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Picture this...it's many years from now...your family and friends are all gathered together. They're at your funeral, but the service hasn't started yet. They're hugging each other, wiping their eyes with handkerchiefs and laughing about all the good times they shared with you.

Suddenly, there's an unexpected disturbance at the back of the room. A crowd of strangers has been pouring in and a long line is flowing outside into the parking lot. The police have even been called to help with traffic.

Where did all these people come from? Turns out most never met you. When asked, each has a different story. A few work for charities and you were one of their biggest donors. But most say something like this: they read your book, and it changed their life. They just had to come to say "thank you."

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*An Important Message from Steve Harrison (and it's NOT about
Radio-TV Interview Report or Book Marketing Update)*

Dear Friend,

Wouldn't you like to have *that* kind of impact?

After all, your book is more than a book.

It's a mission. It's a calling. And it's a legacy.

It's an incredible opportunity to make a difference in the lives of others. And it can bring you more money and fame than you ever imagined possible.

Whether you're a seasoned author with several books already published, or your first one is still in the "idea stage," you're not just in this for the money. You want your life to really count for something much bigger than yourself.

You're the kind of person who makes the world a better place.

You one of those special few who understands that your gifts, your experiences, your successes, and yes...even your failures were not just given to you for *your* benefit. They have prepared you to help others avoid or overcome the kinds of difficulties you yourself have had to face.

(over, please)

The world needs to hear what you have to say. And it will reward you handsomely for doing so – if you succeed at getting your message out there.

But the sad truth is that most authors never receive anywhere close to the amount of money, fame and influence they deserve. Unless you do something radically different from everyone else out there – who are writing the more than 120,000 books published each year – you won't reach all the people who need to hear your message. Truth is, unless you take a different course, your book won't be read by everyone who needs it. And *that* would be a tragedy.

You see, most authors fail to attract a big audience for their book because they don't follow a proven system for making their books successful. They don't even realize that such a system exists!

Instead, they do what everybody else does. They follow traditional book marketing methods and practices that are out-of-date and do nothing to help them distinguish themselves from the pack. And then when those methods don't work, they give the same excuses everyone else gives for why their book didn't succeed. But the truth is they were on the wrong track from the start. They just didn't know it or were too hard-headed to see it.

The result is truly tragic. They lose money on their book and can't make a living as a full-time author. Or they do okay – but not great. They only receive a fraction of what they could have had IF they'd followed a proven system.

I don't want that to happen to you.

That's why I'm writing you this letter. My name is Steve Harrison. I'm the publisher of *Radio-TV Interview Report (RTIR)*, the magazine producers read to find guests, and *Book Marketing Update*, the leading newsletter on book marketing. But I'm not writing this time to tell you about me.

I want you to know the system that few authors know – the only system that really works to quickly give you more money, more influence and more freedom as an author.

The fact is... it's never been easier to write a book and become a millionaire than it is today – *if you know the system*

There are more ways to make money with your book than ever before. But with every opportunity there are pitfalls to avoid.

That's why no matter how busy you are, you should drop everything right NOW, complete the enclosed registration form and reserve your place immediately to join me in attending Mark Victor Hansen's Mega Book Marketing University in Atlanta March 26,27 and 28th. Mark is the co-creator of the *Chicken Soup for the Soul* series, which has sold over 80 million copies worldwide.

It is the ONLY event where bestsellers are created, discovered and launched. It is the ONLY place where you'll get a proven step-by-step system for making your book a bestseller – a system that's been developed, refined, and replicated over and over with many different kinds of books in many different markets.

Mark's "Mega" event is the ONLY place where you can be mentored for three days by Mark Victor Hansen, the most successful book marketer who has ever lived. Attending this event is the absolute best

investment you could ever make in your career as an author or speaker – no matter how little or how much experience you have.

Let the co-creator of *Chicken Soup for the Soul* and *The One Minute Millionaire* teach you his system for turning your book into a mega-bestseller!

I've attended many of Mark's previous Mega-Book Marketing Universities. There is simply no publishing conference like this one. I'm so convinced you need to be there that I'm going to throw in some special incentives for you to attend on top of the bonuses and complete money-back guarantee that Mark offers everyone. (For example, I've arranged for you to join me for breakfast where you'll be able to meet Mark and ask his advice before the conference even starts – this is limited to the first 20 people to sign up. Plus you'll get a free 30-minute publicity consultation with me – but more on all this later.)

Of the more than 12,000 authors, experts and entrepreneurs I've helped to get publicity, I've never met anyone like Mark Victor Hansen. There's a reason why he has been my most successful client. He is to publishing what Michael Jordan is to basketball.

