits and cash as quickly as possible, build exponential value that will translate to the sale of your business for twice what it's worth now or will allow you to work less while increasing your sales and profits.

> Internet Mastery

When you acquire "Internet Mastery" you'll know how to create a new revenue stream online, expand an existing one or leverage a brick and mortar business so that your competitors can't touch you. Once you've reached your online sales and profit targets, you'll recognise the need to further strengthen and automate this additional income stream I call a **Pathway To Profit™** so you never become a slave to it and keep it as passive as possible

> Professional Mastery

This part of the program is designed for you to **discover and develop your skills to become the leader amongst your peers that you know you can become.** This does not mean becoming a public speaker, but it does mean learning how to lead from the front and take charge in a group or team setting as well as learning the art and science of persuasion and influence. Creating a public persona will get people to want to do business with you as well as find you and your company more easily.

> Professional Mastery

The content of this part of the program teaches you the strategies of the super successful over-achievers who seem to coast through life effortlessly, surpassing their peers with stunning ease without sacrificing their health and wellbeing whilst ticking off goal after goal after goal... Some call it having the **Mindset Of A Champion™** whilst others call it **Mental Toughness.** Just think of the confidence you'll have when you know the rules of the game are tilted in your favour!

Business Mastery Platinum Program Components



- ✓ Advanced Business Mastery Event
- ✓ Advanced Internet Mastery Event
- ✓ Exponential Internet & Business Building Bootcamp™
- ✓ Killer Copywriting System™ and Workshop
- ✓ Business Quick Start Bundle™
- ✓ Business Fast Track Bundle™
- ✓ Business Builder Bundle™
- ✓ 10 Massive Momentum Monthly MasterMind Conference Calls
- ✓ Advanced Business Coaching System™ – 365 Dr's Daily Distinctions
- ✓ Marketing Autopsy Presentation™
- ✓ Super Secret Special Gift™
- ✓ Squash Lessons for Marketing™
- ✓ Geometric Growth Parthenon Matrix Questionnaire™
- ✓ Regular Exercises and Assessments
- ✓ 10 Massive Momentum Monthly MasterMind Workshops
- ✓ 12 Massive Momentum Monthly Mailings
- ✓ Business Building Blueprint™
- ✓ Pathways To Profits™
- ✓ Management By Metrics™ Template
- ✓ Reversing For Results™ Template
- ✓ 1:1 Hour of Power Consultation™
- ✓ Dr Marc Dussault's Book – Secrets of Marketing Experts Exposed!
- ✓ Dr Marc Dussault's Book – How to Create a Fun, Effective and Powerful MasterMind Group

Additional details available at
www.ExponentialPrograms.com



PLUS up to \$40,000 of extra bonuses listed on the website!

This Will Be Your **BEST YEAR EVER...**

BECAUSE you will have the world's most successful exponential marketing strategies working **IN YOUR BUSINESS** over the next 12 to 24 months as **YOU LEARN** to master them yourself, step-by-step and click-by-click.

This program is a **MUST** if **YOU WANT TO:**

- Retire or sell your company for as much as \$750,000 to \$2.25 Million in 24 months from now.
- Double your EBIT Profit or make \$100,000 more than you are making today.
- Sell or list your company for \$5 Million or more on the ASX or a secondary exchange, within the next 5 years.

This program is a **MUST** if **YOU :**

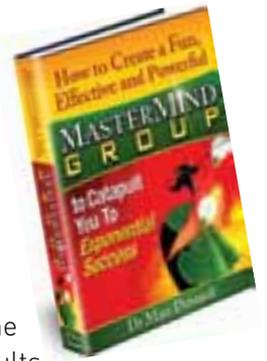
- Are an employee with an income of \$50,000 to \$90,000/year and want to crack the \$100,000 ceiling and aim for the \$250,000+ income level or...
- Want to go into business or launch an Internet venture, but don't want to make any catastrophic mistakes.

This exclusive program is geared toward **action-oriented individuals and businesses** that want to and are **committed to doing whatever it takes to make this their best year ever.**



This is YOUR year!

Catapult Your Success in a Fun, Effective and Powerful Way Leveraging the Mastermind Group Concept



The concept of the MasterMind Group was formally introduced by Napoleon Hill in the early 1900s in his timeless classic, **“Think and Grow Rich”** where he revealed that nearly every great achievement or massive fortune in history has been the product of a team of minds, a “MasterMind” united in achieving the same, pre-defined goal. The American Declaration of Independence, man’s first powered flight, as well as man’s first flight into space and subsequently the moon were all created via MasterMind Group principles.

The MasterMind principle is “The coordination of knowledge and effort of two or more people, who work toward a definite purpose, in the spirit of harmony.” Furthermore, “No two minds ever come together without creating a third, invisible, intangible force which may be likened to a *third mind*.”

The **Platinum Program** leverages **Group MindMapping™** that takes **MasterMind Group Experience™** to a whole new level of results – which is one of the reasons why **RESULTS CAN BE GUARANTEED**. With the limitless power of efficiency and effectiveness at your disposal, how can you possibly fail?!?!


Simply put, it’s getting more than the sum of the parts to get the best results with the least amount of effort in the quickest possible time. The **Platinum Program** pre-selects the most capable, committed and competent members, with conference calls and workshops planned, orchestrated and facilitated by an Exponential MasterMind Expert, Dr Marc Dussault who masterfully creates a vibrant, harmonious experience to produce streams of consciousness that result in incredible business breakthroughs such as mouth-watering killer copy, influential USPs created in minutes or multi-layered Host-Beneficiary Partnerships that create a continuous stream of new prospects.

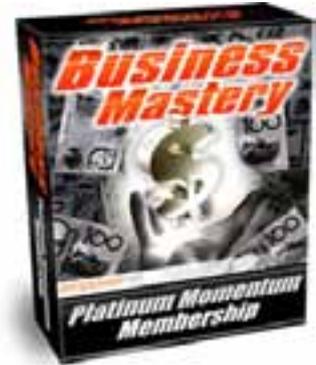


PHOTOS: Max Ucherek



10 Monthly Momentum Mastermind Workshops and Conference Calls

We have broken down the most powerful business profit growth concepts into 10 advanced modules. In each module, you'll focus on just one key concept to learn exactly how to implement it in your business...



