

These letters were originally written by grateful various signatories to use to encourage prominent CEO's, business icons and famous corporation business experts to start a relationship with Jay.

Creditability comes from consistent performance. Respect comes from delivering on your promises. Trust comes from consistently performing on our promises for people you respect...

Read the actual letters of testimonials from five highly respected, legendary business icons wrote about Jay Abraham's consistent performance, trustworthiness and capabilities to grow a business like yours.

Six letters totaling 16 pages follow.



February 9, 2009

Dear Colleague,

Greg Link here. You may or may not know me but you may know *of* me. I am the Co-founder and President of CoveyLink Worldwide. My business partner, Stephen M. R. Covey wrote the *New York Times* and #1 *Wall Street Journal* bestseller, *The Speed of Trust*, which was named the most widely read book by CEO's last year.

I also orchestrated the marketing and publishing strategy that led his father's book, Dr. Stephen R. Covey's *The 7 Habits of Highly Effective People*, to the number one bestselling business book of the 20<sup>th</sup> century according to CEO magazine, selling over 20 million copies in 38 languages. I executed the marketing strategy that propelled Covey Leadership Center from a start-up consulting firm by an unknown professor to a \$100 million+ global enterprise, operating in over 40 countries. I then assisted in leading the merger with then Franklin Quest to form FranklinCovey and become the largest leadership development company in the world.

I realize I'm telling you quite a bit about my credentials, but I would like to use the full force of my credibility and industry reputation to introduce you to Jay Abraham. I have known Jay for over 25 years, first by reputation and later as a trusted advisor and friend. Much of my business success I attribute to principles I learned from Jay.

I'm doing this because Jay has (or will shortly) contact you by letter, email, or fax to invite you to be part of a special panel of business authors and experts. Jay will be interviewing some of the most extraordinary business minds in your field, and I understand he wants you to be one of the select thought leaders included. He will be interviewing you for an audience that is expected to number nearly a half a million business owners and entrepreneurs...world-wide!

If you already know of Jay's work and international reputation as a marketing genius and entrepreneurial business growth expert, this letter is probably extraneous and unnecessary. You'll already be glad to take his call, reply to his letter or email, or otherwise go out of your way to take advantage of his invitation to join in this panel.

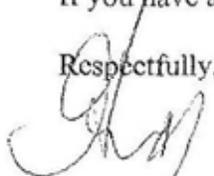
In the event that you are not yet familiar with Jay, I want you to know you will be very glad you took his call. Jay will be one of the most engaging and thought-provoking people you have spoken with in years—I guarantee it. Jay gets it. He is a remarkable

business and marketing expert and will dramatically enhance your reputation and grow your business. His interview with Dr. Stephen R. Covey was intense and engaging. He also did a *tour-de-force* interview of my business partner Stephen M. R. Covey that helped *The Speed of Trust* become a global bestseller.

I know you are very successful in your own right and are approached by many more opportunities than you have time to take advantage of. *This is one of the precious few that is worthy of your attention.* It will build your reputation in this crucial time in history while simultaneously providing you the opportunity to give back and make a difference in the lives of countless aspiring business owners and professionals who could benefit from a promising word at this time of unprecedented uncertainty.

If you have any questions about Jay Abraham, I will be glad to take your call.

Respectfully,



Greg Link  
Co-founder & President  
CoveyLink Worldwide

CHAIRMAN OF THE BOARD



I'm president of one of the world's largest self improvement publishers. Since our inception, we've probably published 500 of the country's top non-fiction authors. The best-selling authors we've published in audio form include people like Earl Nightingale, of course, Napoleon Hill, Anthony Robbins, Brian Tracy, Tom Peters, Zig Ziglar, Ken Blanchard, and hundreds more.

In business, in management, in skill development, in entrepreneurialism, in investing, we've been recognized over the years as "the" preeminent source of world-class thinkers in almost every category and field we have published.

I tell all these prefacing facts about me and my company to establish credibility with you about the topic this letter is all about.

That topic is marketing genius and business growth expert, Jay Abraham.