If you're serious about wanting to be a more successful author and publisher, why would you even THINK about passing up the chance to spend three days learning directly from him -- especially when it'll cut years – maybe even decades – off the time it would otherwise take you to become an internationally-known author? Saying “NO” to this special three day experience would be like an aspiring college basketball player saying “NO” to being coached by Michael Jordan, or an aspiring TV talk show host saying “NO” to the chance to be mentored by Oprah Winfrey.

People laughed when Mark said he'd sell 20 million copies of his book in three years. But then he actually did it!

I remember it like it was yesterday. Mark was receiving an award at a special awards dinner the night before Book Expo in Chicago. In his acceptance speech, he said something that shocked me and the rest of the audience. He said, “Our goal is to sell 20 million books in the next three years.” People's mouths fell open. They had never heard an author say such an audacious thing! I even heard some laughter and chuckles from people who were saying to themselves, “ Surely he must realize that this ‘Chicken Soup’ thing is a fad that's going to end.” But they didn't know Mark. And they didn't know that he had developed a system for doing exactly what he had predicted.

I had to smile when, exactly three years later, I was reading an industry journal about how he and his partner Jack Canfield had sold 22 million copies of *Chicken Soup for the Soul*. Today, the Chicken Soup series is a publishing phenomenon that has sold over 80 million copies. Mark has become a multi-millionaire many times over.

But anyone who knows what he did to promote Chicken Soup knows that his success wasn't a lucky fluke. It was a natural result of the system he's developed over the years. Mark proved that his system worked once again when he and Robert Allen wrote *The One Minute Millionaire*. Using just one small part of Mark's system (the internet strategy) they created a bestseller within 24 hours on Amazon. They went on to hit the New York Times bestseller list shortly thereafter.

This track record alone should be sufficient reason for you to drop every thing and make your arrangements NOW to spend three days with him and his personal team of expert book marketers. But there's more.

Mark has a real passion for helping authors succeed. He knows intimately the kinds of problems and frustrations you face every day. *Chicken Soup for the Soul* was rejected by over 100 different publishers. He was told that nobody would be interested in a bunch of "feel good stories." But he didn't listen. He just applied his system.

Like you, he knows what it's like to feel overwhelmed with all the things that you have to do. But he's developed some innovative ways of doing things it takes years for others to accomplish. Come learn how to get more done, faster, easier and cheaper than you're doing now.

In the past ten years alone, he's developed one of the publishing industry's most unique business models – combining powerful book marketing strategies, lucrative licensing systems, popular seminar programs, and a speaking calendar that's virtually unrivaled anywhere.

You ask...

“Can Mark’s system really turn me into a bestselling author?”

Here’s proof that it can and will!

About a year ago, there were two authors who had both written books that helped people achieve their potential in business and in life. Both had enjoyed successful careers. Both were optimistic about the future success of their book. And both decided to self-publish. But today, one of those authors is no longer in business. He's deeply in debt and very discouraged. Even though he spent countless hours of time and a lot of money in the last year doing the traditional things every author does to promote his book, he didn't sell very many copies. And he doesn't know why.

However, the other author has seen his book become a New York Times Bestseller. He's getting speaking engagements, consulting fees and making money in his sleep selling information on the internet. What made the difference?

The one who achieved so much success so quickly is the one who came to Mark's Mega-Book Marketing University. His name is John Assaraf, and he wrote a book called *The Street Kid's Guide to Having It All*.

I met John at Mark's conference last year. He had a passion for his book and a lot of questions that he wanted to get answered. He recently told Mark that the Mega-Book Marketing University was what made the difference for him. Here's what he said:

In less than one year, one of last year's attendees has already hit the New York Times Bestseller list!

“I followed almost to the letter what you told me to at your Mega Book Marketing University in March of 2003. Well, I proudly am reporting back to you that my new book, *The Street Kid's Guide To Having It All* has made the New York Times bestseller list as well as the Wall Street Journal list in September 2003. We even made it to # 1 at Barnes and Noble.com for a short while and have been on *CEO Reads* top seller list as well. This could not have been possible without your insights and willingness to give everything you've learned about the publishing industry. If anyone is remotely serious about their career as a writer or speaker and they don't attend your seminars, I question if they are serious at all.”

**John Assaraf,
The Street Kid's Guide to Having it All!**

Here's what other attendees say about Mark's Mega-Book Marketing University:

“The first Mega Book Marketing Seminar I attended not only inspired me to write my first book, *The Procrastinator's Handbook*, it also gave me the strategies to help promote it. My publisher Walker & Co, in New York went along with Marks' suggestions and **the book sold over 100,000 copies in the first 18 months**, has been published in 32 countries, and after I appeared on *The Today Show* with Katie Couric, it hit #2 on Amazon and just stayed there. So I attended a second time just before my second book, *The Procrastinating Child: A Handbook for Adults to Help Children Stop Putting Things Off* was published, and BEFORE it was released, it was sold to 7 countries and was featured in *TIME* magazine. Then, 10 days after publication, my publisher (Walker & Co again) went back for a second printing of 10,000. Thank you Mark!!”

