

In 2011, when it was peak "End of America", this headline might have been a pattern interrupting claim. Of course, many entrepreneurs have a hopeful disposition, too. So maybe it's just telling them what they want to hear...



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-- Special International Business Report --

THE DAWN OF THE ENTREPRENEURIAL GOLDEN AGE

Leading Global Economist **Paul Zane Pilzer** Uses Nobel Prize–Winning Business Growth Formula to Pinpoint an 18-Month Window Where Economic Conditions Will Be Perfect for Existing Entrepreneurs and Start-ups Alike to Drastically Grow Their Businesses.

Note the credibility ("Nobel Prize") and specificity ("18-month") in the deck copy.

Dear Friend,

To quote the famous words of Charles Dickens...

"It was the best of times, it was the worst of times."

Right now, there are so many people struggling, hurting, and suffering in the world. My heart goes out to them. Things will only get tougher in the future. And many, many more people will lose their jobs and their livelihood.

I acknowledge that ugly fact but don't want to dwell on it today. You and I have something much more important to talk about. **The copywriter doesn't dwell on the problem because ultimately, this is about opportunity...**

What is that?

"I acknowledge that ugly fact but don't want to dwell on it today." is a perfect line of copy, a perfect lesson for how to write the problem section. Mention it. Briefly. Show you know and empathize. Then move on.

The ideas that will make you immune from being one of those victims of this global large-business meltdown.

New Technologies Dissolve Large Corporations

You see, the hard fact is this: If you work for someone else... if you work for corporate America in one fashion or another (and I'm talking about the entire supply chain downstream from the big boys)... then someone out there, right now, is trying to figure out how to do your job faster and less expensively.

That's a fact. **Whoops! I was wrong... back to the problem, things could get even worse for you!**
I'm assuming this is crucial to setting-up the opportunity, though...

It's also a fact that they will most likely succeed at doing your job faster, easier, and for less money.

I know that is not very nice sounding, but it is reality.

10 Million New Millionaires Will Be Created in the Next Decade. Here's How...

Of course you can choose to disregard it — and I respect your decision to do so. I will not fault you in any way for turning away from this gruesome reality.

But there is a way out. Over the next few minutes, I'm going to share with you some invaluable inside secrets that will give you the exact information you need to participate in this new "Golden Age of Entrepreneurs."

This transition feels weak. Unspecific and a bit confusing.

Hello, Vic Conant here,

This special report is timely, powerful, potentially profitable. If nothing else, what I'm about to tell you will open your eyes and

Paul Zane Pilzer is a world-renowned economist, a multimillionaire software

give you X-ray vision into what is happening in the business world... and why most people are dead-wrong about it being a "crisis."

The mainstream is always wrong.
This is what they're not telling you...

Let me explain...

It was in 1991 that I first met Paul Zane Pilzer. He is one of the most fascinating economists of our time... and he is also one of the most widely respected business minds out there. Major players, from Sam Walton, the founder of Wal-Mart, to Anthony Robbins have personally relied on his money advice and solid business genius.

Paul is the author of nine bestselling books on the economy, and he is also a successful entrepreneur.

Paul made his first million early in his 20s, was an economic adviser to two presidents of the United States, and he has been regularly quoted and featured on the front pages in publications such as The Wall Street Journal, The Economist, and The New York Times.

Paul has an almost endless stream of credentials and business accomplishments that I could give you; I'll leave it at that.

Note the box to the right gives it to you anyway, in a timeline.
So you have a one-two-punch of powerful cred here... —>

78-Year-Old Economic Calculation That Never Fails Is Predicting the Best of Times, the Worst of Times

This is the "Explainer" section. Exactly what's happening and what it means for you.

Today, I am going to share with you some rather shocking (and exciting) calculations that Paul has made recently... calculations based on a 78-year-old formula that not only won the Nobel Prize, but has proven to be deadly accurate, again and again.

Yes, there is no mistaking the accuracy of these numbers and what they mean for our future.

As I said, for some, these calculations spell out doom and gloom... for others, it is the advent of a brand-new "Golden Age" that will be the birthplace of a whole new generation of millionaires, billionaires, and seriously successful entrepreneurs that enjoy unprecedented levels of economic freedom and prosperity.

In fact, in the coming decade, more than 10 million new millionaires will be born and flourish.

10 million... Will you be one of them?

I'm going to show you how.

But let me be clear about one thing... Paul is not interested in the traditional "millionaire" business model, where you start off small and grow yourself a massive ball and chain, complete with tons of employees, massive overheads, and stifling transaction costs.

That model is dying and will soon be no more.