Jay has been a good...no make that GREAT, friend of mine and my company for nearly 15 years. He's advised us on numerous lucrative business strategies. He's been one of our best-selling authors. He's stimulated breakthrough ancillary profit activities that have generated millions over the years. Ventures we've done together were hugely successful.

More important to you---before we started doing business with Jay, we checked him, his ideas and track record out thoroughly. He really has done everything the promoters say he has. He really does know all the expanse of knowledge they say he knows. He really has helped tens of thousands of successful entrepreneurs grow, prosper and out-perform their competitors.

I know first, because we checked his performance record out before we did business with him. Next, because many of those success stories have been customers of mine who've written or called me to report their business successes. Third, I've personally talked with hundreds of clients of Jay's who've attended high-level briefings he does in Los Angeles for them.

Of all the authors, experts and impressive minds we've been privileged to publish and I've been fortunate to meet --- no one else possesses the unique and exceptional understanding of small-medium sized business growth that Jay Abraham commands.

I tell you all these true and verifiable facts to help you feel enthusiastic and totally comfortable about letting Jay interview you for a high-level discussion panel he's hosting via conference call, world-wide for an audience that could exceed 500,000 quality entrepreneurs.

I know Jay respects your mind and body of work. I know he's written, e-mailed and called your office to enlist your participation in this project. What I don't know is whether or not you took his call or said yes.

If you're already familiar with Jay's work and reputation --- it's probably redundant and unnecessary to send you this letter. You've probably already talked and agreed to be interviewed.

If you don't know of Jay or his extensive, 30-year impact in the entrepreneurial world --- I truly hope the fact that I'm writing this letter to you is adequate motivation to take Jay seriously and participate in what he's doing.

Just as an aside, Jay has probably helped as many consultants, authors speakers, coaches and mentors worldwide advance and enhance their practice growth, success and preeminence as any person on the planet.. We still turn to Jay for ideas when we're stuck.

Speaking of stuck, Jay has a new book coming out called "The Sticking Point Solution." It's all about why most small-medium sized entrepreneurs get stuck, stall or stagnate and how to correct it. Ask him for a copy of the manuscript when you talk.

In conclusion, I'm putting the full force of our 49-year old company and my reputation with bestselling authors, top book agents and publishing companies, worldwide, on the line here to motivate you to do something worthwhile and stimulating with our dear friend, our author, and our brilliant, business advisor, Jay Abraham.

I hope this letter had its intended, positive effect on you.

If you'd like to talk, please feel free to call me in Chicago on my cell at 847 927 3009.

Respectfully,

A handwritten signature in cursive script, appearing to read "Vic", with a long, sweeping horizontal line extending to the right.

Vic Conant

# THE ROTH GROUP

I'm former Congressman Toby Roth from Wisconsin. I served in the U.S. House of Representatives for 18 years – serving on the House Banking and Foreign Affairs Committee. During the 104th Congress I was Chairman of the Foreign Affairs Trade and Policy Subcommittee.

Now, I am President of one of Washington D.C.'s prominent advisory/consulting firms. We have represented Fortune 500 clients in every industry before the U.S. Congress and Agencies. They have included:

- Appleton Papers
- Boeing
- Hughes Electronics
- AT&T
- Johnson Controls
- Walt Disney

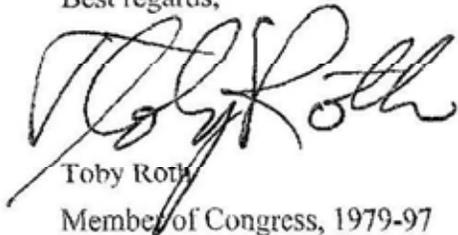
I have known Jay Abraham for ten years. I've spoken with people who he has advised; all glowing comments. I've been told that he is extremely well respected and influential throughout the entrepreneurial world – literally - on a world wide basis.

He is also someone you very much need to talk to. I know Jay wants to include you in a major business interview panel that he's hosting, world-wide, that will be broadcasted to hundreds of thousands of quality business owners, entrepreneurs and professionals.

If you already know Jay's work and reputation, that's wonderful. If you don't, please let this letter be the stimulus that motivates you to take Jay's call, reply to his letter or email and carefully consider letting him interview you on his panel of business experts.

