

# The 36-Month Millionaire

9 Proven, Simple Steps for Growing Your Computer Consulting Business into a Multi-Million Dollar Success in 3 Years or Less

**“How does a down-on-his luck computer neophyte turn a near-bankrupt computer consulting firm into a \$12-MILLION dollar profit-pumping machine in less than 36 months with NO investors, NO money, and NO help?”**

The answer will **shock** and **excite** you ...

And it could finally be the missing link you have been searching for to turn your own computer consulting business into a multi-million dollar success so you can take more time off, command an obnoxiously high paycheck, or simply sell the darn thing and retire early.

**Sound too good to be true?** Let me assure you it is *not*...

This amazingly simple, 9-step formula was developed by an average sales guy who caught the entrepreneurial fever and decided to start his own computer consulting business.

Amazingly, he took a small, near-bankrupt computer consulting firm doing only \$300K a year in business, to doing a solid and consistent \$12 MILLION in sales in less than 3 years -- and then sold it for a HUGE, undisclosed amount of money.

You would think that this man must have had some type of advantage...some special skills, or incredible luck to achieve what he did; but the truth is, **he had every disadvantage you could think of when he first started out...**

- ✓ **He bought a dysfunctional business that had already experienced a 73% decline in sales and 89% drop in profits *that* year.** He thought he was “lucky” because the owner was all-too happy to sell him the business at a ridiculous discount--but what he failed to take into consideration was the fact that he *also* inherited all of the debts, customer service issues, accounting and tax dilemmas, and staff problems that were contributing to the decline. Turns out you get what you pay for.
- ✓ **He had no money or financing and had to personally guarantee everything.** He didn't even draw a paycheck for the first 7 months which nearly bankrupted him and put a massive strain on his marriage and family.
- ✓ **He had zero technical expertise.** To avoid embarrassing himself, he secretly studied old Video Professor VHS tapes at night after everyone went home to avoid looking like a fool.
- ✓ **The 9-11 disaster happened 3 months after he bought the business, putting the economy in a massive slump** -- certainly one of the *worst* times to be starting a business.
- ✓ **His father died suddenly.** This put an unbelievable emotional strain on him on top of all the financial stress already caused by the failing business.

The truth is, he *almost* gave up... **BUT, thanks to a 9-step formula he learned from two brothers who owned a \$32 million dollar VAR business in Nebraska and the experience he gained working as the VP of Sales for the largest and fastest growing MicroAge franchise,** he was able to turn things around fast – and expand faster and more profitably than every single competitor in his market area.

## **This Secret Formula Was NOT Just About Smart Marketing**

Although that was a big part of it.

It was a carefully calculated and well-rounded approach to growing a computer consulting business that included strategic alliances with key vendors, incredibly smart hiring and management processes, team-building and leadership tactics, carefully chosen niche markets, stealth recruiting tactics, and

of course, an unheard of marketing approach that allowed him to uncover and capitalize on HUGE sales opportunities using other people's money!

If you are currently struggling to figure out how to grow your computer consulting business when you don't have a lot of cash, time, or other advantages, **do NOT set this letter aside until you've read every single word**...because if you've ever dreamt of owning a hugely profitable computer consulting practice WITHOUT having to invest a ton of cash, WITHOUT learning through the school of hard knocks, and WITHOUT waiting until you retire to make it happen, then this is the breakthrough you've been missing to make it all happen fast.

How can I make such a bold claim? Because...

## **There Is One Man Who Can Give You A Simple 9-Step Formula For Achieving Maximum Growth in Your Computer Consulting Business While Maintaining Obscene Profits for Yourself**

**Here's what this is all about...**

There's a reclusive, brilliant man living in San Diego, California who – despite the fact that he has very little technical knowledge and had never owned a business before – **was able to take a dying, near-bankrupt computer consulting business from doing a mere \$300K a year, to consistently generating \$12 MILLION dollars a year in less than 36 months** using an astonishingly simple system that doesn't require a ton of cash, risk, special skills, staff, or any other “uncommon” advantage to work.

It's one of the most dazzling turnaround stories in the history of the IT industry, kept secret until now...