I did a quick search and this is actually conservative... even if you're just talking about the U.S. more than 10 million millionaires were created in this decade. Big promo claims are founded in deep research.

No, I'm talking about lean, robust, hyper-efficient business engines that not only give you the wealth you're looking for, but the freedom that you haven't found yet.

1931 Economic Paper Wins 1991 Nobel Prize for Successfully Predicting Large Company Growth to a Million-Plus Employees

A great deal of Paul's work as an economist the last 20 years has been analyzing the brilliant work of economist **Ron Coase**.

entrepreneur, an adjunct professor, and the author of eight best-selling books and dozens of scholarly publications.

Pilzer completed Lehigh University in three years and received his MBA from Wharton in 15 months at age 22. He became Citibank's youngest officer at age 22 and its youngest vice president at age 25. At age 24, he was appointed adjunct professor at New York University, where he taught for 21 consecutive years.



Over the past 30 years, Pilzer has started and/or taken public, five companies in the areas of software, education and healthcare. He is the Founder of **Zane Benefits, Inc. and Extend Health, Inc.**, the nation's two leading suppliers of individualized health benefits to corporate America including **Wal-Mart's Sam's Club**.

He was an appointed **economic adviser in two presidential administrations** and warned of the impending \$200 billion savings and loan crisis years before official Washington was willing to listen—a story that he later shared in *Other People's Money* (Simon & Schuster) which was critically acclaimed by *The New York Times* and *The Economist* magazine. **CREDIBILITY!**

So, let me take you back in time to the 1930s.

In 1930 in London, England, Ron Coase was a young college student at the London School of Economics, studying entrepreneurship.

He found the stories of Horatio Alger, of Henry Ford, of Sloan who started GM, of David Sarnoff who started NBC quite amazing... how people from poverty backgrounds started these large industrial companies.

How could someone come from nowhere, have nothing, and create a corporation that literally changed the world and created billions in profits?

It was a question that drove him to travel to the USA to do some personal research.

What he found revolutionized the world because it became a business model for going from zero to massive business and profits. But, the model had a price, and it was the entrepreneur that typically paid it, as you'll see in a minute. **Cliffhanger to keep you hooked...**

You'll also see why Ron Coase's business model and numbers are still perfectly accurate, but technology has all but eliminated the heavy toll on the life of the entrepreneur... which is exciting news for you.

In 1931, Ron Coase authored a paper, "The Nature of the Firm." This paper became the business manifesto of the time and won the Nobel Prize for Economics in 1991.

What Made 'The Nature of the Firm' So Powerful?

In short, it outlined how transaction costs of disparate individuals trying to work together were driving people to give up working for themselves and become "wage slaves" to large corporations.

Remember the copywriter is speaking to entrepreneurs here, hence "wage slave" and not careerists
The solution was to create a massive corporation, where everything was under one roof.

You have to remember, in 1930, communication technologies didn't exist. Fax, email, phone, and computers were a thing of the distant future. Entrepreneurs like Henry Ford realized that if they wanted to make cars and other products rapidly and inexpensively, they needed all of their workers under one roof.

That's why Henry Ford built the 16 million-square-foot River Rouge manufacturing plant, employing 100,000 workers. He needed to put raw ore in at one end and kick out a completed car at the other. And if something went wrong or changes needed to be made somewhere in the middle, people had to be able to quickly talk to each other. They couldn't wait several weeks or months for the mail.

Now, why is this important to you? **This story is interesting/valuable to curious people. The reader is getting more than just a pitch from reading this sales letter.**

Because without powerful communication technologies, the only option to make serious profits was to have a massive, huge corporation.

And to do that, entrepreneurs basically had to give up their freedom and always be on hand to coordinate with other workers.

That is why we had, or at least used to have until this year, companies like General Motors or AT&T with 1 million employees. They began in the days of high transaction costs, were forced to build massive, massive companies, and over the years just kept on doing business as usual.

But, have you noticed, things have been changing in the world over the past 80, haven't they?

Yes, and especially in the past 15 years.

New Technologies Turn Ron Coase's Numbers Upside Down

About 15 years ago, Paul ran Ron's numbers again, but this time he factored in things like the telephone, the fax machine, and the computer, which was just coming onto the business scene.

In those days, he raised a warning flag, that large companies were no longer needed as much. In fact, it might be possible to get just as much profit out of a company with half the employees by using these new technologies.

Last year, Paul ran the numbers again, this time factoring in things like text messaging, standardized manufacturing procedures, international standards, email, high-speed Internet, social networks, and super-fast computers that were on every desk and in virtually every entrepreneur's iPhone or Windows mobile device.

