



We have only one goal, to be the best.
What else is there?

The PLACE For PROSPERITY



The Michigan Marketing Letter

~ • ~

Cuz you can make money or you can make excuses, you can't make both.

November 2011

GKIC Chapter Celebration
Tuesday November 15 - 4-7 PM
at the EMU – Livonia Center



Absolutely positively the place to be for the super stars of today and tomorrow in the New & Emerging Economy.

For Winners Only-No Pissing or moaning. For those who are willing to work hard, learn & implement

Hey, You Are Significant & Important to Us!

The Holiday season is here. It seems to come around *f-a-s-t-e-r* every year, doesn't it? Certainly a time to be thankful for family, friends, the people we work with, all our opportunities, current skills and new ones we'll learn tomorrow. It's a great time to finish 2011 *strong*, with a positive foundation to sling-shot all our collective efforts and make 2012 your best year ever!

I've got a heap of NEW stuff of immediate importance to share with you, money-making strategies for the holiday season, a new Chapter meeting location, and dates to put on your calendar.

The next Glazer-Kennedy Insider's Circle of S.E. Michigan **Chapter Celebration** is on Tuesday, November 15, 2011. Includes a light dinner and soft drinks, 4-7 PM. **Note a new location.**

New Chapter Celebration Location:
EMU Extended Program Campus – Livonia
Address: 38777 W. Six Mile Road, Suite 400
Livonia, MI 48152

Registration & Directions at www.nobsmichigan.com.
First time guests always attend FREE; see insert for bonuses.

Key Topics: Highlight ENCORE of the Nov. 3-6, 2011 Atlanta Info-Summit... and

"How to Make your Holiday Season the Most Profitable Time of the Year"



Pilgrim's Progress: Derek Freund, No B.S. Certified Advisor & Dan Kennedy, The Millionaire Maker.

Jingle bells, Jingle Bells, Jingle all the way...to the bank! That's right, the Holiday Season is upon us and the big question is, what are you doing to make sure this is not only the most joyous time of year, but your most profitable time of year?



Continued on Page 7 →





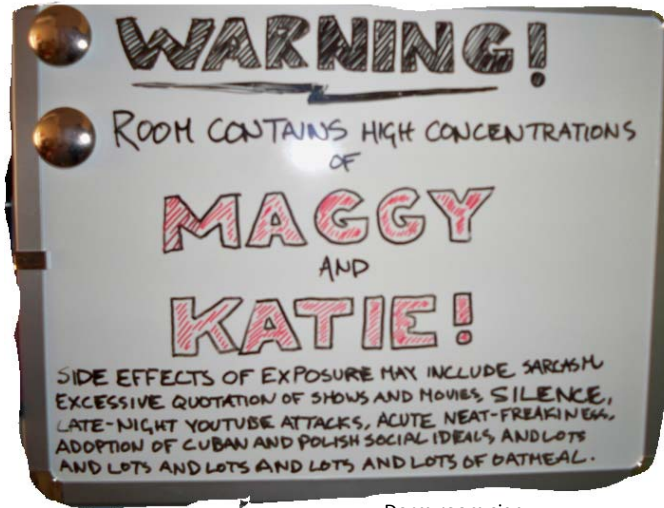
Freund News:

Yes, the Southeast Michigan family of Derek and Conchi Freund, their three teenagers and the other "Million Dollar Dog" Addie. The "young and restless", the-not-so young, school work, daily lessons and keeping Derek from going nutz—all part of another exciting day in the life. Tune in for photos, videos, and occasional comments from the peanut gallery.



Addie, the "other" Million Dollar Dog Just Chill'n

Katie's College Scrapbook-Freshmen Year Parent's Weekend October 22



Dorm room sign.

The month of October was jammed-packed at the Freund household with lots of activities: Parent's Weekend at college to meet the Professors, homecoming festivities, high school football playoffs, and a family reunion cruise for Conchi's extended family.