**Rita Emmett
The Procrastinator's Handbook
The Procrastinating Child**

"The first time I attended Mark Victor Hansen's seminar I didn't plan to even pay attention. After all, I was an editor with a major publishing house, just coming down to look for authors. What could I possibly learn from Mark? Quite a lot, as it turned out! After listening closely throughout the weekend I decided to write my own books instead of publishing others. Within the year I had a six figure contract for my first book, *Christmas Miracles*, which became an extended New York Times bestseller. I did five books altogether in the *Miracle* series, and **was paid a total of \$400,000** in advances for those books. They were so successful that I still get royalty checks for them, six years later!"

**Jennifer Bayse Sander
author**

"I came to the Mega Book Conference with an idea and a dream. Because of Mark and the wealth of information, resources and knowledge I received, with in 6 months I wrote three books, designed two products and started a company Prosperity4Kids, Inc.- with a mission to empower kids for healthy financial futures. The most important thing I learned was to think BIG! , start with the end in mind, and always follow your passions and dreams. The rest will fall into place; our company is growing monthly by leaps and bounds. Thank you Mark, for everything!"

**Lori Mackey,
Prosperity 4 Kids**

"Wow. I initially attended your conference to bring my associate up to speed on where I thought we should be. I was in no way prepared for what I was about to experience. Immediately, I identified three different books I will write this year and have created an entirely new image, slogan and company name. More importantly, I am implementing new practices in the way I conduct business. I can't possibly express how powerful and life-changing your seminar was. Thank you."

Keith Clark
Seal Beach, CA

"MEGA Book provides invaluable opportunities!! Information, resources speakers and contacts! I can't imagine a better forum that provides practical tools for authors and speakers. I know this is the vehicle that will take me to the next level!"

Diane Beinschroth
Minden, NV

"I just wanted to say THANK YOU for the best 3 days I have had in a long time at the Mega Marketing University!! **It was 100 times more than I was expecting** and boy did we get our money's worth and then some... x1000! I dragged my husband along who is already a 3 time published author with Macmillan and rather jaded with the traditional publishing industry and even he was amazed by the end of the weekend how much new information he learned. We are inspired and brimming with ideas...we can't bang on the computer keys fast enough to get our new ideas and strategies out!"

Dante Monique Pirouz

Not everyone wants to be a mega-bestselling author. Mark's system can be easily scaled back if your goals are more modest – but the bottom line is you'll get where you want to go faster while spending less time and effort

Anyone who meets Mark will tell you he's friendly, enthusiastic, and very creative. And he thinks big – REAL big. In fact, just being around him will get you thinking bigger and better about yourself and what you're trying to accomplish. He's kind of like the Superman of book marketers, and he wants to help you sell millions of copies of your book. For some that's an inspiring thought.

But to others, it might seem a bit daunting—even intimidating. If that describes you, rest assured that Mark's system is flexible. You don't have to be a "Superman" or "Superwoman." His system can be tailored to your own personality and goals. You don't have to set your sights on selling millions of copies of your book if you don't want to (although many who attend this conference do raise their expectations considerably once they know his system).

Whether you want to sell out your first printing or simply be able to make a living as a full-time author, Mark's conference will give you many shortcuts to getting there. He shows you 33 ways to make money from your book and reach a lot more readers.

For your book to succeed, you need Mark's proven, step-by-step system. And coming to his conference will give you that. But success takes a lot more than knowledge.

- **No wonder Mark has sold over 80 million books!
This ONE simple thing made all the difference and
it was the first thing he did!**

When Mark and Jack wrote *Chicken Soup for the Soul*, they were determined to make it a bestseller. But before they started to market it, they practiced what they preach to others. They found people who had achieved what they wanted to achieve and asked them *how* they did it.

They interviewed 100 bestselling authors and experts on book marketing – people like Deepak Chopra, Barbara DeAngelis, John Gray, Harvey Mackay, Steve Covey, and M. Scott Peck – people who had achieved the kind of success they wanted to achieve. They took notes on what worked and what didn't and incorporated those ideas into their plans for marketing *Chicken Soup for the Soul*.

How were they able to get in touch with all these people? What book marketing secrets did these folks reveal to them?

You'll find out when you attend Mark's Mega Book Marketing University.

Their ideas formed the foundation of the system he has used and now teaches others to use to create multi-million dollar information empires. And he'll reveal it all to you over a three-day period.

Mark is THE ultimate networker. He'll show you how to get in touch with anyone you want and how to get them to help you. But he's going to do even MORE than that for you. At his event, he's actually bringing in many key players and decisions makers so you can meet them face-to-face.