The numbers shocked him... and got him excited.

Above, the copywriter introduces a new paradigm and a new crisis and opportunity...

Understanding the New Business Model Can Make You Serious Profits, with More Freedom

Let me make a very simple comparison to illustrate what Paul saw...

In 2009, AT&T had 294,600 employees (down from 1,099,000 in 1984) about \$120 billion in revenues, and a net worth of \$142 billion. **140,000 employees today, so the trend continues!**

The core business of AT&T has been around for about 130 years and still, in many respects, clings to the model that Ron Coase established in "The Nature of the Firm ."

In that same year, Google, a brand-new company, built on new technologies and, in many ways, a new business model, had 20,222 employees, about \$21 billion in sales, and a net worth of \$131 billion **190,000 employees today, so still way less than AT&T at peak.**

But consider the difference in revenues and net worth generated per employee:

- AT&T = \$420,909 annual revenues and \$482,009 total net worth per employee
- Google = \$1,077,813 annual revenues and \$6.478 million total net worth per employee

What are we seeing here? We are seeing a drastic difference in revenues, transaction costs, and fundamental business model differences.

Again, what does any of this have to do with you?

Massive Corporate Layoffs Signal Your Golden Opportunity. Here's Why...

As you're reading this... someone is out to eliminate your job. Another hopeful employee, an inventor, the business owner. All want to reduce overhead and increase profits.

Despite what the media is telling you, many large companies are not laying off people because of the bad economic times... people are being let go because of the technology shift. **This is the story no-one's telling...**

That's unemployment caused by what economists call structural unemployment.

A newer, better method comes along and people get pink slips. But companies still keep the output of their labor... either in a better method... a better organization chart... or a better machine.

If it's not already happened to you, it's not a question of IF... it's only a question of WHEN your pink slip will be hand-delivered. **This is happening, no matter what. So you may as well figure the opportunity from it...**

For you, the entrepreneur, it can actually be good news... if you understand how to start your own small business and rapidly take it to a profitable level.

The Core Entrepreneurial Challenge

For many, that is the challenge... how do you start a new business, and how do you quickly get it profitable? In just a minute, I'm going to share with you Paul's solution to both of these entrepreneurial challenges.

But, for now, my strong advice to you is this: DO NOT WAIT to get laid off!

Take action now that will make you immune from the massive shift in business that is taking place right now. **URGENCY**

“If I know you...” Powerful copy. This is what EVERYONE wants, especially those on a list Nightingale Conant market to...

Plus, if I know you, deep down you are longing for a chance to spread your wings and enjoy a life of wealth and freedom. Now is the time, my friend.

In fact, Paul’s new calculations prove that **there has never been a better time** to launch a new business.

Here’s the first attempt to close...

Yes, I’m ready to finally have the Nobel Prize-proven plan to enjoy rapid and unprecedented growth in my business. I can try it for 30 Days - for just \$1!

Don’t Wait — Plan Your Escape on Your Terms, Not Theirs

Did you know that nine out of 10 successful entrepreneurs leave their company when things are good? They don’t wait until times are tough. They don’t wait for the boss to drop the pink-slip bomb on them. They don’t wait for others to control their life.

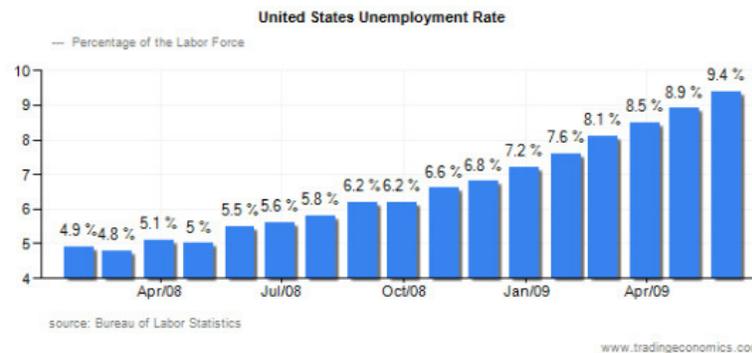
They take action. They stay in control. They move when the opportunity is right, not when things are desperate.

Because of this, I’m encouraging you to plan your escape today, right now.

Remember, it’s only a matter of time before you’re forced out. Why? Because virtually every corporate job in America today is being constantly eliminated in favor of an easier, better, faster way of getting things done, using technology.

Nice! —> You really have no choice but to become an entrepreneur.

Here’s a chart showing what’s happening in corporate America today... the ballooning unemployment explosion just since February 2008... almost double-digits by June '09.



