

# What do we get from Marketing Gurus?

By Ben Glass, Nationally Recognized Attorney & Marketing Consultant • [www.BenGlassLaw.com](http://www.BenGlassLaw.com)

Recently, I had a 4 hour private consulting session with Bill Glazer of Glazer-Kennedy Insider's Circle. The four hours consisted of one hour that Bill spent in advance reviewing a big package of information I sent to him. Then, he and I went at it for three hours straight in his office in Towson, Maryland.

I don't think in that entire three hours Bill told me anything that I didn't already know, or hadn't heard before. Many of the things we talked about we are actually doing or had tried before. What then, did I get out of paying him a ton of money to hear stuff I'd already heard before?

- The fact that I've heard something before does not mean I'm actually doing it right now. In many cases he was reminding me of something I had stopped doing and needed to get doing again.
- By showing and telling me how others were using some of these ideas, he was motivating me to set my sights much higher than they are currently set.
- Bill helped me leverage the experience of others. I have been exposed to tons of ideas—I read and listen to hundreds of pages and hours of marketing material a month—so helping me to sort out what's really working now was vital. For many of the things we talked about Bill discussed various models that others are using with those ideas. Again, same stuff, but different ways to rearrange it to maximize my perfect life goals.
- Bill was looking at my business with fresh eyes, therefore the rearranging of what I had already heard before to a different way of thinking about those ideas lead me to a completely different way of thinking about some aspects of my business.

In one sense, everything I know about marketing I could have gotten by reading the old masters books. But there's nothing like hanging out with someone who is doing things much bigger, better, faster and bolder than I am to get me to the next level. Join a mastermind group, and show up at events and seminars. Have you heard the material before? I'll bet you have. Do you dare miss the one new idea (or revitalization of an old idea that you heard but aren't doing—or aren't doing right) that might add even as little as 1% to what you are making now? This is why I go to other people's events and get on every Glazer-Kennedy coaching call. This is why I'd pay a guy like Bill Glazer a lot of money to go deep for three hours.



## Your opportunity to hang out with the marketing gurus!

**Bill Glazer**, one of the most celebrated marketing strategists in the world best known for his OUTRAGEOUSLY effective direct-response advertising and marketing will be presenting:

**“Recession Escape Plan” – How To Make The Recession Irrelevant**

**Wednesday, September 30 from 6:30pm to 9:30pm**

Waterford at Fair Oaks, 12025 Lee Jackson Memorial Highway, Fairfax, VA 22033

Bill Glazer is THE top Marketing Strategist (Coaching over 200 Entrepreneurs in over 67 business niches), a highly sought after copywriter, a professional speaker and author of his newest book “OUTRAGEOUS Advertising That’s OUTRAGEOUSLY Successful”.

Bill has been named on the list of the 100 Top People, Places, and Things Impacting the Industry at the Millennium in MR Magazine... the equivalent of being named to People or Time Magazine’s list of the 100 most influential individuals. He is also the recipient of the prestigious RAC Award (the Oscars of Advertising and the Emmy of Television) at the 2002 RAC Advertising Conference.

In 2004 Bill partnered with the legendary Marketing Guru Dan Kennedy to create Glazer-Kennedy Insider’s Circle which provides marketing and money-making advice to over 200,000 entrepreneurs worldwide. You don’t want to miss this event!

This is a one-time **FREE** event, but spaces are limited!  
So please RSVP at [www.BillGlazerComesToVirginia.com](http://www.BillGlazerComesToVirginia.com)  
or Call Bridget at 703.424.5669