I know, from first hand experience, you'll find interacting with Jay, fascinating, intellectually stimulating and rewarding in a number of meaningful ways. The people you'll be able to reach and impact through Jay's interview panel efforts will prove impressive, as well.

Best regards,



Toby Roth  
Member of Congress, 1979-97



February 12, 2009

Dear Colleague,

My name is Marji Ross, and I'm the President and Publisher of Regnery Publishing, the leading conservative book publisher in the country. Now, I don't know what your personal politics are, but I'm sure you appreciate outstanding business success, and that's why I'm writing to you today.

Regnery has been in business for over 60 years, and we've published some of the most influential books and authors in the conservative movement. We've also amassed a track record that is the envy of the publishing world. Specifically, we have put more books onto the *New York Times* best-seller list, per book published, than any other book publisher in the country. We release only about 15-20 new titles each year, but over the past 10 years, 53 of those titles have hit the printed NYT best-seller list. No one else has even come close. And we've done this with a staff of fewer than 20 folks, and *without* a multinational corporation with very deep pockets standing behind us.

I tell you this not to toot my own horn, but to underscore this important fact: I would not be running one of the most successful independent book publishing firms in the country if it weren't for Jay Abraham.

Jay has taught me how to tap hidden assets, how to discover the core strength in any business, how to find new ways to engage with your customers, and why focusing on your marketplace is the key to business success and business growth.

Jay is more than a teacher, though; Jay is an inspiration. His enthusiasm for solving tough problems, his delight at discovering new opportunities, and his genuine pleasure in rolling up his sleeves alongside fellow businessmen – all these have inspired me to listen better, to appreciate approaches to problems that are different from my own, and to search for the answer to “how can we” rather than the justification for “this is why we can't.”

One of the most interesting and useful lessons I have learned from Jay is that problems and challenges in other industries can be relevant to my own. It's easy to assume there's nothing a book publisher can learn from the owner of a chain of nursing homes, or the EVP of a construction company, or a real estate salesman. Turns out I have learned more from watching Jay analyze and redirect businesses that have nothing to do with book

publishing than I ever learned from any publishing conferences or seminars or consultants.

I have strong opinions and a high level of confidence in my ability to solve problems and make good business decisions. The truth is, there aren't that many people whose business judgment I trust as much as my own. But Jay is one of those people. He has proven, over many years, that his advice and his way of looking at business problems are highly valuable to me. When he raises a point I had not noticed, or a path I had not considered, I pay attention. It is always worthwhile. And it reminds me that opportunities and solutions can be right under your nose -- if you are willing to stop and look, if you are willing to listen, and if you are willing to think expansively.

Jay has told me that he is about to undertake a truly exceptional new program, and that he intends to invite you to participate. I've attended and participated in dozens of Jay's programs; at one point in my career I co-ventured with Jay to produce a series of "Ex-Factor" business building seminars for entrepreneurs. I know first hand that Jay's programs can be literally life-changing, transformational experiences. But I have to say the new concept he described to me is above and beyond anything he's done before -- and that's saying something. Quite simply, if you have the chance to be part of a Jay Abraham program, I urge you to seriously consider it.

I'm sure you are approached by many earnest and serious people, proposing a wide variety of opportunities that would require your time and attention. As a book publisher, I turn down the vast majority of proposals that cross my desk or invade my email inbox. Like you, I know there are very few projects to which I can afford to devote my time. But this is one of those rare cases.

If you have already talked to Jay, this letter is no doubt superfluous -- but if you have not yet done so, I assure you, you will be glad you took his call. Even if you never participate in one of Jay's programs or ventures, a conversation with Jay will be provocative, stimulating, entertaining, motivating. It will get you thinking about your business in ways you hadn't anticipated, and in directions you probably haven't considered. And your business will benefit for years to come. I know mine has.

If you have any questions about Jay, please don't hesitate to call me. Best of luck in these challenging economic times.

Sincerely,



Marji Ross  
President and Publisher  
Regnery Publishing, Inc.  
Washington, D.C.