I know this chart doesn’t look that pleasant, but don’t look at it as a crisis... consider it as an inevitable trend toward the birth of new businesses.

What you’re looking at is a business environment that is screaming out for new and innovative ways of doing things. The world is looking for new, faster, easier, and more effective ways to improve the quality of life we live and make more profit.

When you combine that with the rapid rise of new technologies that reduce or eliminate transaction costs, you see why Paul is calling this the “Dawn of the Entrepreneurial Golden Age.”

Discover the Keys to Cashing In on the Current Crisis

This prediction was pretty spot on... when you consider, gig economy, digital nomads, etc. Way more self-employed people now than back then. Whether it’s a “Golden Age” or not though remains to be seen! How can you cash in?

That's where Paul comes in...

Paul has put together a totally unique program that will show you the right business for you, help you determine when the right time to get started is, and tell you exactly how you need to do it. His program will help you make that walk to your boss's office you always dreamed about.

Think who this is for... readers who want to quit the rat race and have a rough idea they need to start their own business to do so, yet have no idea even what type of business. One of my old bosses called these people "biz op junkies" and he was one!

The Untold Story of Paul's Business Successes... and Failures

Come to think of it, if I'm getting this sales letter in my inbox then I'm a biz op junkie too!

For almost three decades, Paul has been acclaimed as a world-famous author and global economist. His work and his photo have been featured on the front page of The Wall Street Journal and numerous other publications.

But, until recently, no one but a handful of individuals have been aware of Paul's extensive involvement in starting, running, managing, and selling businesses.

In fact, Paul has started, financed, or helped run more than 21 different businesses in the past 15 years alone. That is more than most people do in their lifetime!

For the first time ever, Paul has agreed to tell the real story behind his businesses' success.

Now, I have to warn you about something...

Credibility reminder... Paul's failures show he isn't superhuman and you don't have to be...

This new program that I'm going to tell you about comes straight from Paul's heart. He holds nothing back.

Inside "The Entrepreneurial Challenge", he will tell you all about his victories, successes, and wild profits... but he is also going to tell you about the failures and mistakes so that you can avoid those same pitfalls.

This is probably the most common objection/query you must handle... WHY are you sharing this?

Why Is Paul Finally Sharing Business Insights Worth Millions?

To understand why Paul has finally agreed to give you unlimited access to his most profound business insights, methods, and guiding philosophies, you need to understand Paul's heart.

It was not long ago that Paul realized that one day his children would be grown and have to make choices about their future and how to provide for their families.

Paul is now 55 years old and has four children 4, 5, 7, and 8 years old. He told me that in 20 years, who knows if he will be around, but that is exactly when his children will need his business insights, knowledge, and experience the most.

So, he decided not to wait... he decided to tell everything that he knows now about making money and record it as heritage for his four children.

But Paul is now — and always has been — about doing things that will improve the world and society that he lives in. Because of this, he felt compelled to share this powerful information with you as well.

This is a wholesome, believable reason why. It sure isn't about making money, it's about making the world a better place (one sale of his program at a time...)

3 Stages of Entrepreneurship – Where Are You?

Paul realizes that each of you might be at different stages of entrepreneurship in your life. No matter what level you are, Paul has something invaluable for you...

- **New Entrepreneurs** — Paul will help you find the right business that fits you perfectly. He will also show you what you need to do to get started and when the best time is to begin.
- **Existing Entrepreneurs** — It is very likely that you have built your business on the "Ron Coase Model." If so, you may have given up your freedoms unnecessarily. Paul will guide you in reorganizing so you can maximize your profits, survive in this tough economy, and gain your freedom in the process.
- **Intrepreneurs** — You may have never heard this expression before, but it identifies savvy entrepreneurs who know how to apply their entrepreneurial thinking within their existing company. Paul will show you

Most readers are likely in the first or last level...

how to leverage your company's resources, create partnership deals, and ensure that you never get fired... because you'll be safely running your business within their business. A true win-win for both parties.

-From the Desk of Paul Zane Pilzer-

Why Being an Entrepreneur Could Be the Happiest Time of Your Life

As a successful entrepreneur, I owe a great deal of my success – and happiness – to my father.

See, when I was in college, I was pretty much anti-business. I used to say, "People don't own businesses, businesses own people."

And that was true for most people. It was certainly true for anyone who built a large Corporate America-type enterprise. I saw it firsthand.

Back then, my father was an entrepreneur running his own company.

As a child, I felt his business was some terrible place he disappeared to every morning... and often came back from too late at night to have dinner with the rest of the family.

