



Testimonials

Business Mastery Secrets- Testimonials

Sydney | Melbourne | Brisbane

Hi Marc,

Thank you for a fantastic two days last weekend, the information was mind boggling to say the least.

Thank you for the www.Linkedin idea, it will be a great tool for me to use.

Kind regards

Muriel Davis

Dear Marc and Monica,

Firstly, I wish to thank you both for the effort of creating the Business Mastery Weekend.

To say you over delivered is an understatement

I was one of the lucky ones who received one of Richard Evans' generous invitation as an Imagine Essential Services Member.

In recognition, I am going to donate 330 meals to starving children via the "Nourish the Children" campaign (www.nourishthechildren.com).

This is a passion that is close to our hearts, to provide food for some of the 5,000,000 children that would otherwise die from malnutrition.

Kindest regards

Alan



Testimonials

Dear Marc & Monica,

You two delivered a kick ass weekend.

I am honoured firstly that I shared in this marvelous two-day event. I also have been humbled by your kindness and willingness to please everyone there.

It seems we have been blessed this year, with greatness, may you and your beautiful princess always have the strength and direction to chase your dreams.

Marc to you and Monica, sweet dreams,

Angela

Dear Marc,

I really enjoyed the 2 days I spent at Business Mastery Secrets, and was fortunate enough to attend. I'm looking for as much information as I can, now I know what to look for!

Many thanks for such a wonderful experience,

Alejandra

Dear Marc,

I learnt some great stuff during the seminar. Thank you!

Tina

Inspiring, informative, valuable.

I recommend this event to anyone who is: looking for valuable ideas/strategies that can be immediately implemented to turbo-charge their business bottom line; wants information on creating multiple streams of income; wants to network with like-minded people; and definitely for anyone stuck in the day-to-day grind and in need of some powerful inspiration!

Beau Lester

Testimonials

Hi Marc,

May God always give you strength and determination to excel in your endeavours. After only a hand full of hours in your company I can say I am in awe of your focus and relentless hunger for wanting to help anyone willing to take the first step towards a brilliant not only business, but way of life.

Great work

Angela

“Thank you for a very well organised and run event on the weekend. The Business Success Mastery was fantastic and I certainly took away numerous distinctions per speaker. I thoroughly enjoyed the range of speaker and their diverse approaches and industries. Interestingly, I saw many similarities in their ambition, focus and tenacity. All-in-all a great weekend where the value far outweighed the entry fee for attending.”

Howard Amoils

Hi Marc,

We met very briefly in Brisbane. Just wanted to thank you for running an awesome event. Being a speaker myself in the health fitness industry, I can say you are a highly polished speaker, and I was engaged the entire time.

I love your cause and thank you for getting together some of the world's top minds.

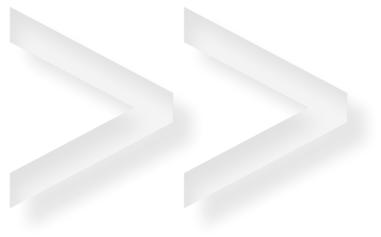
Will Swayne is a close personal friend - he talks very highly of you.

Look forward to crossing paths in the near future.

Merci Beaucoup!

West Loh

Internet Marketer; Exercise Specialist
BScApp(HMS); MScSt; MBA



Testimonials

Dear Marc & Monica,

Total head spin!!! That is what last weekend was all about.

Thank you both for arranging such a mind blowing and informative 2-day seminar.

Even though I am not a regular Business Owner, perse, with employees etc, I have started to categorise & implement some of the information that I bought home with me to suit what I actually do.

A very BIG thank you to all the speakers.

I can't wait to see what's in store for everyone next time we all meet.

Kindest Regards,

Robyn Haworth

Good evening Marc,

Well what a day today, I am at work now and my head is reeling, you delivered 100% on this outstanding day of presentations. I can't wait till tomorrow!

Best wishes to you and your beautiful wife.

Angela

Thank you Marc, it was a weekend that was jam-packed with information.

I wish I could write faster, I couldn't keep up with all the good ideas, and statistics that I would have liked to have used.

I am already Linked In to LinkedIn, however, I would be delighted to connect to your contacts.

I thank you for assisting me with the USP and value proposition for my business.

I have picked up quite a few tips and tricks that I have already started to use, but I am (as you suggested) having mixed feedback on my new mobile phone voice message!!!

Thank You again.

Kathryn Giovanos

Business Mastery Secrets Scott Keating – Testimonial

Monica,

I just wanted to write and say thank-you so much for all you did for me so I could make it to the seminar last weekend.

I got so much out of the weekend.

As I said my business and our town have really been struggling due to the drought. Last week I had my home phone and water cut off and this week (the day after the seminar) I got to work Monday to find all my business phones had been cut off and the very next day I arrived at work to be greeted by a man who was going to cut off my shop's water unless I paid him right then and there.

The difference was this week neither of these things got me down as I am still pumped from the MASSIVE information I took away from all the speakers from the Business Mastery Secrets weekend event.