Come and meet the key players and industry power brokers who can make you a bestselling author

As I've been saying, most authors fail because they don't follow a proven system. They don't know what to do and when to do it (they only THINK they know). But there's another reason they fail. And that is they don't know the right people. They lack relationships with influential agents, TV producers, rights buyers, editors, distributors, booksellers, meeting planners, movie producers, corporate sponsors and more.

Top dealmakers will be looking for projects like yours!

Mark has sent out invitations to a select group of executives from some of the top publishing houses in the world. These publishers and information marketers know future bestsellers are launched at Mega Book Marketing weekends, and many of them will be flying-in specifically to meet authors and make deals. Don't miss your opportunity to be "discovered" by one of these powerbrokers who rarely make public appearances, but who will be there at Mark's invitation. Expect to discuss projects like these, plus other ways to boost your publishing empire:

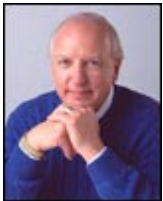
- Publishing contracts
- Distribution deals
- Special sales into non-traditional markets

- Publicity opportunities
- Joint-ventures
- Endorsements and endorsed marketing deals
- Corporate co-ventures
- Licensing arrangements
- Feature stories about you and your expertise
- Internet affiliate deals for your books and products

Top Publishing Experts, Marketing Specialists, Publicity Professionals and Industry Insiders will be there to help launch the next generation of bestselling authors

To augment what Mark will be teaching you, he's invited 16 of the industry's best and brightest advisors to share their specialized wisdom, insights and strategies with you. These are experts who are working in the trenches every day...right now...creating millions of dollars in revenue for authors and others just like you. They're the people he's chosen to go to for advice over the last 10 years, and they're the people he trust to help you build *your business* to astounding new heights.

This SENSATIONAL team of experts prepare you to earn the millions of dollars waiting for you in the publishing industry!



**Your Future as a Publishing Entrepreneur
MARK VICTOR HANSEN**

From worldwide name recognition to international speaking engagements to a life of renowned philanthropy and the accolades of celebrities and millions of fans worldwide, Mark Victor Hansen is living the life of a wildly successful bestselling author. He's sold more than 80 million books, audio books, derivative products and retail merchandise items in just the past 10 years alone.

He's developed one of the publishing industry's most unique business models — combining powerful book marketing strategies, lucrative licensing systems, popular seminar programs and a speaking calendar that's virtually unrivaled anywhere in the information industry.

Now, in this fascinating and powerfully inspiring opening session, Mark gives you the formula and inspiration to accomplish all he has and more — building a worldwide information empire in the process...from the products to sell, to the programs to deliver, the joint ventures to negotiate and so much more!



It's Not Just a Book. It's a BUSINESS!

MARK VICTOR HANSEN & ROBERT G. ALLEN

Information entrepreneurs and New York Times #1 Bestselling authors Mark Victor Hansen and Robert Allen will reveal how you, too, can live a publishing lifestyle as a successful infopreneur - selling information products and services to millions of eager buyers and fans worldwide. If you've ever wanted to follow Mark and Robert's footsteps and create a lifetime business of bestselling books, nationwide one-day seminars, live training weekends and other mega profit centers, you won't want to miss one word from the authors of *The One Minute Millionaire*, *Multiple Streams of Income*, *Creating Wealth* and *Chicken Soup for the Soul*.



How to Get \$1 Million Worth of Publicity...FREE

PAUL HARTUNIAN

Want millions of dollars worth of free advertising? Paul Hartunian can show you how to get it. He's the absolute master at writing and using press releases to garner publicity — from small-town papers, major business magazines, prime-time television shows, cable networks and other important media outlets. He's appeared on the Johnny

Carson Show, CNN, in Forbes Magazine and on more than 1,000 radio and TV shows worldwide. He's attracted countless new customers, earned loads of cash from product sales, and become a well-respected business expert strictly through his low-cost, proven press release strategies.



How to Write a Million-Dollar Book Proposal

JILLIAN MANUS

Mark's mega-literary agent will reveal the strategies, techniques and book proposal content she routinely uses to secure huge advances for authors like you. She made history when she garnered a million-dollar advance for an unpublished author -- and she landed a million dollar advance for *The One Minute Millionaire*, too. Jillian will be here again in 2004, discussing her proven techniques and scouting for her next mega-deal. She knows what it takes to make New York publishers pay big money for your book, and she'll reveal her formula for writing a book proposal that delivers the deal and advance you're looking for.



MEGA Distribution Made Easy With the Amazon Advantage

AMAZON.COM

For years, the country's smartest authors and experts have been using Amazon.com's six-channel online distribution model to facilitate powerful publicity campaigns that sell books fast. If you've ever wondered how to do the same, Jeff Peterson will tell you how. He'll detail how to best use all the distribution channels Amazon offers, how to get into Amazon's catalog, how to achieve highly sought

after 24-hour availability, how to increase margins by selling direct to customers, and how to make Amazon.com an important “partner” in the success of your book.