When I was age 19-20, prior to going to Wharton Graduate Business School, I worked for my father. The sad truth is, I hated it and could not wait to get off to pursue my MBA.

To me, the family business was the absolute worst place in the world. Naive teenage rebellion, I suppose. It closed my eyes to what was really going on.

After a few years away from home... and after a little business experience in the "real world," I realized that my experience before Wharton was the happiest time of my father's life.

Much More Than Just Business

See, to my father, running his own business was not about making money... it was about working for his family... it was about being his own boss... it was about financial security and strength... and mostly, when his three boys worked for him, it was about teaching his children his ethics and values through his everyday actions.

Business to my father was about treating other people fairly, giving them value for their money, feeling the satisfaction and joy of a job well done, and most of all, training and developing new employees. Some of those things you just can't experience working at a nine-to-five job, stuck in a cubicle somewhere deep in Corporate America.

The lessons of entrepreneurship sank deep into me and have made me who I am today.

Passing It On to My Children

Now I face a similar situation with my family because I have four children, including three sons of my own.

The "deeper benefit" of being an entrepreneur... →

I know that despite the great relationship I have with my sons and daughter, they're probably never going to work for me. Such is life.

But that doesn't mean they shouldn't be working for themselves, and I suspect they will do that. So, I am doing all I can to pass on the values and ethics my father taught me.

Being an entrepreneur has so many different rewards. For me, one of the greatest satisfactions is having the freedom to work with the people you love and respect the most. In all of my business dealings, I've had the pleasure of picking the people I work with. Not everyone has that opportunity.

Solving the Greatest Entrepreneurial Challenge

But now, with this new program I've developed that solves the Entrepreneurial Challenge – how to start a business and successfully make it profitable – you have this same opportunity in your hands.

And you know what, as good as the money can be when you run your own business, the emotional rewards, the freedom of being your own boss, and the joys of working with the people you love and respect the most far transcend the money thing.

That is why I'm never happier than when I'm living the entrepreneurial life. It is why I believe this will be the happiest time of your life as well.

To Your Success and Happiness,

Paul Zane Pilzer

Second Close Attempt...

Yes, I'm ready to finally have the Nobel Prize-proven plan to enjoy rapid and unprecedented growth in my business. I can try it for 30 Days - for just \$1!

Now we're moving into the product section, what's actually being sold...

10 Skills You Can't Do Without to Be a Successful Entrepreneur

Let me ask you this... what are the top 10 most valuable skills you'll need to start a business and successfully create profits as an entrepreneur today?

Paul's new program spells all this out for you. He goes into depth on all 10 of the entrepreneurial skills you'll need, plus more.

The Entrepreneurial Challenge Program

For the next few minutes, I'd like to explore Paul's complete program with you. It is unlike anything we've ever done here at Nightingale-Conant. **Don't mind those other programs we sell, this is unique!**

Unlike most programs that encourage you to buy into **their** program, Paul's is designed to help you discover the very best business **for you**, personally, and then help you successfully start it and run it profitably... without losing an ounce of your personal freedoms.

Actually, it does just the opposite... it makes life more rewarding, brings greater satisfaction, and expands your lifestyle in ways that "Ron Coase Model"-based business can never deliver.

How is this possible?

It is possible because...

Paul will teach you how to start your first business based on "what you know" and "who you know" – versus starting over in a new and unknown field.

Here's an outline that gives you a quick peek into Paul's program and how each session will give you the power to be a successful entrepreneur:

This is basically a "sexy contents page" for the course...