Dr. Kevin Teegarden- Spanish



Prof. Norm Maison - Psychology



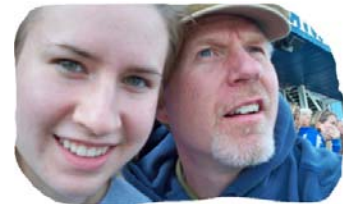
Dr. Dwight Lindley - Rhetoric & the Great Books



Dr. Kenneth Calvert Western Heritage



Jessica Urschel Stats for Social Science



Katie & Derek at the Hillsdale football game.



On a cold, but clear Friday evening in late October, our son Erik's football team led 20-7 at half-time in their first playoff game of a stellar 8:1 regular season. Yet at the final whistle, the score was a heartbreaking loss of 20-28. From the incredible "high" of the winning season's build up to the final game's let down, the passion was palpable. Every parent in the stands could see the disappointment in their son's posture. Most of the starters were seniors. The realization that all but one or two will never play competitive football again sunk in. I told Conchi there were going to be a lot of tears in the locker room. The "macho" sport of football isn't about withholding emotions, but about expressing them.

With 40 seconds left in the game and their season over, Coach called a timeout, hugged the players, and gave them a final message: Keep your heads high. Erik told us that later in the locker room, the Coach spoke only briefly, telling them, *I love each and every one of you guys. If losing this game is the worst thing that ever happens to you, you will have incredible lives.*

Losing is not good. That night the "heroes" were the players on the other team, as it should be. Throughout the season, the boys experienced the sweet taste of victory and the bitterness of defeat. Thousands of memories were made during practices, locker room gatherings, bus trips, and games. The memories are forged in the heat of battle, the build-ups and let downs, joys and sorrows. Life. That's what it's ALL about.

Teddy Roosevelt wrote, *Far better is it to dare mighty things, to win glorious triumphs, even though checkered by failure... than to rank with those poor spirits who neither enjoy nor suffer much, because they live in a gray twilight that knows not victory nor defeat.*



Izzie at Homecoming Oct'11



An Inside Peek: Glazer-Kennedy Insider's Circle October 18th Celebration!



Crazy Tricks and Treats That'll Fill Up Your Money Bags



Upcoming Events

What: Chapter Celebration for S.E. MI Glazer-Kennedy Insider's Circle

Date: November 15th 2011 4-7 PM includes light dinner and soft drinks served at 4:00 PM.

Where: **NEW LOCATION FOR CHAPTER MEETING**
EMU Extended Program Center – Livonia
38777 W. Six Mile Road
Suite 400 Livonia, MI 48152
(See page 5 for map)

How To Make Your Holiday Season The Most Profitable Time of the Year!

Monthly GKIC of SE MI Chapter Celebration Meetings for 2011 are, with rare exception, scheduled on the third Tuesday of every month.

Make sure to confirm your seat at www.nobs.michigan.com

What: Control Workshop
How To Always Attract Qualified Customers Affordably—Guaranteed.

Certainly our most popular program with totally new material and programming for 2011 \$150.00 Introductory price only \$49. Register early.

Date: Dec. 14, 2011, 8:30 AM -12 Noon.

Where: Sheraton Novi

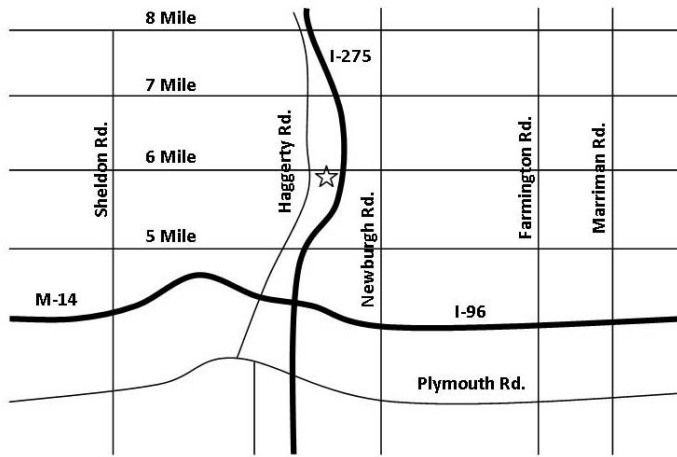
“Closed Door” Mastermind

Meetings: Currently we offer three levels of Quick Start Apprentice Program (QSAP) Mastermind Meetings, plus an Advanced Sr. Mastermind group. For serious marketers only. See enclosed calendar for days/times. Meetings are held at the SE MI GKIC headquarters at 26 Summit, Brighton MI 48116, second floor Mastermind Room.