How to Be Invited Back

GLENN BECK

Superstar author and nationally syndicated radio personality Glenn Beck gives you the keys to making a big impact when you're on a national scale. Glenn's radio audience is among the largest in the country, numbering in the millions of listeners. Over his broadcast career, he's utilized three key principles that, when applied, will help you to connect with your audience in ways you've never imagined possible. After all, anyone can get booked on a radio show, it's what you do with your national exposure that determines if you'll be invited back. Listen as Glenn gives you the system — and shows you how to replicate it with your own book or publishing project.



How to Sell \$50k a Month of Your Books on the Internet

TOM ANTION

Back by popular and overwhelming demand, Tom Antion will be here again with his extraordinary presentation. Tom is the Internet's top expert for selling published works online. In fact, each and every day, money pours into Tom's bank account while he sits with his feet up in his highly disorganized home office. If you've ever wanted to write a book in five days, spend \$100 launching it online, earn \$30,000, \$50,000 or sometimes even \$100,000.00 in a month and have your work distributed in 40 different countries — as Tom does each and every day — you must be at this MEGA event to hear this extraordinary presentation. Tom will also reveal how your online presence can launch you as an international platform star doing hundreds of paid speaking gigs without any pro-active marketing.



Public Domain Riches

YANIK SILVER

Millions of pages of quality material exist in the “public domain” — with lapsed copyrights from expert sources — ready for use in compiling your own top-selling publications and multi-media products. Yanik Silver has made a small fortune taking public domain material, freely available to anyone, and selling them as e-books online (where he keeps 97% of the money) for different niche markets. Amazing but true...and the best part is virtually nobody knows about this. He'll tell you exactly how to find, re-package and sell public-domain material as your own lucrative income stream quickly, easily and at virtually no cost to you.



Specialty Sales and Volume Selling: The Secrets of How I Personally Sold Over a Million Copies through Special Sales

CINDY CASHMAN

In this lively discussion of how to sell books in huge quantities through non-traditional channels, Cindy Cashman, of *Everything Men Know About Women*, will reveal the strategies she's used to sell over 1 million copies of her own self-published books — *before selling the rights to major publisher!* You'll learn how to get your books into all the right places, how to call on people who can say "yes" to you, the exact questions to ask and the responses you should have ready — plus so much more! With Cindy's imaginative marketing techniques and creative selling skills, you'll finally "crack the code" of what it takes to sell millions of books via special sales and non-traditional channels.



How First Time Authors Get 6-Figure Advances

VICKIE SULLIVAN

In this extraordinary "how-to" session, Vickie Sullivan shares the strategies she has used to get her clients get six-figure advances for their very first book. From the three things you must have to be considered for an advance...to strategies that make your book advance-worthy...to why some authors get big advances and others don't — Vickie reveals all the ingredients you must have in place to get paid big bucks for writing your very first book. For 17 years, Vickie has generated millions of dollars for her clients through speaking fees, book advances and other ancillary income.



Turning Your Book Into High-Priced Products and Profit Centers

JANET SWITZER

If you've ever wanted to transform your book into millions of dollars in revenue from certification programs, home-study courses, teleseminars, boot camps, subscription consulting, corporate training contracts and 52 other super-lucrative profit centers, you must be at this MEGA event to meet information marketing genius Janet Switzer. She's the secret weapon behind many of the world's bestselling authors — Mark Victor Hansen, Jack Canfield, Jay Abraham, Laurie Beth Jones and others. She'll give you the complete action plan for turning your book into a robust and lucrative business.



Guerrilla Publicity Secrets of the World's Richest Authors **RICK FRISHMAN**

When it comes to book publicity, the most respected expert in America is Rick Frishman of Planned Television Arts in New York. He'll help you understand the exciting world of PR and media — and show you how to get booked on top shows faster and easier than you ever thought possible. He'll walk you through creating the ideal press kit, teach you how to work with a “pay-for-placement” PR firm, explain how to work best with your publisher's publicity department and so much more. He'll even detail how to maximize your effectiveness when you do get on air — increasing your chances for success!



17 Secrets for Getting Millions of Dollars Worth of Publicity and Sell TONS of Books in the Process **STEVE HARRISON** (that's ME!)

Do you know what it really takes to get booked on major national television talk shows like Oprah, Good Morning America and Today? Are you using the three biggest keys to persuading a journalist at a major magazine or newspaper to write about you? These are just a few of the things you'll learn in this fast-paced interactive session with Steve Harrison, publisher of RADIO-TV INTERVIEW REPORT, the magazine producers read to find guests. Learn the biggest secret to turning interviews into sales, how to get your own talk show, and specific things you can do to get a steady stream of publicity month after month – on radio, TV, print and even on the internet!