- **'Driving the Bus' : Why the New Economic Order Favors the Entrepreneur**
 - Paul's complete take on why the Crash of '08 is part of the "cure" and not the "illness"
 - The many benefits of becoming an entrepreneur and taking control of your life
 - Why the most successful entrepreneurs plan their departure from the corporate world instead of being forced out
- **An Entrepreneur's Vision of The Economy: The Unchanging Laws of Economic Alchemy**
 - The wealth formula behind the main laws of alchemy $W = P \times T$
 - The Six Laws of Economic Alchemy and how to apply them
 - As an entrepreneur, how you can apply the laws of alchemy to your internal organization
- **No Turning Back: The Entrepreneurial Mindset and Lifestyle**
 - How to shift your mindset in making entrepreneurial decisions
 - How to deal with mental blocks you might have about making mistakes, fixing them, and then moving on having learned valuable insights
 - Why putting yourself in your customers' shoes is crucial in becoming a successful entrepreneur
- **Ten Skills Any Entrepreneur Needs to Succeed**
 - The 10 entrepreneurial skills you need to be successful and how to master them
 - Why it's important for you to do an honest assessment of your skills and take the time to hone the ones you're missing
 - How these 10 skills go beyond just being a successful entrepreneur
- **Ten Great Businesses That You Can Start Now**
 - Why there's no better time than now to start your business — particularly a B-to-B startup
 - How all of the 10 businesses help make it a better world by helping solve social issues
 - Why the easiest startup business for you utilizes your current skills and professional network
- **Social Entrepreneurship (or Entrepreneurs Will Save the World!)**
 - How this new era of social entrepreneurship is redefining people's paradigm on what it means to be a successful entrepreneur
 - How to find ways to make your business more socially committed
 - Why every social, environmental, and economic issue that exists in society can be cured through innovative moneymaking entrepreneurial ventures
- **Personal Financial Strategies for Entrepreneurs**
 - How and why you need to get your own financial house in order prior to starting an entrepreneurial venture
 - Why you should never be embarrassed if you can't pay a bill and what to do about it
 - Why it's important to keep your eye on your customers' credit standing
- **The Four Best Ways to Finance Your Business**
 - How to get financed in an era of tight credit
 - How to solve your health insurance dilemma
 - Why it's crucial to maintain sustainable growth in your business
- **Staying Healthy and Wise in Uncertain Times**
 - Ways to live a healthy life in a chaotic and uncertain world

- Why self-preservation is the key — you are the #1 asset to your entrepreneurial venture
- Why emotional control is a crucial element in successfully running your business

The extensive list above build value. But it's a shotgunning of fascinations because if just one hits you, then you're ready to buy...

Plus, a Complete writable PDF Workbook

And did I mention that not only do you get all of these sessions recorded on CD to hear over and over again... as many times as you want... you also get Paul's Entrepreneurial Challenge Program writable PDF workbook?

This writable PDF workbook goes beyond simply leading you through the audio sessions.

This writable PDF workbook also serves as a guide to help you hone your skills and discover which business is right for you to get started with.

The 10 Best Businesses You Can Start RIGHT NOW

Each business can be started rapidly. Each is innovative. Each is unique. Each has a minimum annual profit potential of \$500,000... some much, much more than that.

Remember, these businesses not only have the potential to make you wealthy, they are totally geared around social entrepreneurship — solving a social problem to make people 's lives better.

In his new program, **The Entrepreneurial Challenge**, Paul will lead you through all the details and business plans on how you can make any of these profitable.

Let me restate that so you don't miss it...

Inside **The Entrepreneurial Challenge**, Paul not only tells you what the 10 best businesses are to start right now, he...

- Tells you why each business is so hot right now
- Explains the reasons why each business has not been fully tapped yet
- Outlines the exact profit margins you can expect and what some of the major expenses will be
- Describes a complete business plan for you to follow so that you can get started making profits immediately
- Gives you an extensive pattern you can use right away to analyze any business idea. Even if one of these 10 businesses doesn't appeal to you, then you'll know exactly how to spot other perfect business opportunities that fit you personally better.

This report alone is worth well over \$10,000 (in fact, one of Paul's clients is going to be selling this report as a stand-alone product in the near future. You can have it today at a fraction of that price as part of this program.) \$10k is a bit unspecific... Math or explanation of how the copywriter arrived at this figure would be more powerful. But we're nearing the close, and that's when many copywriters get tired/lazy and don't take as much time as they should.

Here's How You Can Get \$10,000 of FREE Business Ideas Included within Paul's Program

Paul will give you just about every detail you need to get started. I have never, ever seen any other program that gives you this kind of business idea detail... let alone 10 of them.

But remember, the "10 Best Businesses to Start and Expand Now" are just part of the program. There's much more in the writable PDF workbook to help you through all this... plus the audio portion of the program provides more examples and insights as well.

And despite all reasonable counsel to do otherwise, I'm not going to charge you an extra \$5,000 or \$10,000 for the 10 Best Business ideas and their respective plans.

Yes, I have no doubt that these business ideas and plans are worth \$10,000 each... in fact they are worth much more, and, shortly, thousands of people will be paying that much to get their hands on this information.

Is this believable? 10 x business plans worth \$10k each is a \$100k bonus for FREE!

But as I said before, for Paul it's not JUST about the money... it's equally about the satisfaction of seeing you and other entrepreneurs get the boost you need.

And charging \$10,000 isn't going to help make that happen for as many folks as Paul or I want to help. Because of that, we have teamed up to offer this information to you as a valued Nightingale-Conant customer before the rest of the country sees it.