I learnt so much from the weekend.

- **From Peter Sun** I learnt different ways to promote my business and to get more customers through my doors as well as different promotion ideas.
- **From Garry Kewish** I learnt how to break my goals down into little bite sizes as small as what I need to achieve hourly results as well as how to stop doing the things I don't need to do to help balance my life.
- **From Ed Dale** I learnt to open my mind up to what is possible online. I have many, many ideas now on how to start another stream of income after listening to Ed.
- **From Dymphna Boholt** I learnt so much about protecting myself and my assets as well as what normal/average people can achieve through real estate.

Testimonial

- **Then Richard Evans...** WOW WOW WOW! I have heard many people speak but I have never heard anyone speak like him. I have no doubt he really is going to change the world with what his is doing and his imagination.
- **Dr Marc Dussault** taught me lots about having a USP, being different than your opposition so you don't have to compete just on price and also how small changes in your business and yourself make a huge change on the end result.

But there was one thing he said that really hit home with me. He said "Perfection is the Poison of Profitability". This one sentence hit he like a ton of bricks. I had heard a lot of these things before but I realized this weekend I was waiting and trying to work out the right time and the right words to put all the things I have learnt from seminars and books into practice.

I took this one sentence home with me and in the last 2 days I have started putting things into action whether they are perfect or not. In the 2 days since the seminar, my customers now go into a monthly draw with 1 customer to win their purchase price back at the end of the month. All they have to do to go into the draw is to fill a form in so they can go on my database.

I have started to approach other local business and get them to offer a great deal to my customers. We are getting vouchers printed up so my customers can get extra value from my business when they do business with me. Also people who ring up will now be offered a great voucher and saving through another local business. This way they have to give me all their details so I can post it out to them, therefore going on my database so I can keep in touch and offer other things to them down the track.

[Ka-Ching! as Marc says.]

Out of the weekend I also got thinking about what my customers problems were instead of assuming what they were (got this from Dr Marc also). It turns out people seem to need a windscreen but don't want to get one as glass breaks easily and they don't want to buy one. Then it breaks and they have to get another one... So in my offer I now tell them that I will repair any chips or cracks (that can be repaired) for a full year.

The biggest thing I got from the weekend is that I now believe I'm a business owner and not jus the guy who fits windscreens for himself.

Testimonial

I'm not proud about getting myself in a position where my phones and water are cut off but I'm going to show people what I have learnt from this weekend and how it has changed my life because I know it's going to.

The reason I didn't care about my business phone and water being cut off when I got back isn't because I don't care but because on the weekend I learnt to focus on what I want and not what I don't want like I've been doing forever. [Now] I am very focused on where I'm going and my goal for next financial year and through focusing and achieving this goal I know nothing will ever be cut off again.

I now have a goal of earning at least \$100,000 next financial year and I know with what I have learnt I can do this in my business alone, then if you add things like creating other income streams that speakers all spoke about this could double but at the moment I'm focusing on the \$100,000 which is only \$50 per hr (learnt this on the weekend also).

I am starting a journal tonight and going back to last Friday when my home phones and water were cut and moving on to the AWESOME weekend and what each speaker taught me and then what happened in the last 2 days when I got back home. I want to write this journal because I also have a goal and belief of being a speaker one day and showing how I totally turned my life around (and I will) because of what other people are willing to teach and share.

At the end of next year when I reach my goal and then later when I set bigger ones and reach them, I will always remember it started with Monica who's generosity was the very 1st step in my new life and my new beliefs. These changes will improve my life, my family's life and the many people that I will pass on the generosity that was shown to me.

I know I will be forever grateful to you [Monica] and Marc and you both need to know what you're both doing is huge and changing people's lives and if I can ever help in any way possible please don't hesitate to contact me even for the littlest thing.

All I can say is that if anyone is second-guessing attending Business Mastery Secrets, they need to ask themselves just one thing – Can you really afford to miss the chance to get access to these powerful secrets? What are you going to do THIS weekend that could be more valuable to your business and your life? If you have any doubts, call me on 0408 860 301 and I'll set you straight!

Scott Keating

www.ExponentialPrograms.com/business

Testimonials

Ultimate Business Building Bootcamp & Exponential Marketing MasterMind VIP Program

“Our son attended Empowernet’s Bootcamp several years ago. He subsequently took his Australian-based business global, with offices in Hong Kong and New York. Having attended Empowernet’s Bootcamp ourselves in 2006 we now understand what our son was talking about when he spoke about ‘leveraging’ to grow his business.

We have been in business for about 30 years at which point you tend to think that you can’t learn anything new. Since Empowernet’s Bootcamp we have had a month of all-time-record-breaking-sales. We are re-energised, refreshed and have experienced a shift in mindset. **We can’t believe the difference it has made to our business!**

Now that I know where we are going in our business as a result of Empowernet’s Bootcamp, I am using the information and strategies I learned [during the 3 days and the **Business Growth Program**] to start creating an [exponential] Marketing Plan.”

