

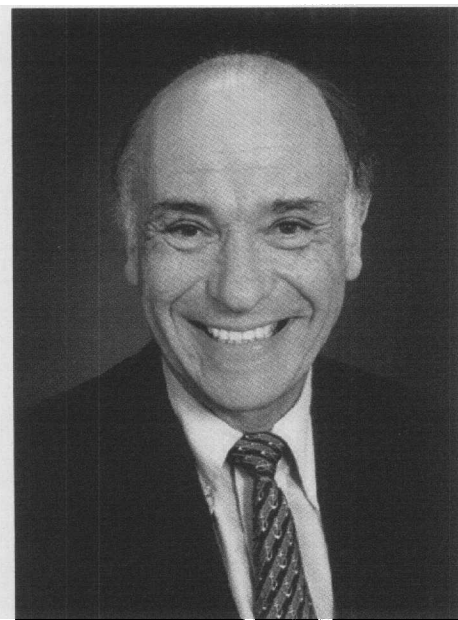


From the desk of Andrew Goodenough, Publisher, Origination News

You can be the local beneficiary of a national effort to dramatically increase business for Mortgage Brokers, and have your company guided by three celebrity business gurus.

Jay Levinson, Jay Abraham and Chet Holmes have helped create the Origination News Live Research Laboratory.

The Program In A Nutshell: Jay Levinson, Jay Abraham and Chet Holmes and other celebrity business trainers, along with *Origination News*, have created the ultimate program for increasing the number of mortgages serviced by Mortgage Brokers. We call this program the "The Origination News Live Research Laboratory" (LRL). This is a national effort to dramatically upgrade the sophistication, approach and skills of a small select group of Mortgage Brokers. Those who qualify will actually be on the phone LIVE, once per month, with these three celebrity business trainers. We have retained an extraordinary team of brilliant trainers to help our special group, and we're looking for Mortgage Brokers of a certain caliber to join us.



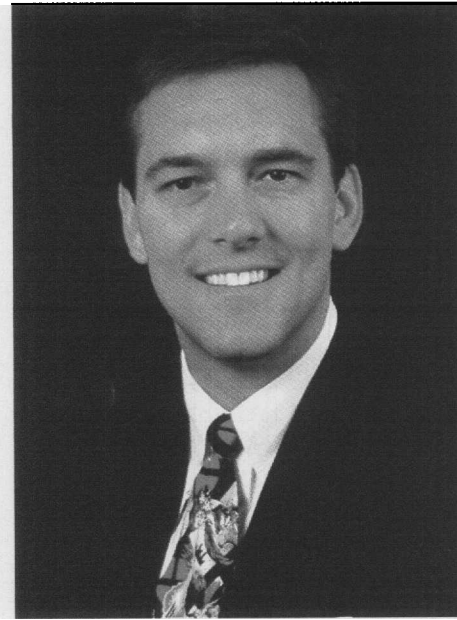
Jay Levinson

Guerrilla Marketing International



Jay Abraham

Abraham Publishing Group, Inc.



Chet Holmes

Kaleidoscope Media Group, Inc.

The Celebrity Trainers

● **Jay Levinson** has become a virtual icon in the marketing arena. His *Guerrilla Marketing* books are the largest selling marketing books in the world (37 languages). He writes a monthly column in *Inc. Magazine*, and is on special business committees for Microsoft and AT&T. Mr. Levinson was also Creative Director at J. Walter Thompson, where he helped develop legendary campaigns, such as The Jolly Green Giant and The Marlboro Man (two of the most successful campaigns in history). This will be the first time that Mr. Levinson is intently focused on just the issues and concerns of Mortgage Brokers.

● **Jay Abraham** earns \$5,000 per hour for either one-on-one consulting sessions, or for his weekend "boot camps." Typically, 400-500 business owners will attend his weekend "boot camps," earning Jay \$2 million in a single weekend. Over 60,000 executives have run through his programs, and his endorsements are out of this world, from Tony Robbins, to Scott DeGarmo (publisher of *Success* magazine) to the founder of Federal Express. *Success* magazine ran an unprecedented 24-page spread on Jay Abraham, packed with dozens and dozens of success stories and testimonials. As Jay Abraham says "most affinity groups (like Mortgage Brokers) can only think of six ways to grow their business." Jay Abraham is famous for teaching more than 150 unduplicated ways to increase business. Those who are familiar with Jay Abraham will know that securing Mr. Abraham for our project is quite an accomplishment.

● **Chet Holmes** has taught at thousands of companies, including many Fortune 500 companies and has been paid as much as \$10,000 per hour for his skills in helping people build their businesses. Chet Holmes has taught

programs at Estee Lauder, Wells Fargo, Dean Witter, Times Mirror, NBC, W.R. Grace, Citibank, New York Stock Exchange, Warner Brothers, McKinsey & Co. and many of the world's largest and most respected companies. *Success* magazine says that Chet Holmes "Breaks sales records wherever he goes." *Industry Week*, named him "one of the nation's top 20 motivational experts." Charlie Munger, Co-Chairman of Berkshire Hathaway (Warren Buffet's company) calls Chet "America's greatest sales and marketing executive." Mr. Holmes' company will be building a myriad of highly effective communication and management tools for our LRL participants.

Guest Trainers: Throughout the teleconferences, many notable guest speakers may join our three celebrity trainers, to help our profession better serve the public. Michael Gerber, author of *E-Myth*, and Don Blohowiak, author of *Creating Mavericks* and *The Idiots Guide To Customer Service*, are just two who have already signed on.

Program Details: Studies show that if you really want to improve your organization, you must engage in a constant **process**. There are many one-day and two-day programs that are packed with information, but cause very little impact, because the ideas are never implemented effectively. This program will run for 12 months. You will interface with the group every two weeks. Each month you begin with a 90-minute mass teleconference (no travel required) with a few hundred carefully selected Mortgage Brokers (chosen from more than 30,000) and the three celebrity trainers. Two weeks later you will receive homework assignments, interactive materials and other tools that you will work with to help move the group along. All sessions are recorded

and every participant receives a copy of the audio tape, plus written follow-up materials.

The entire design of the program is to help build the ultimate tools and materials to establish yourself as the number one mortgage broker office in your area.

How do you qualify? A Harvard Business Review article recently reported that only 10% of the population has what is known as "the learning mindset." This means that only a tiny portion of the population looks at growth as an exciting opportunity and a challenge. The rest of the population looks at growth as a necessary evil. We want the 10% of Mortgage Brokers who have "the learning mindset." Experience with this program in another industry taught us that excellent input and participation requires individuals who are growth-oriented. These people will contribute significantly to the learning curve of the group and the development of all the materials we will need to build. The promise is a dramatic increase in your business. In another industry, the average participant in this program experienced a 47% increase in revenues over the 12 months of the program. However, like this program, that program was selective in choosing participants.

We are very excited about this concept and its potential to truly help our profession. We want forward thinking and growth-oriented business owners to join us.

To see if you qualify
for this groundbreaking
program, call
Kaleidoscope, at
(800) 492-8384