How to Get Booked on Top Radio and TV Shows **TELEVISION AND RADIO PRODUCERS PANEL**

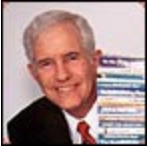
Want to meet top television producers in person and pitch them on your book? You can, during this extraordinary roundtable of producers who book experts every day on television and radio's best-known talk shows. We've invited Fox & Friends, the Montel Williams Show, MSNBC and The Dr. Laura Show, to name just a few. Not only will these producers reveal exactly how to get booked on their show — they'll talk to you in person after the roundtable! This is an extraordinary bonus to the MEGA Book Marketing 2004. Don't miss it! *Facilitated and assembled by Steve Harrison of Radio TV Interview Report.*



What Publishers are Buying in the New Publishing Economy **AGENTS AND EDITORS PANEL**

With bookstore sales down 30% and traditional publishing deals harder to get than ever, publishers have substantially changed not only *what* they buy — *but how* they buy it. In this revealing “insider” look at what

publishers are paying big money for today, our panel of top literary agents, editors and others will talk candidly about what it really takes to sell your book to a top-tier publishing house. From what interests them...to what subjects are selling...to what *you* must bring to the negotiating table, you'll get up-to-the-minute information from the people who are negotiating traditional publishing deals every day.



Your Book Publishing Choices

DAN POYNTER

Every author dreams of landing a big New York publishing deal, but did you know that millions more are made by self-published authors who decide to “go it alone” — maintaining control over their content, distribution and marketing? In this nuts-and-bolts presentation of traditional vs. self-publishing, leading authority Dan Poynter will guide you through the challenges and benefits of both business models, and help you decide which is right for you.



Emcee and Featured Speaker

The World's Highest Paid Profession

JOHN CHILDERS

When it comes to delivering your expertise from the platform and selling your books, tapes and other products at the back of the room, no speaking coach is more respected than John Childers. From the “chunks” you must know to the equipment you'll need to the embedded sales commands your audiences will respond to, John knows how to help authors sell millions of dollars worth of product at speaking engagements. As advisor to some of the world's top platform stars, John will reveal the secrets you must know — and he'll teach you how you, too, can live the life of a well-paid “expert who speaks.”

Get Ready to Take Your Book to a Whole New Level!

With 16 of the publishing industry's top experts — and Mark — working on your publishing empire over three full days, it's a virtual certainty you'll get everything you need to know to become a bestselling author, highly paid speaker, successful infopreneur and publicity and media master — even in today's frenetic new publishing industry.

Three Networking Lunches Are Included to Help You Make Connections

Meeting the attendees at this event alone is worth the price of admission in itself. The people who decide to attend this event are the ones who are really serious about their success. Many are so experienced and accomplished that they should be speaking at the event — but there's simply not enough time to fit everyone in.

One contact, one conversation, one new idea could bring you many times what you'll invest in attending the Mega Book Marketing University. That's why you'll be able to participate in three networking meals that are included in our Grand Dining Room to facilitate your networking opportunities with the hundreds of other attendees anticipated to be at this event. Meals include lunch on Friday, March 26, Saturday, March 27th, and lunch on Sunday, March 28th.

Be one of the first 20 people to sign up, and I'll arrange for you to meet Mark before the conference even starts!

This gives the phrase "power breakfast" a whole new meaning. If you're one of the first 20 people to register for the conference, you'll receive a free ticket to join me and Mark for breakfast before the conference even begins! You'll be able to personally meet him and ask any questions you like. I've even seen him give people endorsements for their books on the spot just because they asked! But seating is limited so respond now.

Plus, I'll give you two other special bonuses worth over \$400.00

1) A free 30-minute phone consultation with me (Steve Harrison): I've helped more people get publicity than anyone else who's ever lived. More than 12,000 authors, experts and spokespeople have been booked on radio/TV talk shows as a result of my magazine, RADIO-TV INTERVIEW REPORT (RTIR) the magazine producers read to find guests (for more info go to www.freepublicity.com). I'll spend 30 minutes with you on any thing you want to discuss. I'll give you ideas for strategies you can use to get more radio, TV and print publicity. I'll critique any press release or on-air interviews you've done. And I'll show you how to use publicity and proven marketing techniques to increase your sales. I usually charge \$500 per hour, but this consultation will be on me.

2) Let the producers of Today, Good Morning America, The Early Show and 48 Hours tell you how to get on their programs. I'll send you audio-tapes of interviews I've done with national TV producers about what they're looking for and how they want to be approached. My "Meet the Producers" audio-album is a must for anyone who wants to know what it takes to hit the big time!

Others are paying \$17,500 plus first-class airfare to have Mark come to their company and give a one-hour speech. You'll enjoy three whole days with him for just \$995.