**Rosemary & Kevin Pendlebury, Directors,
The Water People**

“**Marc’s enthusiasm and energy is fabulously motivating** – which is a great way to be learning Empowernet’s strategies. What is of enormous value [as a VIP Member] is **Marc’s personal involvement** in getting to know our business. He has **an uncanny ability to just step in at the right time** to provide both strategic and tactical advice in a situation specific context to **help us maintain our focus and direction** within the context of deploying Empowernet’s strategies **to grow our business as fast as we can handle.** What more can you ask for?”

**Monique Macleod, Director,
Interface Financial Group**

Testimonials

“I went to Empowernet’s Bootcamp in September 2005. My friend and colleague Marc Dussault had assured me it would be worth it and even though I trusted him, I was still dubious. It was hard to get the time from running our busy and growing IT company and we [originally] thought it was expensive!

In the end, both my partner and I attended and we are still reeling! And reeling in the benefits too! Some of it we knew, but just weren’t doing. Some we were doing but could do better and some of it was entirely new. It was all about better marketing, about doing better business with less effort and more results. Empowernet is a seasoned presenter with a wealth of knowledge that is “on-tap” and “on call.” All our doubts proved to be unfounded.

We used just a few of Empowernet’s ideas to not only cover our seminar costs, but make significant improvements to our business which are on-going. Just six months after the Bootcamp, it’s at least \$100K!

I took over 100 pages of tightly written notes that I now use as an invaluable resource to re-charge my business, my motivation and my skills. What impressed me was how many people were there who had been before... repeat customers. **There is a lot of value in what Empowernet is teaching for those who want to listen, learn and reap the rewards.**

I also got a lot of motivation, encouragement, valuable insights, information and networking through those who attended – ‘first class people’ right there, sitting right next to you sharing ideas and experiences. **It was brilliant!**

A lot of people are skeptical about the cost, the Big American ‘hype factor’ and of course the ‘value for money equation’. **Having been, I say you get what you want – if you want million dollar ideas, Empowernet delivers.”**

Castaly Lombe, Director Marketing and Sales, Myco System



Testimonials

"I have nothing but great things to say about Marc Dussault. Why? Marc is absolutely fantastic at getting you to **focus on the absolutely most critical tasks** that you need to get done NOW, not just to move you one step forward, but to get you and your business to **make quantum leaps forward** – way beyond anything you previously thought was within your reach. He **inspires you, cajoles** you and **opens your eyes** to the **phenomenal new possibilities** now available with Empowernet's strategies and then meticulously helps you craft an **action plan to make your dream a reality**. If you want to start on a path to making massive exponential change in your business life, **Marc is one of the very few who can help you get there in the shortest possible time.**"

Mike Krsticevic, Managing Director, Advocate Home Loans

"Last night's [Host-Beneficiary Partnerships] workshop was excellent. We learned a huge amount and once again had the flash bulb light up on key points to make our own Host-Beneficiary Partnerships more successful.

We also picked up on the value of understanding and leveraging the lifetime value of a client."

Deirdre Tozer, Managing Director, Medici Clinics

"**Marc ran an eye-opening workshop** that really highlighted how much there was that we don't know! I feel that each time we get together we open up whole new areas of business possibilities. As a result of the [VIP] workshop I have several Host-Beneficiary Partnership ideas I can put together and implement almost immediately!"

Stuart Gordon, Director, Giant Promotional Products



Testimonials

“Many thanks for the time devoted to our business and material sent via snail mail. Following our consultation last Wednesday evening, which was so much more than anything I’ve ever experienced as a **free consultation**, **my mind was just racing and awash with new ideas, a more strategic focus, a new level of commitment**, and a crystallised decision. Between the **free** workshops, the **free** e-mail support, advisories and materials, and my learning attention, this has all been a major slap in the forehead. I’m that sort of bloke. I read it. I learn it. I recite it; I have pictures of it. I even give some appearance of implementing it all, and through action comfort myself that I know it. Then, I have these objective and really supportive people give me the slap in the forehead my wife often says I need. It’s true.

The [Empowernet] Team is providing such a level of support and commitment to our business, **I know our whole future is being brought forward a lot faster, in greater measure, and with more rewarding outcomes**. We have further to go, and it’s a **journey being made all the clearer, exciting and rewarding** because they [the Empowernet Team] absolutely have one objective – to support us in our success. That’s “S-u-p-p-o-r-t our S-u-c-c-e-s-s”, with capital “S’s”. The **ideas, suggestions and the simple applied art of listening** has meant that in a little more than an hour, “me and my” business have a **significant new framework to deploy our marketing and long-term strategies**.

I recommend the Empowernet program, boots and all... **Be prepared for a level of honesty and insight only received from those a few [qualified and] trusted advisers, or mentors!”**

Felicity & Bob Parker, Principals,
FBP & Associates

“The amount of relevant information I received was mind-blowing. **After spending just 5 minutes with me, Marc showed me how I could take my business from where it is now to potentially earn over \$250,000 p.a.”**

Samuel Tesfay, Managing Director, Synchro Investments

Testimonials

“Marc is contagiously enthusiastic!”