Module 1

Unique Selling Propositions

Most businesses languish because they don't clearly and compellingly articulate WHY their customers or clients or patients should deal with them. They simply wait passively for people to come to them... and they stunt their growth and profits as a result. In this module, you will hone your skills in "dimensionalising" who you are as an organisation, and what you stand for. You'll create the seeds of a compelling Unique Selling Proposition (USP) that will **set you apart in the marketplace, and make it extremely difficult for you competitors to keep up with you**. That will enable you to charge what you're truly worth.

Module 2

Writing Killer Kopy

Millions upon millions of dollars go down the drain in ineffective advertisements every week in this country by businesses that can little afford this wastage. In this module, you'll refine your skills in how to write ads that sell.

You'll learn about the 20 times multiplier of 'Killer' headlines, and the 300% multiplier of an effective Call To Action.

Module 3

Referrals and Testimonials

This module will enable you to actually design a top gun referral system for your OWN business. Look at the potential... if you were to generate just one new client or customer from every ten people you have now in your database, by having a referral system in place, your business will grow 10%, at virtually no cost, and almost effortlessly.

Testimonials and endorsements are widely misused, under-utilised and rarely optimised. In this module, you learn how to **collect testimonials quickly and easily, get better ones and use them much more convincingly for maximum effect and RESULTS.**

Module 4

Backend Marketing

Making profits at the front end is tough for most businesses. The "gold nuggets" are typically at the backend... when you make the second, third, or fourth sale. Or where you introduce new products and services to already qualified clients. This module will take you through the checklists, the Pathways to Profits™ to offering value-added products and services that **will make you massive backend profits with virtually zero marketing costs.**



Recordings give you the flexibility and freedom to listen to them when it's convenient for you.

6 >> **Modules continued...**

Module 5

Advanced Exponential Strategies

The numbers tell the story. Increase your "conversion rates" by implementing the powerful top gun sales techniques you'll learn as you put a solid tracking system behind it. Your sales will leap off the chart.

This module gets right down to the nitty gritty of effective sales presentations, setting up the success of the sale in advance, so you virtually can't miss...

Module 6

Host Beneficiary Partnerships

Learn how to create win/win strategic alliances and how to have other successful businesses endorse your product or service to their clients. You'll learn how to write a compelling endorsement letter and even promotional fliers outlining your specific proposal. **These strategies have the potential to multiply your results by five to seven times the average direct mail campaign** that you may send to a non-endorsed list! Put some numbers to that... What will that do to your profits?

Module 7

Team Recruitment and Exponential Leverage

You'll learn how to attract, interview, select and motivate new team members better than the so-called HR professionals. This means you'll build a team of GREAT people who will be as excited about success as you are, taking your business to new highs. Good people are the lifeblood of a dynamic, profitable business, you can't do it all yourself without exponential leverage.

Module 8

Exponential Time Management

Small business success is all about getting MORE done with LESS effort and cost. The top 10% performers don't have more time than the other 90%, they just have better, much better, strategies that make them more effective and efficient to GET THINGS DONE. In this module, you'll learn exponential strategies to **get 2 to 3 times more done in about half the time you're spending right now.** It's a concept called Voluntary Simplicity™ and it will blow your mind with **what is really possible when you have Boundless Opportunity Thinking™!**

All Conference Calls and some Workshops are recorded on audio that can be downloaded to your computer, iPod or MP3 Player for convenience. Some Modules have a word-by-word transcript while others have full-graphic MindMaps or summary notes.

This exclusive **top end** program is for those select few who want to take themselves from **good to excellent** or from excellent to **outstanding...**



>> Modules continued...

Module 9

Pathways To Profits™

This revolutionary concept illustrates how you can compress the time, effort and cost it takes to get tyre-kicking prospects to become paying clients from months to weeks, days or even hours; reduce the delivery costs to servicing clients by as much as 50 to 75% and get twice as many existing clients buying two to three times more from you, more often. This is a foundational principle of the Dr Dussault's **Business Building Blueprint™** that combined with **Management By Metrics™** turns an ordinary business into a cash generating machine.

The best part of this module is that you will COMPRESS your very own pathways so you can start to make or save money immediately, THAT DAY or WEEK.

Module 10

Management By Metrics™

The foundational concept of **Management By Metrics™** is what turns an ordinary business into a cash generating machine by identifying exponential levers that can be turned on or off to literally produce CASH ON DEMAND.

Once mastered, this skill will enable you to track and trace each **Pathway To Profit™** you establish to ensure profitability for each of your **Multiple Rivers Of Revenue™** within Your **Parthenon Profit Portfolio™**.

Excited about the possibilities? You should be. Combined, these **Exponential Marketing Strategies are like PURE PROFIT ADRENALINE for your business.**

What would you do with
an **extra \$50,000 to
\$100,000 in your bank
account this year?**



“By thinking *differently*,
you can INSTANTLY find
hidden windfall opportunities
in your existing business
such as... selling to people
NOT in your sales funnel.”

Dr Marc Dussault

B Eng MBA MLS (LAW UNSW) DBA SDIAA GAICD FAIM

PHOTO: Max Ucherek



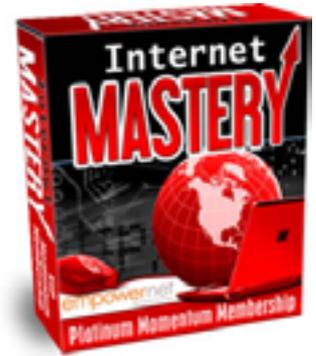
Internet Mastery Platinum Program
– The **Unique 12-month MasterMind Experience**
that provides you with **EVERYTHING** you need
to know to **Unleash Exponential Growth**
and Profitability in your Internet Business
or Online Sales Channel, by Mastering
Cutting-Edge Traffic, Conversion and
Client Management Strategies



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Internet Mastery Platinum Program Components