# BroadbandProperties

*Building The Fiber-Connected Community* **MAGAZINE**

Scott DeGarmo, President/CEO

I'm president of one of the few organizations today that's in an exciting, rapidly expanding growth industry. Our niche in telecommunications (Fiber-to-the-Home/Premises) has been doubling every year since I took over the company five years ago. For that, I'm grateful. And our company's publications and trade shows have become the leading source of information on FTTH/FTTP technologies for buildings and communities. We bring together buyers and decision makers from network deployers like telephone companies, cable companies, REITs, and municipalities, along with influencers like economic development professionals. Our magazine, BROADBAND PROPERTIES ([bbpmag.com](http://bbpmag.com)), with its reporting from around the world, is read by the major CEOs and leaders in the industry. They access our interactive databases and online features regularly for information that they can't find in one place anywhere else.

That stated, I'm actually writing you about someone who helped make possible my success — an individual I've had the very good fortune to deal with for nearly 15 years.

During that time and prior to acquiring this company, I was both publisher and editor-in-chief of Success Magazine. For most of those years our publication stood as the definitive voice for small and medium-sized entrepreneurs the world over. I had the great privilege of personally interviewing and associating with some of the truly brilliant icons of business greatness.

At Success, we interviewed Ray Kroc, Lee Iacocca, Richard Branson, Wayne Huizenga, Michael Dell, Bill Gates, Tom Peters, and hundreds of other brilliant business leaders and thinkers. I made the most of my position by spending quality, in-depth time with some of the most successful businesspeople in the country and indeed around the world.

Over time, I believe I received enormously valuable insights into true business genius and greatness. More importantly, I got to know whose ideas were *really* meaningful, important, actionable and critically relevant to entrepreneurs and business owners --- and whose were not.

Early on at *Success*, I met the man that I'm actually writing you about.

His name is Jay Abraham. He's a marketing genius, as many will attest. He's also one of the entrepreneurial world's most original thinkers, achievers and advisors. When we wrote major stories about businesspeople, we'd check them out mercilessly, talk to their clients, look deep into their reputations, examine their strategies and philosophy.

As part of that rigorous process, we discovered independently that Jay Abraham has probably helped more entrepreneurs --- in more industries and in more parts of the world --- make more money and achieve greater success than just about any other person I met in the course of running *Success*.

Certainly, I would not contend his influence and attributes are as vast as the likes of Warren Buffett. And yet, Jay Abraham does have something like eight billion dollars worth of small business and entrepreneurial profit increases and improvements attributed to his work.

*Success* wrote four major articles about Jay --- all attesting to his achievements. One concluded he was among the most original entrepreneurial marketing minds alive on the planet today.

Afterward, we started a personal relationship. Jay frequently gave me ideas, advice, and perspectives on new projects and partnerships we were posing for the magazine.

We entered into some stunning joint ventures together. One involved a 20-page insert

that we ran with Jay in the center of our magazine — promoting a high-level seminar that Jay's firm organized for entrepreneurs.

Nine hundred people attended at \$5,000 per business owner. But that wasn't as fascinating to me as the fact that 3,000 additional people (who could not attend) purchased the recording of the program for \$2,000 each.

Probably even more impressive to me (as the publisher) was the fact that in this 20-page supplement, Jay included three full pages of actual success stories — testimonials from grateful clients. Again, that's not so unusual. What "blew my mind" was that he included actual daytime telephone numbers for every one of the approximately 30 different successful business owners (from thirty different parts of the country and world) whose pictures and stories he shared.

Bottom line? The guy is real. His achievements are almost unreal-sounding, but highly well documented, nevertheless. His understanding of entrepreneurial business is extraordinary. His ability to improve an entrepreneur's sales, profits or competitiveness is quite remarkable.

He's helped over 1,000 different authors, consultants, speakers and specialists world-wide. Tony Robbins came to Jay to figure out a better revenue model. The ultra-prestigious Deming Organization turned to him, too. So did five top real estate consultants, four top dental practice-building consultants, plus Stephen Covey, Harvey MacKay, a co-founder of Fed Ex — all these have been his clients; and on and on.