Gary Tumminello, Director, GTax Accounting

“I can’t thank Marc enough for being instrumental in making my relationship with other VIP Members possible. **There is so much leverage and potential to grow all our businesses, it’s literally mind-blowing.** The [MasterMind] process Marc is taking us through feels like Master Yoda teaching young Luke Skywalker the power of his mind. I have to keep reminding myself that you he is human – the things he comes up with is like it’s coming from a ‘human computer’. INCREDIBLE STUFF!! Thanks Marc. ”

Lai Fui Gray, Imagine Essential Services

“Thank you for ringing me on Friday... If I could put a fiscal amount **on the [3-hour] Unique Selling Proposition workshop it would be \$10,000 if not more.** You captured my interest in USPs the moment you said it is like your personal your mission statement [Purpose]. Since I just returned from Tony Robbins’ Date with Destiny program it really jelled with me. **I could understand from your talk the things I already had in place and what I need to focus on.** Education and information [as Empowernet uniquely explains the concept] is **something I am going to put a lot of focus on to put into practice in my business this week.** Thanks!”

Aaron Scheibner, Vegan Food Mob



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I want to thank you all [VIP Members] for giving me the honour and privilege of sharing this time with you. I have learned so much through your contribution and participation and know that **I will grow and develop in unimagined ways through my belonging to this exclusive group.** Thank you very much every single one of you, with special thanks to awesome Marc. The universe is shifting! **I can feel the essence of powerful possibilities arising within this group.** I say let's grasp them with arms and legs and fly into the future as eagles soaring amongst the clouds. Yes! Let us not forget who we are – beings gifted with power and capability beyond measure, limited only by our own manufactured beliefs and thoughts. **I know there is wonderful merit in this MasterMind Process – satisfaction, learning, and a brand new world of boundless possibilities** lie all the way to the end of THIS rainbow..."

Sonny Navaratnam, Chairman, Blunt Solutions

"I flew in from Singapore just for this seminar and I experienced 3 days of mind-blowing sessions with Empowernet . It was so insightful, so resourceful - **I learned so much, it feels like I earned my BA degree in Marketing.** In fact, it is true that in 3 days we almost covered all the necessary subjects taught in 3 years in business school or maybe more!"

Jack Wijaya, Chairman of several companies, Indonesia

"I thoroughly benefited from the conference call with some great ideas to implement. Marc, your conference calls and workshops are **content-rich, thoroughly enjoyable and filled with practical ideas.** Keep 'em coming! I was a babe in the woods when I went to my first Empowernet Event on Unique Selling Propositions. I came away with a desire to learn more - and you showed me the way!"

**Marketing Student and
Entrepreneur**

Testimonials

“Even though we are a marketing company – providing design, web and strategy – we were not very good at promoting ourselves. **Empowernet gave us greater confidence in marketing ourselves as well as our clients.** We have used many of Empowernet’s tactics to boost our clients’ businesses and **have seen a dramatic upswing across the board.** Our marketing programs for small business have been so popular that we were approached by and then merged with a larger design studio to provide our marketing programs alongside their amazing design team. We truly are now the Virtual Marketing Department for small businesses!”

Marketing Director

“I came [to the Bootcamp] a little bit skeptical and I have to admit that **my skepticism was proved wrong. It was a fantastic weekend and without a doubt more value than the price we paid for our tickets - and really that was a small price to pay, in the scheme of things!** So thanks very much Empowernet, for an awesome weekend!”

Toby Jenkins, Bluewire Media

“Basically, bottom line, **if you want to make any more money out of your business, you need to go see Empowernet.**”

Sonia Mitchell, AAA Publishing

“This is Paul, Mr Risk Reversal. Tomorrow, first day back, I will be implementing risk reversal. All my clients - **it’s a no brainer, the secret to wealth...**”

Paul Dwyer, Leerox Industries



Testimonials

“This is my second Empowernet Bootcamp. Last year it was just information, information, information. This year, the plan is much clearer and I really **know what to do now**. Anyone who is thinking of coming to an event should come, I guarantee you won’t be disappointed. Thanks to Marc for all his help along the way.”

Managing Director, IT Company

“This was a fantastic weekend, I had a great time. I can really see **great value in the programme** and I can’t wait to start applying it all. Thank you Empowernet!”

Adam Franklin, Bluewire Media

“The seminar has been great, it’s given me a **lot of different ideas and things that I can implement**. I think it’s been enlightening for a lot of other people. I’ve actually even tried to help others and they’ve helped me, which has been great.”

Suzanne Evans, Imagine Essential Services

“Fantastic three days, great strategies, all these wonderful things that I want to implement and build our business. **I highly recommend it!**”

Andrew Galea, Beyond Software Development

“A few words I would like to share about the Bootcamp... **It was quite mind-blowing. All the strategies that we got in three days was amazing, it was one of the best investments I have ever made in myself and my business.** If you haven’t attended this seminar because you can’t afford it, **you can’t afford to miss it**, actually.”