- ✓ Advanced Virtual Real Estate Workshop
- ✓ Internet Millionaire Marketing Event
- ✓ Internet Technical Mastery Event
- ✓ Advanced Internet Mastery Event
- ✓ Exponential Internet & Business Building Bootcamp™
- ✓ Killer Kopywriting System™ and Workshop
- ✓ Internet Quick Start Bundle™
- ✓ Internet Fast Track Bundle™
- ✓ Internet Business Builder Bundle™
- ✓ 10 Massive Momentum Monthly MasterMind Conference Calls
- ✓ Advanced Internet Coaching System™ – 365 Dr's Daily Distinctions
- ✓ Marketing Autopsy Presentation™
- ✓ Super Secret Special Gift™
- ✓ Squash Lessons for Marketing™
- ✓ 10 Massive Momentum Monthly MasterMind Workshops
- ✓ 12 Massive Momentum Monthly Mailings
- ✓ Your Very Own Website 'Make Over' Consultation
- ✓ Advanced Website Conversion Strategies Audio Program
- ✓ Search Engine Strategies Audio Program
- ✓ Will Swayne's Book – Secrets of Internet Entrepreneurs Exposed!
- ✓ Geometric Growth Parthenon Matrix Questionnaire™
- ✓ Regular Exercises and Assessments
- ✓ Business Building Blueprint™
- ✓ Pathways To Profits™
- ✓ Management By Metrics™ Template
- ✓ Reversing For Results™ Template
- ✓ 1:1 Hour of Power Consultation™
- ✓ Dr Marc Dussault's Book – Secrets of Marketing Experts Exposed!
- ✓ Dr Marc Dussault's Book – How to Create a Fun, Effective and Powerful MasterMind Group



Additional details available at
www.ExponentialPrograms.com

**PLUS UP TO \$40,000 of
extra bonuses listed on the website!**

Exponential Programs reserves the right, at its sole discretion and without notice to modify or alter any or all of the content of The Platinum Program™.

Internet Mastery Platinum Program

At last... a program which **immediately** accelerates your success in the multi-million dollar online marketplace with the best techniques, strategies and methods to rapidly expand your new or existing online channel

Most website owners and Internet entrepreneurs build their online revenue gradually through trial and error. It's a painful process which takes years and often ends in failure.

We want to accelerate your growth curve with proven strategies for creating cashflow and wealth online – tried, tested and tweaked by your program mentors, based on world-class, successful Internet marketers that have built 6 and 7 figure incomes for themselves and others.

We'll reveal to you the step-by-step processes, tools, strategies and specific details of how to start, grow, and optimise your new or existing online business, OR fully integrate exponential web strategies into your offline business.

A never-before-seen program that enables you to massively expand the quality of your results in just 12 months

Some people take 40 years to achieve financial success. Most people will never achieve it at all.

We want you to do it in just 12 months, by mastering the strategies and tools used to create

income and results on the Internet. You're going to learn how to do it by leveraging the skills, abilities and efforts of others while you control every step of the process. No other medium or business model offers you the freedom to expand your impact globally within days.

The Internet has been called the easiest thing that's hard to do – until now.

At the end of the 12 months you'll be positioned to REAP the REWARDS with an online business that is READY TO SELL (ONLY if you want to sell it!) OR a business website that adds six figures or more to the value of your business.

We'll show you how to sell your online business for between 2 and 10 times annual earnings. And best of all, once you've 'cashed out' you'll be equipped with the skills, tools and the experience to do it again and again, as many times as you like.

This program is the gateway to the lifestyle of your dreams...



You must pre-qualify to be considered for admission into this elite Platinum Program...

It is NOT a get rich quick approach to Internet Marketing - ONLY legitimate business models will be eligible and admitted.

Turbo-Charge Your Online Revenues This Year

Learn the same exponential Internet Marketing Strategies used by Dr Marc Dussault, a self-made millionaire to go from \$0 to more than \$1 Million in product and service delivery on the Internet in less than 12 months – WITH NO MONEY DOWN.

This program is a **MUST** for you if you want to:

- Get established with a **cash-generating** Internet business to earn extra income.
- Massively leverage your **existing Internet business or online channel** with Internet-specific exponential growth strategies.
- Extract yourself from the day-to-day running of your online business as you **enjoy the passive income** and look for new opportunities.
- **Remove the technical, strategic or marketing obstacles** that are putting the brakes on your online business.
- **Sell your Internet business** as a going concern for multiples of your annual revenue.
- Learn how to **buy, optimise** and **sell websites** and bank capital gains of up to 300% in as little as 30 days.

Kick start your journey to online **PROFITS** and you'll be **REAPING** the **REWARDS** this year

WITH NO RISK, the Internet Mastery Platinum Program requires that you have the right mindset, attitude and potential for success, and that you are financially strong.

This program is geared towards action-oriented individuals and businesses that want to and are committed to doing whatever it takes to **generate exponential revenue from their new or existing online business.**



Learn within an Exponential MasterMind Experience with other like-minded super-achievers in a fun, interactive and creative setting that is entertaining, but more importantly **MAKES YOUR LEARNING LONG-LASTING.**

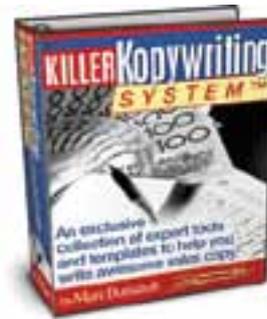
PHOTO: Max Ucherek

Also Included in the Platinum Program:

Dr Marc Dussault's SECRET TOP 17 Tried & Tested Exponential Killer Kopywriting™ Tools, Tips and Techniques to Transform You Into a Killer Kopywriter™

Including:

- Profitable Prospect Profiling™
- **Dr Dussault's Demographic Descriptors™**
- Marc's 3X3 Massive Momentum Mailing Matrix™
- **Marc's Marketing Milestone Matrix™**
- The Dr's Anatomy of an e-mail™
- 12 Point Killer Kopywriting checklist™
- **Selling Snowballs to Eskimos**
- **Tipping the Scales in Your Favour**
- Real Life 'before and after' examples
- Creating an Exponential 'Swipe File'
- List of copywriting books and references
- A slice and dice example
- The 4 Keys to Success for Writing Killer Kopy™ (Audio)
- Finding Your Voice to Write Killer Kopy™ (Audio)
- The Power of Numbers (Audio)



The Killer Kopywriting™ Workshops are included in the Platinum Program and are scheduled multiple times per year so you can attend as many times as you want/need to master this skill that becomes a 'license to print money'!