That's an incredible bargain when you consider that's it less than what Mark and many of these speakers would charge for just a one-hour speech. Just one idea, one new strategy, one new relationship, one dose of inspiration that gets you to follow through on something you've been putting off for far too long can bring you many times the investment of this conference. Think about it: **It costs less than a dollar a day for the next three years**, and if you know Mark's system, you're going to be a successful author for a lot longer than that!

Q: Where is the event taking place in Atlanta?

A: At the Atlanta Hilton. It's located at 255 Courtland Street, downtown Atlanta. To receive preferential pricing on rooms, call the hotel directly at 1-404-659-2000 and ask for the \$99 rate for Mark Victor Hansen's Mega Book Marketing attendees. Or upgrade to the Executive Level for an additional \$30 per night and enjoy additional benefits such as access to the Executive Lounge, continental breakfast, bathrobes, private check-in and checkout services and more.

Q: I don't think I can afford this. What should I do?

A: If you can't afford to come to this seminar, that alone is why you should come. This event is about how to extract as many dollars as you would like from your book quickly and easily. It's not an expense. It's an investment that will repay you many times over for many future decades. You may not realize this, but years

before launching Chicken Soup, Mark was bankrupt and homeless. It got so bad that a friend of his had to let him sleep in the hallway. But things began to change for Mark when he began listening to tapes and attending seminars where he learned what it really takes to attract wealth and achieve goals that at first seemed impossible.

Q: Three days is a lot of time. I don't want to be away that long.

A: Everybody else feels the same way. Everybody is busy. Everybody is making a big sacrifice of time to be there. But they know it'll save them time in the long run. One of the ironies that I've noticed among the super successful authors is that even though they're busier than everyone else, they go to more conferences than everyone else. They know the importance of investing in themselves and continually learning. They realize that it's always worth the time and effort it takes to learn specific shortcuts they can take to success. For example, you're going to be able to personally meet producers from Fox News, MSNBC, Montel Williams and Dr. Laura – an appearance on just ONE of those shows could sell a year's worth of books for you. Besides, when Mark Victor Hansen, the greatest book marketer of all time, is willing to distill 30 years of life experience into three days, can you really afford to say, "I don't have the time?"

Q: My spouse will hit the roof if I tell them I want to go to this!

A: Three answers to that. One, get another spouse (just joking!) Two, don't tell them (just joking again!) Three, and now I'm being truly serious: explain to them that this is an investment in your career that will allow you to make money more quickly with your book, and it will save you tens of thousands – if not hundreds of thousands of dollars in the ensuing years because you'll avoid the costly mistakes most authors and publishers make. And consider bringing him or her at a reduced rate of \$695. It'll be a fun time away for both of you. Many attendees have told me that attending this event changed their marriage for the better. One of them put it this way, "As a result of attending this conference and hearing the speakers, my spouse has a much better idea of what I'm doing and why I'm doing it. Now he can help me as I pursue this dream."

Q: How do I know this isn't just a lot of hype? Is this event really as good as you say?

A: You don't have to take my word for it. Mark is offering a 100% Satisfaction Guarantee (see details). If after attending this event, you don't feel that the training is a lot more valuable than what you spent, simply return the conference materials and get a full refund.

Q: I've been in publishing for a long time and have already achieved a lot of success. Why should I come to this?

A: Don't take this the wrong way, but... have you sold 80 million books? Have you created dozens of additional revenue streams from your book like Mark? Do yourself a favor and don't start assuming you already know everything. Once you start thinking that way, you're starting to head downhill. It's a very costly lie to buy into. Actually the fact that you're quite accomplished already means that you'll fit in well with a lot of the attendees. The more experienced and open-minded you are, the more quickly you'll be able to put Mark's system to work for you. This conference will take all that you know and help you leverage it and achieve greater things more easily – guaranteed!

Q: My book has been out for four years. Should I attend or is this just for people new to publishing?

A: Since you already have a successful book, you will get even more out of the event than someone who's just starting. You're in a perfect position to take your book to the next level and achieve ten times as much success as you're currently enjoying. The book industry has been changing rapidly. Mark and his team of presenters are going to show you cutting edge, breakthrough methods to sell more books and make a ton more money from what you have. And they'll show you how to do it with less money and effort than you're currently spending.

100% Satisfaction Guarantee Means You Have NOTHING to Lose and Everything to Gain!

Mark is so confident this information will inspire, motivate and train you to enjoy a successful career as an author or publisher, that he guarantees you can walk away at the end of day three and request a complete refund if you don't find value in the training. Sit through every hour of every session before deciding. Upon requesting a refund, all conference materials must be returned. Your refund will be made within 30 days.

This Event WILL Soon Be Sold Out!