Samuel Tesfay, Managing Director, Synchro Investments

Testimonials

"I'm from Anglesea in Victoria. If you're thinking about doing the Empowernet weekend - don't think twice. Go for it, it's awesome!"

Paul Barratt-Hassett, Courier Solutions

"I attended Empowernet's seminar and I got so much out of it, great value. I just want to implement [the strategies] as fast as possible. Congratulations Empowernet, you've made a huge impact on all our lives."

Bakous Makari, Makari & Co

"This was a fantastic experience. **Empowernet I think is clearly the number one marketing person in the world and all the people here have benefited from it.** There are two hundred people here, out of twenty million people in Australia and to be associated with some of these people who have taken on board a lot of these strategies is quite awesome in itself. So the networking's been great too. Thanks to you, Empowernet. Cheers!"

2006 Bootcamp attendee

"The Empowernet Bootcamp is a **1-of-a-kind immersion experience that no business owner or serious marketer can afford to miss. Within 1 month of attending, my team implemented a few simple changes that have allowed us to raise our prices by an average of 30% and convert two cost centres - support and sales - into revenue centres.** And we still have pages and pages of ideas to implement over the coming year that will **EASILY double our revenue and profit over the next 12 months.**"

**William Swayne, Director,
Marketing-Results.com.au**

Testimonials

“The past three days have just been awesome, awesome. I’ve been invited to the VIP programme and I’m just so grateful to be part of the [VIP group]. **Initially my brain was scrambled, but now it’s being put together again.** Can’t miss this if you are interested in building a business!”

Lai Fui Gray, Imagine Essential Services

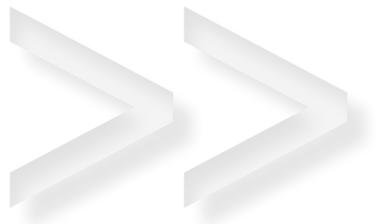
“The Empowernet Bootcamp has been a fantastic experience. I’m very privileged to be here. I just started my own business at the beginning of this year. I’m looking for some guidance, I have no marketing background at all. Over the last month or so as a VIP member I’ve grown so much. I’ve learned the tools and strategies that I can put together to grow my business confidently and take it forward. **If you’re a business person or an entrepreneur, you cannot afford not to do this programme. It will save you years and years of heartache. So I cannot recommend it more highly. Marc and Empowernet and the team are outstanding.** Thank you for the opportunity and I wish you the very best.”

Dominic Siow, Avant-Garde Life Investments

“I came to this course as a frustrated individual. I preselected for the VIP course because I knew I’d need help implementing the amount of information I was going to receive. I’m glad I did, to date it has been well worth it and **I’m absolutely certain that with the strong support from Marc it’s going to continue to be well worthwhile.** It’s very hard to quantify the amount of information gained, but **if you run a business and you’re serious about growing the business and making money, this will help.**

It’s fantastic. Do it. If you can find the money, just do it. If you can’t find the money, do it anyway.”

David Markus, Combo IT



Testimonials

Exponential Marketing Workshop Host-Beneficiary Partnerships Workshops Dr Marc Dussault

“Thank you for putting on a great presentation last night, it was great. **I hope many people see the value the [3-day] Bootcamp can have** for them and sign up!”

– **John G.**, North Sydney, NSW

“I just wanted to say, I really enjoyed the workshop; in fact **it helped me understand** that the business I am building relies on and is a perfect example of a Host-Beneficiary Partnership.”

– **Steve A.**, Pyrmont, NSW

“It’s great how you take the time to talk to people and get to know who they are as people - I think making all the personal connections in the room really got people effectively engaged in your presentation... **I really like your presentation style - it’s factual, informative, confident, and very down to earth...** I like the fact that you’re exactly the same person on ‘stage’ as you are off... [At the end of the workshop] I didn’t realise 3 hours had passed!... **I learnt a lot last night...** I thank you for that quote you gave us last night about our thinking has only brought us to where we are - that’s truly a gift that has left me thinking I need to make changes, grow, and [need to do it] fast!”

– **M.M.**, Sydney, NSW



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“**Thank you** for the [Workshop] invitation, I enjoyed it.” – Daniel D., Melbourne, VIC “Last night’s workshop [in Melbourne] was excellent. We learnt a huge amount and once again had the flash bulb light up on key points of criteria for Host-Beneficiary Partners as well as looking more closely at the lifetime value of a client.”

– D.T., Melbourne, VIC

“**I gained a lot of extra clarity** in [understanding] the mechanics of how to structure a Host-Beneficiary Partnership.”

– David E., Fortitude Valley, QLD

“Last night, I went for two reasons, one, to support you, and two, to learn about Host-Beneficiary Partnerships. [The workshop] was a **very clear explanation of H-B Partnerships with excellent content**. I now know, I did not fully understand H-B Partnerships until now. For that, I thank you.”