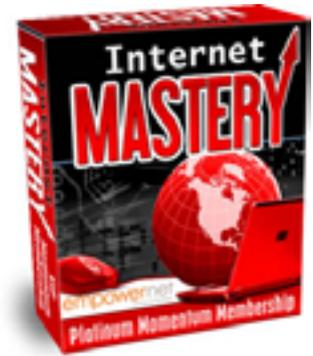
BONUS
Attend multiple times!

By the end of the program, you'll stop screaming at prospects who aren't listening while reducing your marketing costs by as much as half by speaking only to those who want to hand over their credit card details and buy from you.



10 Monthly Momentum Mastermind Workshops and Conference Calls

In each module, you'll focus on the **most powerful online profit-growth concepts and strategies** – you'll master **one key concept** at a time and learn how to **immediately implement** it in your business to **systematically ramp up your online profits**



Module 1

Selecting and Deploying the Best Internet Business Model

MANY online businesses and business websites fail because their business model is ineffective, inefficient, sub-optimised, or just WRONG.

In this module you'll learn to **select** from a wide range of business models, each designed to achieve a different outcome. You'll then determine how to **structure** your **web-based business model** to create one or more new, self-supporting **Rivers of Revenue.™**

If you have an existing online business, you'll **refine** your current business model to deliver MORE value, REDUCE your costs and DECREASE your workload.

You'll also discover how to set up the right systems, tools and processes to automate and streamline your online business.

Module 2

Tracking Your Success: Online Metrics and Analytics

WITHOUT the right information at your fingertips, developing and improving your online results is like flying blind.

We'll show you what to track, how to track it as well as precise ways to **turn** this information into **profits** using **live examples** that you can watch unfold in **real time**.

With the right information, you'll be **powerfully precise** and **devastatingly effective** with every tweak you make. You'll have the certainty you need to **grow** your profits **rapidly** in the least possible time by modifying what will have the greatest influence on **results**.

Get ready to cut to the chase and have **proven SEO strategies** revealed that work immediately!

Modules continued...

Module 3

Outsourcing and Project Management

ONE of the biggest challenges of running a business is finding quality providers and ensuring they deliver the results you need. An online business is no different.

We'll show you how to leverage KEY resources that you don't have to hire in-house to create the sales and support systems you need to grow your online sales exponentially while you focus only on "highest and best use" activities.

Instead of creating systems from scratch – we'll give you a wide range of ready-made, pre-tested systems and processes to select from. Why try to reinvent the wheel?

Module 4

CRM: The Foundation of Your Online Parthenon Empire

You need to have a CRM package at the foundation of your online Parthenon Empire to store your suspect, prospect and client files, activities and purchases.

Even though we are avid advocates of Salesforce.com and will use it as the example, you can choose your own CRM as we will be explaining the principles involved that ANY CRM must have to fully support a Parthenon approach to Online Marketing.

Module 5

Advanced Pay-Per-Click Marketing

We'll show you how to set up Google Adwords campaigns that **outperform** your competitors.

You'll learn advanced Google Adwords strategies to lower your click cost and **explode** your conversion rates, filling your sales funnel with hundreds or thousands of laser-targeted visitors every month.

Best of all, you'll see how easy it is with the cheat sheets and checklists we give you. You'll be able to eliminate the costly trial and error process **and ramp up your sales and customer acquisition at blistering speeds.**

Module 6

Killer Opt-in and Conversion Secrets

We'll reveal how one website can outperform another website by 500% when they're selling exactly the same product!

This module will delve into the specific **website conversion secrets that you** can use to ramp up your website to **convert MORE** visitors into clients INSTANTLY.

You'll be shown how to dramatically **boost** your opt-ins, shopping-cart sales and minimise abandonment, all absolutely crucial to **squeezing maximum profits from your website.**

Module 7

Massive List Building, Autoresponders and 'Auto Pilot' Strategies

Building a big database is one of the key Parthenon Pillars to a profitable website.

We'll show you how to build bigger lists and manage them easily with ready-made tools. You'll learn how to employ viral marketing techniques to magnify your reach and effectiveness.

And to top it off, you'll learn how to adapt online host-beneficiary and joint-venture strategies to produce lucrative and limitless possibilities, one click at time.



Recordings give you the flexibility and freedom to listen to them when it's convenient for you.

>> Modules continued...

Module 8

Search Engine Optimisation Mastery

Many online business owners spend months trying to work out the secrets of search-engine optimisation (SEO). Get ready to cut to the chase and have proven SEO strategies revealed that work immediately!

You'll learn advanced strategies for generating free site traffic to feed MORE visitors to your website(s).

You'll also learn how to systemise and outsource your SEO strategy and engage low-cost contractors to implement them for you.

Module 9

Social Networking 101: Web 2.0 – The Good, the Blog and the Ugly

Everyone's heard about social networking, blogs and Web 2.0 but HOW do you convert these tools into profit generators for your website?

We'll show you which powerful Web 2.0 strategies will work to build your pre-eminence and **attract and monetise more traffic**.

Some of these strategies are not appropriate for your product or service. Knowing this upfront can **save you countless hours of wasted effort!**