Why am I telling YOU all these, positive things about Jay and his unique, unprecedented track record?

Because I know Jay is eager to talk to you, to enlist you as a member of a high-level brain trust that he'll be interviewing. This panel makes up an intensive, teleconferenced-based discussion project he's doing for nearly 500,000 entrepreneurs world-wide.

If you already know of Jay, you know everything I've said here is true. And you've probably already taken his call (or called him) to accept his invitation. If that's the case, obviously, this letter is unnecessary. But it still helps affirm the prudence of your affirmative decision.

But if you don't know Jay (or his extensive work and successes in the entrepreneurial world) --- please consider THIS letter your due diligence to trust and embrace his call as being real, qualitative, unimpeachable, ethical and purposeful . . . and deserving of your time and fullest attention.

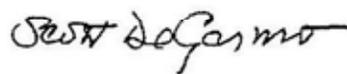
Jay Abraham helps enterprises keep going and growing. He helps them survive and thrive in recessionary economies like this.

He wants YOUR mind and ideas on his panel and I wanted to do everything possible to help make this happen.

Hopefully, this letter did that for you.

If you have any questions, please feel free to call me. But Jay really *is* someone you want to meet and interact with.

Scott DeGarmo



President & CEO

Broadband Properties, LLC

(Former Editor-in-Chief & Publisher, *Success Magazine*)



## MICHAEL D. BASCH

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[mbasch@mac.com](mailto:mbasch@mac.com)  
435-604-0367



March 3, 2009

Hello,

My name is Mike Basch. In the fall of 1972, I went to work with Fred Smith, as Sr. VP of Sales and Customer Service at Federal Express, to help him implement the crazy idea of little planes flying to Memphis each night to provide overnight service throughout the United States. The following March, we started operations with 23 airplanes, hundreds of trucks and employees, but only two customer packages.

For the next two years, we struggled nearly going bankrupt several times. At one point a year after starting, Fred Smith offered me the Senior Vice President of Marketing role and I suggested we bring in a guy named Vince Fagan instead. Good decision. We had been growing on a linear basis since inception and were then carrying nearly a 1,000 packages a day, and projecting at least another two years to break even.

Vince recommended the first business-to-business TV advertising in 1974. TV, at that time, was exclusively used for business to consumer advertising.

Vince had to threaten to quit to get the board of a losing company to accept the recommendation. We then had 51 cities in the system. He took 17 and advertised on TV and compared growth in those cities to the other 34. A couple of months later, the 17 cities had broken away from the pack and were growing geometrically.

My point...

Marketing is a very specialized skill. I have met only three people in my 50-year business career that have truly understood how to catapult a business out of proportion to the average – to move it from linear to geometric growth. Vince Fagan was the first and...

Jay Abraham the second.

Jay couldn't work for a large company. He is too prolific and bold in his recommendations and outcomes – like Vince. He doesn't deal well with bureaucracy. So, he focused on the entrepreneur – guys like me who, after leaving FedEx, went into my own consulting business. I had heard about Jay and decided to attend an exclusive \$25,000 for 10 people and four days with Jay. My wife suggested I go see a psychiatrist, but a year later, she watched as our consulting business went through the roof.

Just one example of Jay's teachings:

One way I generated business was to become a "TEC resource (The Executive Committee)." I would go out and run three hour workshops for 8 to 14 CEOs as part of the TEC process. I typically delivered about three of these workshops each month and came away with a new client about every other month.

I decided to take one of Jay's core principles "risk reversal" and try it at my next talk.

At this point, you might be saying: "I know about guarantees and risk reversal. In fact, I already offer a guarantee."

The difference between a marketing genius and the rest of us is that the genius understands human nuances at deeper levels. Vince understood the need at the infant Federal Express to reach out to administrative assistants, not the traditional shipping manager and that their need wasn't to move a package quickly, it was to "keep the boss off my back." So, to the extent he could assure him or her through TV advertising that they had used the best, most recognized, overnight company, they couldn't be blamed if something went wrong. Use any other company and it would be their fault.

Back to my Jay story...