November 2011				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1	2	3 Info Summit GKIC Atlanta, GA	4 Info Summit GKIC Atlanta, GA
7	8 Sr. Mastermind Meeting 8:00am – 1:00pm	9	10 QSAP III 9:00am – 12:00pm	11 Million Dollar Mastermind Workshop 8:30am – 3:00pm
14	15 4:00pm – 7:00pm GKIC Chapter Celebration at EMU – Livonia Ctr.	16	17 QSAP II 9:00am – 12:00pm	18
21	22	23	24 Thanksgiving	25
28	29	30		

December 2011				
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			1	2
5	6	7	8 QSAP III 9:00am – 12:00pm	9 Million Dollar Mastermind Workshop 8:30am – 3:00pm
12	13	14 Control Workshop Sheraton Novi 8:30am – Noon	15 QSAP II 9:00am – 12:00pm	16
19	20 4:00pm – 7:00pm GKIC Chapter Celebration at EMU – Livonia Ctr.	21	22	23
26	27	28	29	30





Eastern Michigan Univ-Livonia Center is located at 38777 W 6 Mile Rd #400 Livonia, Michigan
East of Haggerty Rd and South of 6 Mile off of Quakertown Ln.

A Monthly Celebration: Here's the opportunity for likeminded marketers to side step the negativity in the world and meet to celebrate their efforts, stay current on the latest online/offline marketing strategies as taught by the best practitioners with "No B.S.". Like nothing else, this is truly the "Place for Prosperity" for those unafraid to succeed while others fail. In addition to great people, tasty food, and occasional topnotch guest speakers, we provide a mutually supportive environment for you to learn, teach others, network, and foster the "Mastermind" attitude. Don't miss this time to totally recharge and become fully prepared to take on the world.

Glazer-Kennedy Insider's Circle Where Camaraderie is Defined

This quote was given to my eldest daughter Katie at her 18th birthday, just after high school graduation. Something in it resonated with her and she shared it with me. If I ponder this for very long it will bring me to tears. It's a *fear* we share. One I hope neither of us ever loses.

What Do I Fear?

I fear stagnation and lack of progress.

I fear never reaching my potential and being average.

I fear being forgotten...The past...Yesterday's news.

I fear giving up and being passed by, going softly into that good night.

I fear settling, giving in to the "that's just

the way it is" mindset.

I fear not feeling these fears anymore and just floating along.

These fears feed me, they nourish my drive.

I love my fear.

(Author unknown)



Recent Mastermind meeting.

We have been fortunate to help create a community within the GKIC community. Someone once said the definition of camaraderie was "a combination of friendship, pain, and laughter." Thanks to all the members that come to us to study as hard as they can, implement the methods and ideas they learn, and create a supportive environment. We do our best to provide an elite level of training and support network, and will continue to help people achieve their finest goals for years to come.



More Pictures from October Chapter Celebration... Crazy Tricks and Treats That'll Fill Up Your Money Bags



From Thanksgiving through Christmas, there is no other month where your customers are primed and ready to spend, spend, spend...of course, there is one challenge standing in your way – everybody else is marketing for their dollars too.

That's why we've decided to make our November 15th Chapter Celebration all about how you can take advantage of the Holiday Season to accomplish more in the last 6 weeks than you have the entire rest of the year.

Done right, if you're ready (and I'm going to make sure that you are), not only will you make more money this Holiday Season, you'll also strengthen your customer relationships, get more referrals, and let the cream rise to the top (as they say) by getting your best customers to spend more **now**, making this Holiday Season your best time of the year!