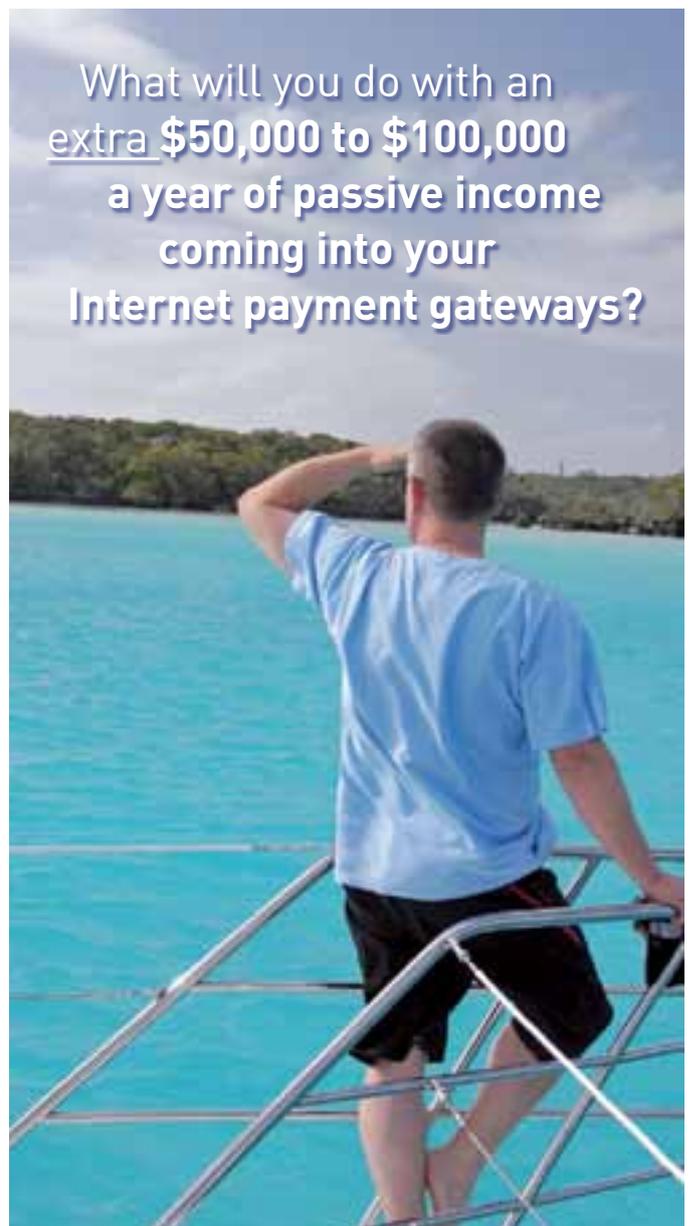
Module 10

Virtual Real Estate and Online Exit Strategies to Turbo-Charge Your Profits

THIS is **the module you have been waiting for**.

We'll show you how to remove yourself from the process of running your online business so you can **enjoy** on-going **passive income** and **freedom**.

If you're ready to **'cash-out'**, We'll show you how to sell your online business for between 2 to 10 times annual earnings so you can either move on to create your next online success story or enjoy your new-found capital gain. We call these **Cash Flow** or **Cash Grow Strategies**.



TEAM – Together Everyone Achieves More

The **Platinum Program** will give you the key to unlocking the entrepreneurial jail cell that has held you back for too long, finally giving you the freedom and liberty that originally motivated you to become a small business owner years ago.

This freedom is achieved by converting your back-breaking, midnight oil-burning, effort-based business model into a liberating value-based passive income generating machine that pays you 24/7 independently of the exertion of your personal effort.

Once you put the pieces into place, you can get home in time for dinner every night, knock a few strokes off your golf score, take up a new hobby or just kick back, relax and enjoy the success that is right there, within your reach – just waiting for you to GRAB IT!



PHOTO: Max Ucherek

Mark Lewis and Susanne Bernats-Lewis

To achieve ultimate success requires teamwork. Often, with owner-operators, that includes a husband or wife that is either directly or indirectly involved in the business either in the day-to-day operations, bookkeeping or in an administrative support function.

With a spouse's participation, even if it is passive or less proactive than the Platinum Program Member, chances for success are multiplied. Since the Platinum Program Guarantee is RESULTS-BASED, the onus and responsibility remains on the singular Platinum Program Member, but we know from experience that a spouse or executive team member's participation increases the REWARDS produced as well as ensuring a permanent, on-going and long-lasting discipline for future successes.



Free Partner, Spouse and Colleague Program

Partners, spouses and colleagues can participate in the program at no additional charge **as long as they are involved with your operation's performance outcomes on an official, documented basis** (in other words, no doubling up of non-related persons or entities).

Imagine Being Coached by The Exponential Growth Strategist...

Who has learned from the best including Anthony Robbins, Brian Tracy and other MILLIONAIRE Internet marketing gurus...

Dr Marc Dussault is an **award-winning author**, recipient of **several marketing awards [Best Promotion under \$500, Best Promotion Between \$500 and \$1,000, Best Business Graphics and Most Innovative Customer Service]**, an **Entrepreneur of the Year Award** finalist as well as a **National Sales Award Winner**.

Founder of numerous successful businesses (many started with NO MONEY DOWN), Dr Dussault has experience in a wide variety of industries and geographic regions including North America, Europe, Australia and Asia Pacific. Dr Dussault has been a **public company CEO**, Global Strategist and Director, as well as Business Development Manager of a global IT software company securing Top 50 ASX Companies such as TabCorp and Westpac as blue chip clients. As an entrepreneur, Marc has raised millions of dollars in venture capital on the NASDAQ and ASX Stock exchanges.

Dr Dussault is a **Fellow of the Australian Institute of Management** as well as the recipient of the highly acclaimed **Company Directors Course Diploma 2005** bestowed upon him by the well respected Australian Institute of Company Directors. He is recognised as an **Associate Stockbroking** by the Securities and Derivatives Industry Association of Australia.

The Internet is his most exponential tool where he has gone from \$0 to \$1 Million in less than 12 months, developing 15 Internet-based products that generate income 24/7 via 4 payment gateways and counting.

Embracing a life and work balance philosophy, Marc has not had a sick day in over 20 years, has travelled to more than 36 countries while exploring some of the most exotic destinations on the planet. He has been mortgage-free since his early 20s enjoying the fruits of his labour as the owner of 6 BMWs and counting!

Marc grew up playing ice hockey, but is now a **competitive squash player** who competes nationally against opponents less than half his age and is the winner of a Master's State Championship with an eye toward an international title!



Marc has been awarded a **Bachelor of Engineering Degree**, [Graduating with a Double Major in Hydraulics and Geotechnical Engineering] an **Executive MBA** (Graduating with Honours), completed coursework towards a **Ph.D. in Entrepreneurship [In the World's only bilingual Ph.D. Program held in not one, but 4 universities concurrently!]** with a focus on family business, organisational behaviour and information technology adoption and management *while he doubled his companies' sales and expanded his companies' geographic reach from North America to Europe.*

He was awarded a **Doctorate in Business Administration (DBA)** degree in e-commerce business models, focusing on stakeholder analysis and strategic decision-making, completing his 400-page thesis (with over 700 references) in a record 3 months. Recently, Dr Dussault completed a **post-graduate law degree** at the prestigious **University of New South Wales**. Investigating the selection of optimal tax and financial planning strategies for wealth creation and asset protection, learning the most powerful strategies sitting amongst Australian Tax Office inspectors and auditors!