Remember, Paul has been featured in the LA Times, New York Times, The Wall Street Journal, and hundreds of other financial publications. He will have no problem getting plenty of publicity for his "10 Best Businesses to Start and Expand Now"... but you are getting the chance to own them... and use them well in advance.

It is Paul's way of demonstrating "Social Entrepreneurship" and a way of putting his "money where his mouth is." I invite you to take advantage of it today.



Includes Special
Commentary by
TONY ROBBINS!



Yes, I'm ready to finally have the Nobel Prize-proven plan to enjoy **rapid and unprecedented growth in my business**. There's never been a better time to start my ideal business and follow a guaranteed and precise path to profits.

Please send me Paul Zane Pilzer's eye-opening 6-CD program **The Entrepreneurial Challenge** plus **"The 10 Best Businesses You Can Start Right Now"** writable PDF workbook and Bonus CD today, for 30 days — **FOR JUST \$1.00!**

If within 30 days, I do not benefit from the business insights worth millions, I will simply send it back. **No questions asked**. If I decide I want to keep it, I will pay the **discounted price of \$79.95**, which is **\$20 off** the regular price, **at the end of my 30-day trial**.

Only \$1 to try handles any objection to price.

Try it for 30 days for just \$1 >

In Addition to the Famous Nightingale-Conant Rock-Solid Money-Back Guarantee, You Have Paul's Personal Promise of Satisfaction...

Over the past 35 years, Paul has started or taken public five companies himself... and helped hundreds of entrepreneurs just like you get started on their dream adventure.

In case you don't know by now, he is very passionate about what he does and what he offers people like you.

But I realize you do have a bunch of choices out there today for advice on what to do with your life — especially when it comes to business. And I applaud your careful scrutiny in measuring any proposal.

Remember, I receive a constant bombardment of advice myself that I'm constantly wary of... constantly evaluating... looking under every stone.

But please, don't wait for the pink slip to come your way. Start planning and taking action today.

Paul and I personally guarantee that you will be amazed with The Entrepreneurial Challenge. Inside you will find: **Here's a quick re-cap of what you get... Always useful near the close to remind of value and also suck-in skimmers who may have passed by the earlier product details**

- The 10 most valuable skills needed by entrepreneurs today
- Detailed information on how to choose the best business opportunity, uniquely suited for you
- Special insights on what it really takes to start a business today. This is no-holds-barred reality so you know exactly what you're getting into
- A detailed report on the "10 Best Businesses to Start and Expand Now," including a complete pattern you can use to evaluate any business
- Inside information on financing, running, managing, and growing your new business

- Powerful counsel about how to take an existing business to the next level, including restructuring it and integrating new and future technologies to reduce or eliminate transaction costs and maximize your personal freedoms
- Complete information on how to successfully become an "intrepreneur" by combining your company's existing resources with your personal skills and abilities to create a powerful win-win situation that ensures that you never see a pink slip and make substantially more money than you could as a regular employee of the company
- And so much more. In all, you'll receive 6 CDs and a comprehensive writable PDF workbook... everything you need to fully participate in the coming "Entrepreneurial Golden Age."

We promise that you'll receive all of this (and more) and that you will find it easy to understand and simple to implement. If not, you can take full advantage of Nightingale-Conant's powerful money-back guarantee and return the program for a full, cheerful refund. No questions asked.

That sounds more than fair, doesn't it?

Could this guarantee be stronger? Like, "You'll be able to quit your job in six months or your money back!"

Become One of the 1.5 Million New Millionaires Who Will Be Created in Just the Next 18 Months

As someone with the entrepreneurial drive running through your veins, there's absolutely no better time than right now to start your new entrepreneurial venture.

When most everyone else is still trying to find the "perfect job" inside of Corporate America, you can be taking action and living life on your own terms. Right now, you can be setting the foundation for a new life, full of happiness, freedom, and wealth.

Empathy... "You're an entrepreneurial badass, wasted in corporate America."

Plus, I can't think of a more rewarding and satisfying life than making the world a better place to live by putting Paul's revolutionary "Social Entrepreneurship" to use right now.

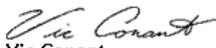
And you'll definitely become wealthy along the way. And by "wealthy," you know I mean more than just money... that will happen naturally as you succeed.

Begin your journey right now, today. There has literally never been a better time. What is more, the window is open right now. Who knows what the future will hold?

Paul is sure that the window will be open for at least 18 months... but that means you need to get started today to take advantage of it.

So, begin today. Take action now. Begin your new life with Paul's world-class counsel, insights, secrets, and wisdom.