It's sure not going to happen by accident, or by sitting back and waiting around. You can't wait until the midnight hour to cash in with your customers; you've got to have your plans in place, and your GKIC strategies ready to go. You've got to be at this month's Chapter Celebration on November 15th 'cuz...here's what Santa's bringing for you:

- I'm going to personally share with you my favorite strategy for creating the highest quality customer relationships through Appreciation Marketing. This is more than just some Greeting Card or Holiday Wishes; it's my secret approach for unlocking the hidden value within your customer database (this works even better for joint ventures partners and other affiliate relationships).
- You'll leave with your stocking stuffed full of the top 3 ways to generate massive amounts of referrals between Thanksgiving and the end of the year. Hey, everybody's giving gifts; why not make your business one of them. One of these referral strategies is highly advanced, probably something you've never heard of, let alone used before. I'm going to help you put it into motion before you leave the room.
- How about the Good Old Fashion Holiday Sale? Heck, I don't care if you're selling swimming pools during the winter season; my 5-part system for designing a "you-can't-resist-buying-this-now!" Holiday Sale Strategy will work no matter what type of business you have, products you sell, or services your offer. You'll be helping many people out by making sure their business with you is taken care of before the end of year, ensuring that procrastination does not win, and that positive implementation is victorious.
- Last but certainly not least, I'm going to help you get more of what you really want this Holiday Season. Time with

your family. That's why we're starting early and selling often. At this month's Chapter Celebration we're going to "hands on" design a plan and get to work putting it in motion before you leave. When I show you how to have the biggest Holiday Season **ever** and accomplish more over the next 6 weeks than you have all year, the direct results will be **you** with more money and more time to spend with those you love. Missing out on the ONE aspect of our Chapter Celebration meeting could be the most foolish mistake anyone could make.

- In addition to all the great people, plans and implementation, you'll get the juiciest strategies of what's "HOT" and what's "NOT" from those of us who attended the GKIC Info-Summit in Atlanta Nov.3-6th. Fact is, just one or two pieces of "gold" mined from this wealth spring of the best and brightest in the business can be worth tens of thousands of dollars in your pocket.
- One more thing, I almost forgot! I've got another gift for you; one that is more valuable than anything else I can think of. I'm going to help you build a Holiday Sale created specifically to help you go out and get new customers—not just any new customers; the most valuable customers you can imagine. I can't give you any more details than that— just know when you put this into motion, you'll need two of Santa's sacks to carry all the money to the bank!

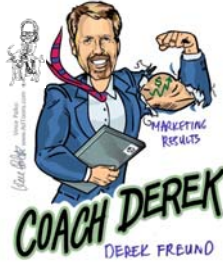
Now, if that doesn't sound like fun, if that doesn't excite you, you might as well act like a bear and go hibernate in a cave for the rest of the winter. Ha! Because we're going to have more fun at this "How to Make Your Holiday Season the Most Profitable Time of the Year" Chapter Celebration than you've had since you were a kid opening presents under the tree. You've got to be there to benefit and cash in on these ideas.

Here's how to put your name on the "good" list: Register now at www.nobsmichigan.com, or online via one of our emails. Forgive the "under construction" portions of our website; we've got some really cool stuff planned.

Did ya notice the new corporate logo? Pretty cool!☺



Glazer-Kennedy Insider's Circle
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Confirm your seat at nobsmichigan.com!

Newsletter Highlight: How to Make Your Holiday Season the Most Profitable Time of the Year!

See inside exactly how at the conclusion of this month's Chapter Celebration on Tuesday November 15th, you will find the secret to transcending your business **from the boring and barely existing option, in your customers' mind, to a money-attracting, buzz-generating PLACE where your customers can't wait to give you money, refer others to you, and support your mission of getting rich!**

Absolutely positively the place to be for the super stars of today and tomorrow in the New & Emerging Economy.

For Winners Only—No Pissing or moaning. For those who are willing to work hard, learn & implement



Check out our videos on
[YouTube.com YouTube](http://YouTube.com/YouTube)
Go to YouTube/derekfrend
Instructional, Fun and Cool.

Scan with your smart phone