Over the past 25 years, Dr Dussault has **consulted** for and created over 1 Million new leads **for more than 2,000 entrepreneurial companies** in over 200 industries **as an exponential growth strategist to assist business owners to unshackle themselves from the day-to-day operations** of their companies, catapult their success and achieve personal and financial freedom creating over \$200 Million in wealth for its owners and shareholders.

PHOTO: Max Ucherek

Don't Take Our Word For It, Listen To What Our Clients Have To Say

"I added \$5,000 to \$6,000/month in sales and \$120,000 of value to my business in 6 months. I never would have thought it possible – until I learnt the little things that make a BIG difference!"

Angela Muzyczka

"When I started my business, I named it AGB solutions to be at the top of the yellow page listing... Now with the Gourmet Guardian as my corporate name and my special URL (below), by going from Bland To Brand as Marc calls it, my sales have increased 400%."

Gavin Buckett

www.AustraliaFoodSafety.com.au



"Marc constantly comes up with quick and easy strategies to INSTANTLY increase sales or improve customer service. They work so well, I doubled my sales in my first year and expect to do the same again this year!"

Bree Robbins

www.PaddingtonPups.com.au



"Within days of the Bootcamp I wrote a sales letter and emailed it to 32 of our Point Of Sale system clients. We have had 3 respond, ordering PRE-paid POS System support for a total of \$9,000 in two days."

David M.

"We've increased sales 40% WHILE saving \$2,800 in wasteful advertising in 3 months. It's taken us a while to learn that you can achieve MORE by DOING less. We're getting it now and loving it!"

Neville Goncalves

Co-founder, Amazon Power



"On the first night of the Bootcamp I decided to test 2 headlines on Google Adwords. After only 7 hours I achieved a 278% improvement over previous campaigns!"

David Waden

"I sold a full-blown \$30,000 accounting system over the Internet to a client I never met, cutting my sales cycle in half. As Marc says...Ka-Ching!"

Mark Buhagiar

Austlink Services

"As an Engineer, I needed to find someone who could help me re-direct my analytical and technical skills to become more creative with my sales and marketing. I'd hate to think where I'd be without Marc when I look at my sales and 85% are from NEW clients!"

Ray Keefe

Engineering Consultant

www.Successful.com.au



More testimonials available online at
www.ExponentialPrograms.com/testimonials

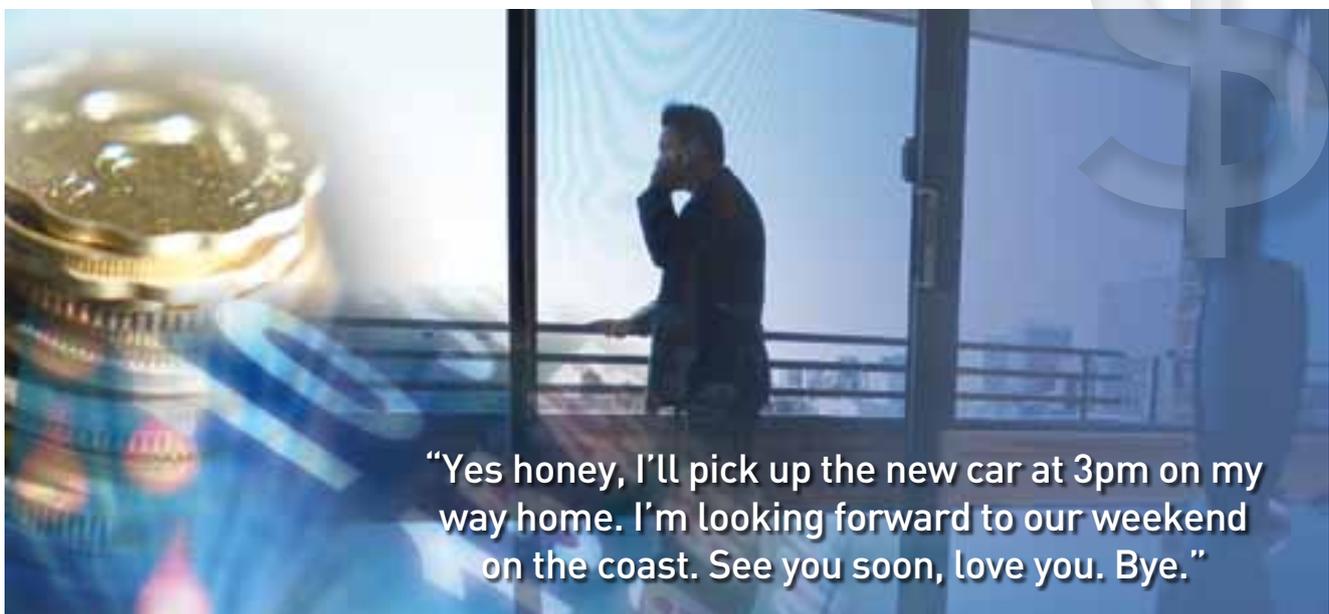
For Every \$1 You Invest, You'll Make \$3 GUARANTEED

If after the completion of The Platinum Program, you don't triple your investment, Exponential Programs will reimburse you 100% of our investment and an **ADDITIONAL 100%** of the program tuition which is **DOUBLE YOUR MONEY BACK** on the condition that you:

- Complete the Business and Internet Mastery Platinum Program curricula, including attending all the workshops and participating on scheduled conference calls.
- Maintain prompt payment terms with no defaults or delays and that payment in full is made prior to your claim.
- Meet all the terms and conditions of any agreements you have or may enter into with Exponential Programs over the guarantee period.
- Maintain a complete list of strategies deployed with accompanying metrics demonstrating the results obtained and submit it with your claim.
- Complete all the associated exercises, assignments and assessments in written, verbal or electronic form for each program's curriculum.
- Keep and maintain full records of your investment and business activities including, but not limited to financial records.
- Give Exponential Programs consent to auditing your claims and records to validate your claim.
- Provide a copy of your booking form and proof of on-time payments with your claim.
- This guarantee is in addition to your existing rights and unless otherwise stated, expires 12 months following your program start date.