Invitations have been sent to more than 300,000 authors, speakers, experts and entrepreneurs who I know will want to attend the 2004 Mega Book Marketing University March 26-28 in Atlanta. Seats will sell out quickly, and I know you'll want to be there.

Register today and be one of the first 20 people to receive a FREE ticket to have breakfast with me and Mark the morning before the conference begins. Plus, I'll give you a free 30-minute publicity consultation.

To register, return the enclosed registration form or call (800) 784-4936 and ask for product 846. Be sure to mention "Steve's Breakfast Bonus Offer." That way I'll know to send you your certificate for a free 30-minute consultation with me, register you for the pre-event breakfast and send you my "Meet the Producers" tapes.

You're at a special point in your life, ready to go forward to the next level. Why waste precious time and money trying to do it all alone. By the time you leave Mark's 2004 Mega Book Marketing University, you'll know more about marketing and promoting, deal-making and negotiating, leveraging and amplifying, than most authors and publishers learn in a lifetime.

I hope to see you in Atlanta!

Warm regards,



Steve Harrison, Publisher
**RADIO-TV INTERVIEW REPORT (RTIR) &
BOOK MARKETING UPDATE**

PS -- Remember, there's simply no other publishing conference that will teach you more about how to make millions of dollars with your book – faster and more easily. Be one of the first 20 people to register before Feb. 28th to attend Mark Victor Hansen's Mega Book Marketing University and you'll also receive three special bonuses. First, you'll have breakfast with Mark and be able to personally ask him for advice. Second, you'll receive a free 30-minute publicity and book marketing consultation with me. Third, I'll send you audiotapes of interviews I've done with producers at Today, Good Morning America and The Early Show – killer information that give you the inside secrets to getting on those shows! But these spots won't last long. Complete the registration form NOW!!

Special Registration Form

To attend Mark Victor Hansen's **Mega Book Marketing University**
and get special bonuses from Steve Harrison



Mark, I want to be part of Steve Harrison's group attending your **MEGA Book Marketing University**, March 26-28, 2004 in Atlanta, Georgia to meet and learn from your faculty of publishing experts, powerbrokers and dealmakers in order to create the writing and publishing career I've always dreamed of. I understand my tuition not only includes my attendance for a FULL THREE DAYS, but 3 additional Networking Meals included to facilitate my opportunities with the hundreds of other attendees anticipated at this event, a voluminous workbook and access to all bonus sessions.

Special Bonuses: Since I'm in Steve's group, I'll also get a 30-minute personal consult with him as well as a free copy of his *Meet the Producers* audio cassette series in which national TV producers from *Good Morning America*, *Today*, *The Early Show*, *48 Hours* and other top shows tell how to get them to book you as a guest.

Want to Have Breakfast With Mark? — If I'm one of the first 20 people to respond to this special offer, I'll also get a free ticket to Steve's special breakfast the first day where I'll get to meet Mark and ask him my top publishing and promotion questions.

PRIMARY REGISTRATION

NAME MR MS _____
FIRST NAME FOR BADGE _____
COMPANY _____
ADDRESS _____
CITY _____
STATE/ZIP _____
PHONE _____
EMAIL _____
FAX _____

- Please reserve a seat for me at Mark's 2004 event, I am paying \$995.
 Please indicate here if you prefer a vegetarian meal.

PARTNER REGISTRATION

NAME MR MS _____
FIRST NAME FOR BADGE _____
COMPANY _____
ADDRESS _____
CITY _____
STATE/ZIP _____
PHONE _____
EMAIL _____
FAX _____

- Please reserve a seat for my partner at a special reduced rate of \$695.
 Please indicate here if you prefer a vegetarian meal.

Method of Payment

(Payment must accompany registration)

__ My check or money order is enclosed (please make payable to MVHA)

__ Bill my: __ Visa __ Mastercard __ American Express

Card # _____ Expires _____

Signature _____ Name on Card _____

100% Satisfaction Guarantee Means You Attend At No Risk!

We're so confident this information will inspire, motivate and train you to enjoy a successful career as an author or publisher, we guarantee you can walk away at the end of day three and request a complete refund if you do not find value in the training. Sit through every hour of every session before deciding. Upon requesting a refund, all conference materials must be returned. Your refund will be made within 30 days.

Cancellation Policy

Refund requests must be submitted in writing either by mail or fax. If your refund request is received on or before March 10, 2004, you will be charged a \$50 cancellation fee. Due to our sell-out track record, there will be no refunds made after March 10, 2004. Due to circumstances beyond our control, we reserve the right to change or cancel any speaker and/or session without notice.

To register by phone or ask questions:

Call 1-800-784-4936 (be sure to ask for product 846)
Or email Custservice@rtir.com

Fax this form to:

949-722-6912

Or mail to:

MVH Seminars
PO Box 7665
Newport Beach CA 92658