– Paul D., Brisbane, QLD

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Private Strategic Partnership Program Kuala Lumpur, Malaysia, December 2005

- **What are your general thoughts about the Private Strategic Partnership Program?**

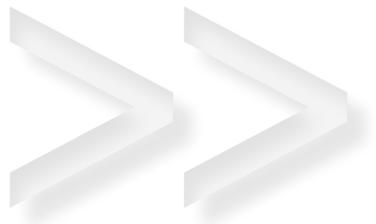
It's been inspirational – **I feel very clear about knowing precisely what we need to do.** There are a lot of commonalities with the varied businesses present at this program. I think I just make things more complicated than they need to be. It's been great to see other people having the same challenges we have and coming up with brilliant solutions we can use in our business.

- **Why should companies invest the time and money to attend this program?**

It's a must in today's competitive environment – unless you spend time understanding where you're going in 1, 2, 3 or 5 years time, you just won't be prepared when you get there. You might get left behind. **Just because you're doing well now, doesn't mean you'll be OK in 5 or 10 years time...** It's critical to forward plan... This program is ideal for that.

- **What will this mean for your business in the next 6 to 12 months?**

Our business will increase profits at least 25% in the next 6 months and double that within a year from what we've learned – that's **worth hundreds of thousands of dollars for us.** Beyond that, the sky's the limit really...



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- **What would you say to people who think Empowernet charges a lot for his consulting and for this program?**

It's not what it costs, it's what it's worth – with one or two key ideas, it could mean hundreds of thousands even millions of dollars. It's to our advantage to be here and that our competitors are not making that investment in themselves. \$25,000 is not expensive when you consider everything you gain. **I consider it a great investment.**

Catherine O'Malley, Managing Director, Crenie Pty Ltd Australia

This program's benefit will be worth 100 times the seminar cost to our company. I don't want my competitor(s) to come to this program. That's how powerful this program is."

Sato Gi San, Japan

From the strategies I learned from Empowernet's program, I increased real estate apartment sales in Indonesia from US\$10 million to \$US\$40 million in one month! I also applied Empowernet's strategies to my book sales – breaking a Guinness World Record in Indonesia. An Indonesian bestseller is 3,000 sales in 3 months. I sold 10,511 the first day!

Everything comes down to the result – Empowernet delivers. It's that simple.

Tung, Indonesia

- **What is the biggest benefit you gained from attending this program?**

The importance of creating systems that **allow you to duplicate and replicate any result you want**. It means that you can bring in other people into the company and leverage yourself, releasing you to focus on strategic growth activities.

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- **How will this impact your business in 6 to 12 months from now?**

Instead of having 3 or 4 people, we can scale easily... If we get an 80% result from an additional person and we add a second person, isn't that a 160% growth or result? I think that's pretty amazing!

From one to four income streams in less than 1 year...

- **...Paul, since you attended Empowernet's program in Kuala Lumpur last December, how has your business changed?**

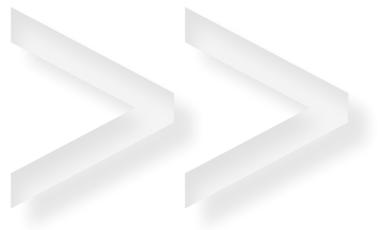
When we went to the Private Strategic Partnership Program, we had one small T-shirt company. **Within one year we founded not one, not two, but three new income streams!** We now sell websites, ring-tones, web hosting and strengthened our corporate clothing company. **We doubled our revenue and are on track to double it again this year.**

If I was to put a price tag on what the **Private Strategic Partnership Program** was worth, I'd say it already has been **worth \$100,000 in additional sales to us and that's in less than 9 months.**

In fact, the program was so impactful, I'm attending again this year. **I wouldn't miss any opportunity to have Empowernet lead, conduct and orchestrate dozens of very talented and capable business people work with me to grow my businesses!**

One peripheral advantage I only really appreciated after-the-fact is that since everyone gets to know the inner 'guts' of everyone else's business, **attendees become each others' trusted advisors!** We just apply Empowernet's Power Parthenon Principle and constantly work on our Performance Enhancing Quotient.

Paul Dwyer, "Entrepreneur Extraordinaire", Leerox Industries, Australia



Testimonials

Two years ago, I took part in Empowernet's very intensive Internet Marketing "Bootcamp" that helped me to double my business the following year... and then redouble it the year after that.

This year, I'm on track to make it three years in a row!

So I hope you'll excuse me if **I think Empowernet is the best thing since sliced bread...**

"After witnessing a 15-minute mini 'Hot Seat' at the Bootcamp, I knew I had to 'step up to the plate' and attend the Private Strategic Partnership Program to have Empowernet break apart my business and build it up again over 2 to 3 hours.

I know that implementing just few key strategies from the Bootcamp will double my business over the next year, so I can only imagine what the PSP will do. Even if we only triple our current results, the ROI will be tremendous. Bring it on!"