Admission to the The Platunum Program is not a confirmation by Exponential Programs to honour the double-your money-back guarantee. To be eligible for the guarantee, you must request admission within 30 days of your program start date. Exponential Programs reserves the right to refuse the guarantee at its sole discretion.

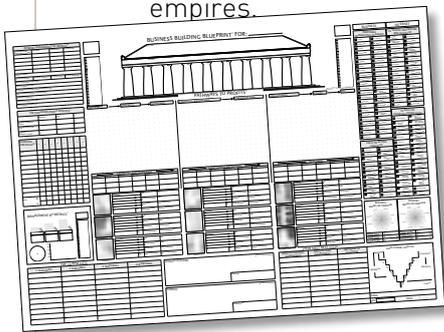
PROVEN STRATEGIES MEANS WE CAN GUARANTEE RESULTS – RESULTS THAT YOU CAN THEN REPRODUCE YEAR, AFTER YEAR, AFTER YEAR...



Business Building Bonuses

If the structured content in the Business and Internet Mastery curricula aren't enough, the following bonuses are included in the **Platinum Program** to facilitate your learning, increase comprehension as well as improve results in a systematic and orchestrated manner.

The 3x4 foot **Business Building Blueprint™** is a radical and revolutionary way to start crafting the foundations of your business and Internet empires.



On one single sheet, you will develop your Master Plan for success – Your **Profit Parthenon Portfolio™**.

All the templates and analysis tools you need will be provided, including the **Business Marketing Autopsy™** and **Geometric Growth Parthenon Matrix Questionnaire™**.

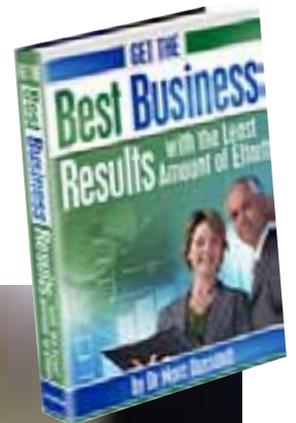


Several books will be supplied to you FREE of charge or at preferential prices including some out-of-print magazines and reports that have been pre-purchased for you to give you exclusive access to the most powerful academic research that 'Ivy League MBA Students' drool over.

You'll get your very own personal **Marc-Ka-Ching Kube™** so that you can learn to Twist The Kube™ so you can Kome up with your own money-spinning **Kaleidoscopic Kominations™!**

Every month, you'll receive the **Massive Momentum Monthly Mailing™** that includes a handful of real-life examples of the **Exponential Mindset™** in action along with cutting edge articles hand-picked just for you.

Last but not least, you'll get a 1:1 **Hour of Power Consultation™** with Dr Marc Dussault, valued at \$10,000. You'll get both the audio recording as well as a word-for-word unedited transcript that will capture all the strategies, nuances and distinctions for you and your team to review throughout the year.



ASK US ABOUT THE PRE-PAYMENT BONUSES

worth more than \$30,000 – including the CD and DVD recordings and transcripts of all recorded events, an additional **Hour Of Power Consultation™** and other secret bonuses. Also ask us about how Pre-Payments can **SUBSTANTIALLY REDUCE** your out-of-pocket **COSTS**.



Because You Want Work-Life Balance...

This portion of the **Platinum Program** content is **a fantastic starting point if you are new to the realm of personal development** and you want to take the shortcut to success without cutting corners. It reviews all the basic tenets of having a **“Positive Mental Attitude”** and **“Positive Thinking”** but cuts through the **“Fluff and Puff”** to get to the **CORE PRINCIPLES** that make a difference.

It includes the basic elements of motivational theory and personal development principles, but takes everything one step further with action strategies, techniques and tips that will essentially blow your mind about what you can do.

This **MasterMind Experience** will **Unleash The Exponential Potential within you**, by Leveraging the World's Best **Exponential Peak Performance Strategies** so you maximise your results while maintaining a healthy work-life balance. In short, this is the missing link you need to 'have it all' – BECAUSE YOU CAN.



Become A Leader In Your Industry Or Profession

BECAUSE the **all professions and industries** are in dire need of more dynamic and charismatic **leaders from WITHIN its technical ranks**, we're committed to **discovering, nurturing and developing the next generation of leaders and CEOs.**

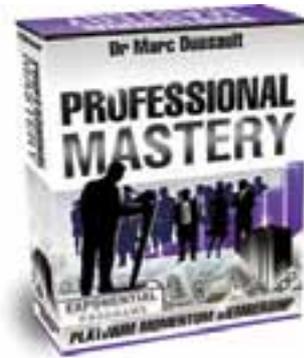
This part of the Platinum Program is important for you if you are an engineer, dentist, physician or other health care provider, lawyer or other TECHNICAL professional and:

-  **Want to get into a leadership position** to get on a fast track career path.
-  **Are in a leadership position, but you're languishing in the role** because the added responsibility (chores) and authority (bureaucratic paper work and red tape) are not rewarding you sufficiently for the effort your putting in (countless over time hours).
-  **Are currently successful in a leadership position**, but you know that continuous improvement is the mark of a true leader who leads from the front.
-  **Are a super achiever who is a little disappointed with your results so far.** The techniques and strategies you will learn are so effective, you'll experience the shifts within days of joining the program.
-  **Are already on the fast track, but realise that others are gaining on you.** Because this is a race with diminishing positions available at the top of the pyramid, if anyone is gaining on you, it's because he or she knows there is a better way to get things done with less effort.
-  **Want work-life balance without compromising your results.** There is nothing worse than feeling like you're a slave to the business or company – this program teaches you how to regain that balance within a holistic perspective.
-  **Want to be part of something bigger, more meaningful.** This is the driving force behind the Platinum Program – to find a handful of individuals who will take the helm to become the thought leaders that will mould your profession or industry for future generations.