Risk reversal understands who is best able to take the risk in a given transaction and finds a strong communicative way to make a compelling offer. An offer that touts the primary benefit and what happens if it is not experienced. Nearly everyone offers a money back guarantee: "If you're not satisfied, your money back. It's risk free." Perhaps this kind of offer was meaningful when no one else was doing it, but it is meaningless in today's marketplace.

As a consultant, I would go into a company, gather a bunch of service people, take them through a facilitation process and have them invent a way to dramatically improve the company's client relationships. At my TEC talks, I would point out how we did that at FedEx and many other companies and how "they" could do it by engaging their frontline employees. And, of course, I had the way to engage them.

As I said, I got about one new client every other month from six TEC talks.

I took one three-hour TEC talk and gave it a new twist with one simple statement that Jay helped me craft:

"If your employees, using our process, don't show you how to totally revolutionize your client's 'love' of doing business with you, I will refund ALL fees --- **including expenses.**"

Whoa! That brought a lump in my throat. I had to pay the bills, but I had to try it.

My next TEC talk was in Milwaukee. I had Harley-Davidson, a large insurance company and the West Allis Memorial Hospital CEOs in my group of just six people. When I got done with that simple offer, I engaged ALL THREE of the above organizations. Picked up three six-figure clients in one talk --- where before, it was one client per every six talks (I know you can do the math, but that's an instantaneous 18 times improvement).

After that, I was able to pick up clients with EVERY TEC talk. I got so overloaded that I ended up no longer needing the TEC platform.

That's what exponential marketing productivity is all about --- when dealing with marketing genius. It's not just about how to sustain growth or incrementally grow your business. It's about catapulting your business to totally new levels. Jay calls it "quantum growth." And he can show you --- or any other entrepreneur, business owner or professional --- how to do it.

I wish I could tell you all the enriching things he gave me over the years. Deceptively simple, obvious-sounding ideas that were easily doable and made a quantum difference in growth thanks to the wildly profitable, fresh slants Jay Abraham put on them for me.

I love it when a true marketing breakthrough comes together and Jay can engineer a continuous flow of them.

But I wrote this letter as a way of "credentializing" Jay Abraham to anyone who doesn't know his enormous book of mammoth achievements.

I'm but one of thousands of well-known (and little-known) entrepreneurs and business owners that Jay Abraham has helped catapult to stratospheric success.

I hope that my background and unhedged endorsement of Jay will motivate you to take his call when he contacts you about his newest expert "Brain Trust" project.

If you already know his work, mind and methods, you've probably already said, "yes."

But if you don't know of this man, I hope this letter provides enough certainty, encouragement and stimulation to motivate you to take his call and participate in the high-level discoveries group he's creating. I know you'll be enriched and rewarded in many different ways from this association.

If you have any questions, please feel free to contact me at [mbasch@mac.com](mailto:mbasch@mac.com) or call me at 435-604-0367.

Best regards,

A handwritten signature in blue ink that reads "Mike". The letters are cursive and fluid.

Michael D. Basch



February 6, 2009

To whom it may concern,

I know that Jay Abraham's ideas have helped grow many Fortune 500 companies and Inc. Magazine "Entrepreneur's of the Year" (and even MORE small and medium sized entrepreneurs, world-wide).

But I would like to let you know about something Jay has accomplished that is even more impressive. His ideas have made me the success I am today.

I am the owner of major media buying company in Los Angeles with over 70 million dollars in billing and when I was in radio sales for CBS Radio I was the highest paid commission salesperson in the country by 3x's. Three times!

When I was very new in the radio business, I read one of Jay's expensive \$400 books and I was so impressed that I wrote him a letter. Jay was kind enough to meet with me for lunch and he has been my mentor ever since.

Jay tells me that he is trying to recruit you to be on one of his panels and I can only say that it will be the best decision you will ever make. Not only will Jay's brilliance add value to whatever you do, but he is a hell of a nice guy to do business with.

I will keep it brief, but if you would like to hear more great things about Jay Abraham, feel free to give me a call at 310 302-9402.

Best Regards,

Rich Kagan  
President/CEO  
Wingman Media