William Swayne, Director, Marketing-Results.com.au

Testimonials

Exponential Marketing Workshop Unique Selling Propositions presented by Dr Marc Dussault

“Just wanted to thank you for an informative evening [tonight]. I appreciate your **passion and enthusiasm** for the subject and that you are certainly living your USP by helping empower others to live their dreams. It has certainly had me thinking about my personal USP and one for a few business areas I work in. **I picked up lots of practical tips that can be applied in my business tomorrow.**”
– Toby G.

“**I found the evening quite exhilarating.** It was enjoyable and I could clearly see where you were going and enjoyed the process, to the point of not so much surprising myself as validating myself! This is a worry. I will be evaluating further - probably tomorrow, Friday, my own notes on the ‘experience’ and after accessing the workgroup, etc. just to ensure things flow! Thanks again for the experience!” – Paul M.

“**The opportunity to attend your seminar was fantastic.** I am only 21 and am looking for every way to better myself as I have a long path ahead of me. I feel that last night was a great start to that journey. Thank you for the support and help that you offer. **It’s fantastic! I look forward to working with you further in the future.** All the best and I’ll see you at your next seminar.” – Adele B.

“**I found yesterday’s workshop very insightful.**
Thanks very much for the invitation.” – Jeremy L.

Testimonials

"I've been to a number of these introductory seminars and yours was by far the most professional. It really got me thinking and in fact I spent the whole time writing ideas down for my business. Anyway, **I'd just like to thank you for a tremendous, honest and professional seminar and I will be doing my best to participate in further events."** – **Mike B.**

"The seminar was excellent and I enjoyed every moment. It was undoubtedly very valuable and informative to my new business." – **M.V.**

"Just a short note to thank you for your seminar in Brisbane last night. You are a great presenter and an inspiration and yes you were right in saying 'This is a night you will truly enjoy'." – **M.L. & S.L.**

"Thank you Marc for a very thought provoking evening. Well done, I enjoyed it a lot." – **Brad W.**

"Thank you. I really enjoyed the evening and it's certainly got me thinking. I look forward to learning more in the future." – **T.L.**

"Thank you for giving me at least \$500 worth [for free] on Thursday night. I woke up the next morning with USP in my mind and everything I learnt from you coursed through my mind for much of the day and the next with a very positive sense with it." – **F.G.**

"Thanks for a wonderful / value packed seminar last night in Melbourne, very much appreciated. Have recently purchased Empowernet's '93 Referral system' & 'How to get from where you are to where you want to be' packages. They are great tools to use." **Justin K.**

Miroslav Doncevic - Testimonial

The Empowernet Exponential Marketing Mastermind VIP Program

MARC: Tell me a little bit what you were saying before about the VIP Program, the process and what you appreciate from what you've experienced so far.

MIROSLAV: Look, the thing that's frustrating is that I wish I had more time to work on it, but as you correctly said this morning, it's not as if you can just take a holiday from life, or the business, and concentrate on all this other stuff. So it's incremental, and it's got to be woven into our day to day and our ongoing day to day.

What I particularly get out of it is the fact that I'm – it's like playing on a team, you know, if you're playing a one man sport, you know, you've got to motivate yourself, and you've got to keep pushing yourself. But if you're part of a team and you can hear feedback from what other people are doing and – you, for example, when you took over when Mike was floundering last night, right, I mean, that was terrific, that, you know – hang on guys, what are we actually here for? Let's not waste time. This is about the specifics. What are we doing between now and Christmas? It's a hundred thousand dollars. What does that mean? It's really reducing it to the bite sized chunks over and over again. I'm good at the high level stuff, but it's at the execution that I often fail.

MARC: So on today's call with Ken and Monique, what did you get out of it? I know you just said you took something like four pages of notes...

MIROSLAV: Yep, I'll tell you what I got out of it. Monique and Ken, you know, they were going to ask for referrals personally, and feedback. You said why don't you send requests for referrals by direct letter, e-mail, exponentialise it, then there was that discussion about, oh, you know, it's impertinent, and basically the distinction is - just ask, **just do it.**

Testimonial

Now, I've been doing that. In fact, I've been using Empowernet's book out of that bundle of ten you gave us. I've been giving it to key people to read – and then I've said to them "Look, I want you to read this, and once you read this you'll understand why I'm asking you to help in the way that I'm now marketing my business, right? But these are people that I genuinely want to help, in any case.

These are clients and mates.

And then the other distinction – the thing that I got is this. **Don't make things more complicated than they need to be.** I tend to do that. I tend to wait until it's perfect etc, but now I'm starting to get more comfortable with oh, just hang it, just send it out.

MARC: It just amazes me, look, I've been there, but it's been fifteen years since I've changed my mindset. It just amazes me how people have all these ideas, and they just kind of sit there dormant, and I sit there saying "But I thought we had this discussion two weeks ago?", and then nothing gets done, and it's like – you know, in that timeframe I've done twenty things, and yes, there's typos and there's errors and there's whatever, but, you know what, just like what Lai was mentioning, which I thought was so fantastic – she sent out her e-mail, and she realised there were a few things that were wrong with it, but hey, she got a response that was pretty amazing for her. Now she's got momentum to do it all over again.