Professional Mastery Platinum Program Components

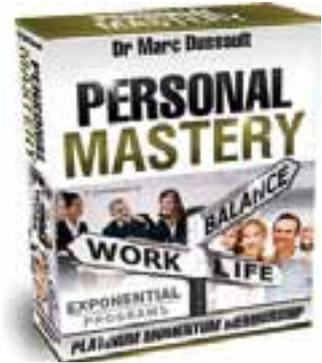
- ✓ Unleash The Speaker Within Event
- ✓ Superstar Speaking Skills
- ✓ Persuasive Presentation Principles
- ✓ Turbocharging PowerPoint
- ✓ My Best Year Ever Program™
- ✓ Wizard's Weekly Wisecracks™
- ✓ Internet Quick Start Bundle™
- ✓ The 4 Keys To Success™ Audio Program
- ✓ The Cone Of Learning
- ✓ The 1 Percent Improvement Doctrine™
- ✓ From Analysis Paralysis To Productivity PowerHouse Audio recording
- ✓ Linked In Article Series
- ✓ Professional Productisation Principles
- ✓ Case Study: Running up the corporate ladder two rungs at a time
- ✓ Business Mastery Secrets Video Presentation
- ✓ MasterMind Sessions Explained Audio Recording
- ✓ Group MindMapping report and Audio Recording
- ✓ Exponential Words Of Wisdom™
- ✓ Get 3 times More Done in ½ the time
- ✓ Regular Exercises and Assessments and other bonuses



Exponential Programs reserves the right, at its sole discretion and without notice to modify or alter any or all of the content of The Platinum Program™.

Personal Mastery Platinum Program Components

- ✓ Antimimeticisomorphism Audio Program
- ✓ Antimimeticisomorphism Video Program and Mindmap
- ✓ 4 Keys To Success Audio Program
- ✓ Voluntary Simplicity™ Audio Program
- ✓ My Best Year Ever Program™
- ✓ The Cone Of Learning
- ✓ How To Turn An Unsupportive Spouse Into Your Biggest Fan™
- ✓ Turn Your Worst Nightmare Into Your Best Opportunity: Case Study
- ✓ Marc's Monthly Motivational Movie™
- ✓ The Martian And Venusian Chronicles Keynote – Audio recording
The Mindset of a Champion™
- ✓ Personal Power Parthenon Blueprint™
- ✓ Top Gun Sales Seminar



Plus...
Additional Events,
Conference Calls
and Bonuses



Take your **Next Best Step™** today to Start **Compressing your Pathways To Profits™** as you **Create Multiple Rivers Of Revenue™** in your **Power Profit Parthenon™**

- STEP 1:** Register today by making your deposit.

- STEP 2:** Attend the next Platinum Program Event and/or Workshop – you can decide **AFTER** the Event or Workshop if this program is for you.

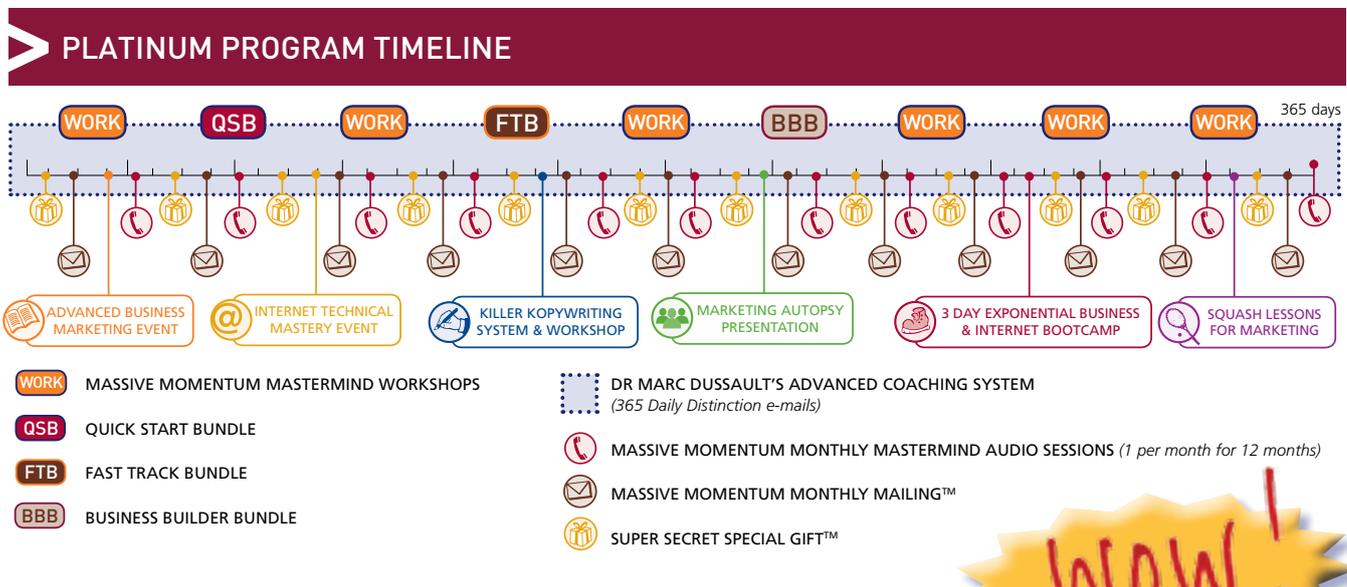
- STEP 3:** Apply for admission to the Platinum Program.

- STEP 4:** Upon acceptance you will begin to receive the **DAILY** Advanced Coaching Lessons™ and other content, systematically and automatically as well as the schedule of the **Monthly Massive Momentum MasterMind Conference Calls™**.

- STEP 5:** Check your bank account for increased profits!



BECAUSE the **Platinum Program** is scientifically designed to assist you to **Unleash The Exponential Potential™** that is within you by making you more productive within the first 30 days, it means you won't be overwhelmed instead you'll start to feel a sense of relief that you're back in the driver's seat of your business.



The Platinum Program

A world-first initiative that combines and integrates the teachings, methodologies and philosophies of the world's best business strategists in a pragmatic and practical format focused on guaranteed results.

EXPONENTIAL PROGRAMS

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