To Your New Future,


Vic Conant
 Chairman, Nightingale-Conant

The P.S. is among the most-read sections of sales letters, often the offer and crux of the argument is re-capped there.
 Vic Conant **Again, for the big benefit of skimmers.**

P.S. Don't forget you'll get \$10,000 worth of the **"10 Best Businesses to Start and Expand Now"** absolutely FREE. I already showed you one of the business plan outlines for the first business. And the other nine are included in the program at no additional charge.

You should be able to find a business in these 10 to start feeling passionate about. If not, use them to generate other creative ideas you might have to start up your own business. The sky is the limit.

So, take action now and take advantage of these trying times... because there's no better entrepreneurial environment than what's right here today.

Order **The Entrepreneurial Challenge Program** and I'll take all your risk.

P.P.S. Remember, you really don't have much choice in becoming an entrepreneur. Layoffs in the corporate world continue at a staggering pace. Don't wait until the HR guy comes knocking on your door.

Do something about it right now and let me take all the risk when you order Paul's program.

Don't forget, with **The Entrepreneurial Challenge Program** you'll receive:

- The full-blown audio sessions recorded on 6 CDs to listen to at home, in your car, or in your corporate office
- Paul's comprehensive writable PDF workbook that not only leads you through all of the audio sessions, but also serves as a guide to get you started step-by-step
- The bonus section and insightful bonus CD on the **"10 Best Businesses to Start and Expand Now."** This alone is worth \$10,000.

So, you'll have all the tools you need to make a dramatic change to your life when you become an entrepreneur.

Don't delay; order today as the corporate layoff clock continues clicking.

Frequently Asked Questions

The FAQ is normally the copywriter's attempt at a last stand, to smash through any remaining objections...

I'm sure you have a few remaining questions about this program and your new life as an entrepreneur. I've decided to have Paul answer a few of the most common questions personally...

Q: If I'm already an entrepreneur and building a business, how can this program benefit me?

Paul: This program is not just dedicated to entrepreneur wannabes. The program can help inject more life into your current venture and help raise your success and satisfaction level. I've seen these principles work hundreds of times and have no reservations in recommending them to you.

Q: What If I'm excited about starting an entrepreneurial venture but still have my corporate job. How do you advise finding the time to get started without getting fired?

Paul: Well, if you're serious about becoming an entrepreneur, you're in the perfect place. Finding the time is easy: Once you realize that there are 168 hours in every week and your corporate job takes only 40-60 hours a week to complete. The only way to escape from where you are is to put in the extra time now. Of course, another option for you is to become an "intrepreneur." Look around and find a way to be an entrepreneur within your corporate job. It is possible, and hundreds have successfully done it. I'll show you exactly how inside my new program.

Q: What do you enjoy most about being an entrepreneur?

Paul: I love being an entrepreneur and doing what I call fixing the world, starting a company or helping others start a company that's going to fix some problem in our society.

Q: Don't you feel that new business ideas using the Internet are reaching their saturation point?

Paul: No, not even close. It's amazing to me when I go industry by industry how Internet technology has not been applied yet in almost any way to traditional businesses where we spend most of our money.

Q: What kind of business do you recommend I go into right now?

Paul: I did not want to simply give you general theories about starting a business. If this truly is the best time to start a new business, then there must be hundreds, if not thousands, of opportunities all around us. But the best one, which I will help you find, is probably based on "what you know" and "who you know." To prove the fact, I pulled together the "10 Best Businesses to Start and Expand Now" and give them all to you in the program. Perhaps the most powerful thing I've done is show you the pattern of what to look for and how to analyze any business idea you come across. This makes your possibilities limitless.



Includes Special
Commentary by
TONY ROBBINS!

Yes, I'm ready to finally have the Nobel Prize-proven plan to enjoy **rapid and unprecedented growth in my business**. There's never been a better time to start my ideal business and follow a guaranteed and precise path to profits.

Please send me Paul Zane Pilzer's eye-opening 6-CD program [The Entrepreneurial Challenge](#) plus **"The 10 Best Businesses You Can Start**



Right Now” writable PDF workbook and Bonus CD today, for 30 days — **FOR JUST \$1.00!**

If within 30 days, I do not benefit from the business insights worth millions, I will simply send it back. **No questions asked.** If I decide I want to keep it, I will pay the **discounted price of \$79.95**, which is **\$20 off** the regular price, **at the end of my 30-day trial.**

[Try it for 30 days for just \\$1 >](#)

Guarantee:

At Nightingale-Conant we stand behind our programs 100%. If you decide at anytime within the next 12 months that your CD or DVD program is not for you, simply return your selection(s) for an exchange or refund of the product price.

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