MIROSLAV: That's right, that's right. And the other thing that I got as well is when Lai said that she sent two hundred and fifty e-mails and she got good feedback from half a dozen, the thing about testing – **don't send the same e-mail to two hundred and fifty people, send out five different headlines to fifty people.**

MARC: Exactly.

Testimonial

MIROSLAV: So that was good. And then the other thing that I got as well is this whole thing about newsletters, right? Unless it's regular, and unless you're doing it professionally, unless you've got three, four or five ready to send out, don't do it, don't call it a newsletter. Maybe calling it a briefing paper is better.

MARC: Call it anything but a newsletter. When I was writing articles as a columnist, I'd contact a magazine and say "I have five articles for a bimonthly, or I have ten articles [for an annual column]" – they were already written a year in advance. I didn't want to have the stress and the pressure...

MIROSLAV: Of a deadline.

MARC: To have a deadline every month, I mean, that would drive me nuts! You can write ten articles, you know, five hundred to a thousand word articles just as quickly as you can two or three independently, because you're in the zone, and you're thinking about it. It's like newsletters – I tell people "If you don't have six months of newsletters ahead of you, mate, you are asking for trouble."

MIROSLAV: And the other thing that I got is – and this is the thing that... you know, I juggle a lot of balls, and, you know, I get by, and I sort of – you know, I pay the rent, and you know, various things. But this thing about when you said – and you floored everybody, it's like how many hours do you manage in a week? Like what the #\$\$%\$\$ do you mean manage, you know, you just survive.

Testimonial

MIROSLAV: It's what most people think – that's what I was thinking, it's like "Marc, what do you mean by manage?" I put in long hours, I get to work at like eight o'clock, I'm thinking about it from five o'clock in the morning when I wake up at five thirty, and I get home at, you know, late hours, right. Often, I probably don't use my time efficiently or most effectively, right, and I tend to waffle a bit and I tend to be a bit fluffy like Mike was talking about. So that's personal for me, and when you said you manage a hundred and ten to a hundred and twenty hours a week, right, so basically you just say "Well, okay, these are the hours, right, and if Miroslav calls up, well, I'm sorry, but Miroslav, you're not actually in this slot". It's like "What can I do for you, Miroslav?"

MARC: Exactly. And that's why sometimes you call me, and I don't pick up, because I can't.

MIROSLAV: No, no, I understand that, and it's just that I'm – things are all valuable, that are just, you know, slowly changing. And the other thing – the other key distinction that I wanted to say is I don't want people – I'm certainly not disheartened by my lack of progress, right? Because you've been doing this for fifteen years, and we're only just getting started – I mean, I didn't get my head around Empowernet until you started the seminars, even though you sent me some material a year ago, right, and it's like – you know, I've read the book, I've downloaded a whole heap of stuff, I mean, there's almost a lifetime's worth of stuff there, and it takes – I mean, how long does it take to turn a mindset around? There's a lot of programming that has to be undone.

MARC: Absolutely.

MIROSLAV: A lot of pathways that have to be redirected in the brain.

MARC: Exactly.

Testimonial

MIROSLAV: And so that's why I'm not discouraged by the fact that yes, it has taken me two months and I haven't got much to show for it – my wife keeps on saying – Julie says "Show me the money, Miroslav, you've been to see the guru, now what?" I mean, she's ruthless, because she's just sick of it, right? And I just said to her, I said "Well, Julie, once I've finished this building project that I'm project managing, once I've done a few of these other things, but in the meantime, I haven't stopped, I am slowly starting to do some of the things [I need to do]." Now, I also understand that humans are very good at rationalising, and I'm just as good as everyone else.

MARC: It's called self justification behaviour.

MIROSLAV: Yeah, yeah. It's like I wouldn't want anyone to get discouraged by you putting the heat, or we, each other, putting the heat on each other, I think what people need to make sure is they understand "Okay, well, alright, you know, if you don't have a go, you know, you're not going to achieve anything, but if you have a go and you make a mistake, fine, then you just redirect and you learn from it and you do it again, but smarter".

MARC: If you get on the playing field, you're going to get a few bruises and bumps. If you stay in the stands, you know, you're never going to know what the experience is on the field. I'm just trying to get people to start scoring some goals. You can't win the game if you don't score a goal. And then you've got to score more goals than your opponents, your competitors.

MIROSLAV: I'm competing against my self, I'm really not competing against other IT companies, I'm competing against myself, because I've got the ability, you know, we're all blessed with intelligence and talent and energy and drive, and a vision, and we've now got more than just that, we've now got techniques, we've now got, you know, the distillation of Empowernet's and yours and everybody else's experience, well, bloody hell, what more do you want?

Testimonial

<<Giggles and laughter from both MARC and MIROSLAV>>

MARC: Exactly! With all of that on your side, you can't make a go of it, that's got to be a tough one to swallow.

MIROSLAV: No, what it means, if you can't make a go of it, it means that you're not doing it. It's as simple as that.

<<End of recording>>