**This amazing man's name is James Kernan, but my guess is that you've never heard of him before.** I discovered James completely by accident when, in 2004, I found an article written about him in CRN magazine talking about the amazing transformation of his company.

What amazed me the most about James was the fact that he didn't realize just how incredible his 'secret' was!

He had sold his business for a hefty sum and had been living a semi-retired lifestyle at the age of 41. Just to keep himself occupied, he would occasionally take a consulting gig for other multi-million dollar IT firms, but only if it interested him -- he certainly didn't need the money!

So, after months of cajoling and sweet-talk, I finally convinced him to come out of retirement and "spill the beans" about his incredible 9-step formula for growing a profitable computer consulting business to my clients...and that's exactly what he is going to teach you in the 36-Month Millionaire Telecoaching Program...

## **The Most Important Thing You Will Learn is a "Hiding in the Open" Secret That Owners Of Exceptionally Successful Computer Consulting Businesses Know That the Unsuccessful Ones Don't**

The problem with most failing businesses is not due to the owner's lack of initiative. Quite the opposite is true: most are incredibly dedicated, hard-working, and extremely intelligent.

**But, while their "street smarts" have helped them achieve a certain level of success, they suddenly find themselves up against a ceiling of complexity where they lack the direction, focus, and know-how to take their business to the next level.**

What makes it even more difficult is that none of their peers understand the secrets to success either, so they are pretty much on their own to figure it out for themselves.

But there is one key strategy... one "secret"... that consistently separates the struggling technology business owners in this industry from the mega successful, ultra profitable business owners who seem to have the Midas touch.

## **The Answer Is So Simple That Many Neglect To Do It**

Are you ready for it?

Successful business owners in this industry know how to develop **systems**. Systems for finances, marketing, operations, team building and employee

management. Systems for hiring and firing. Systems for delivering services to customers.

Just ask the owner of any thriving consulting business if they achieved their success by “winging it.” They’ll laugh in your face! Nothing is done by accident.

Compare this with the mindset of the owner of a stagnant or failing business. Instead of getting focused on working ON their business, they choose to waste their time and energy defending their position and making excuses.

If they only had more time...

If they weren’t in such a bad market area...

If they could only find better employees...

If they only had more money...

If they only (fill in the blank with YOUR story...), THEN they would be more successful.

You see, it’s not that the successful business owner is “luckier” or has fewer problems to deal with; instead, the difference is that they take action and overcome these challenges with knowledge instead of staying mired in the mud of excuses.

**During This Program, James Will Not Only Hand You Every Form, Document, and System He Used, But He’ll Also Show You How To Train Yourself to Automatically Think, Behave, and Make Decisions Like a Winner**

The forms, documents, and systems James used to grow his company took years of work to develop, test, and refine. If you were to hire James to personally coach you today, it would cost you well over \$250,000.

But when you sign up for this seminar series, you are going to get his entire system handed to you on a silver platter for a mere pittance.

**But forms and templates are only one piece of the success puzzle...**

Behaving and performing at a peak level is not a personal characteristic you are born with—it is a trainable and learnable skill.

If you want to grow your business into a multi-million dollar success, you have to know how to evaluate opportunities....

You need to know how to make difficult decisions under pressure...

You need to know how to manage your time, plan your days, and manage difficult staff...

You need to understand profit patterns in your business and be aware of developing problems...

You need to know how to sort through all of the industry hype and identify key trends or threats – and then you need to know how to prepare for them...

## **That's Why Signing Up For This LIVE Program Is So Important...**

When you sign up, James will personally coach you through the difficult decisions and tasks you will inevitably face. He will teach you how to use the formulas and systems he's developed. And he will clarify any question you have to eliminate any confusion or roadblocks.

This truly is the “slippery slope” to reaching your **BIGGEST GOALS**...

And the best part is that you don't even have to leave your office to get this type of coaching. All you will need to do is dial in to a bi-weekly teleseminar over a period of 6 months. No traveling and no time out of the office – simply join us from any phone connection from the comfort of your home or office.

## **It's All Done for You and Explained Step-by-Step**

Each session is designed to build on the one before it, delivering the material in small, actionable chunks you can easily implement in between the calls. Plus, you'll get to ask James any questions you have to make sure you are 110% clear on each step of the process.

## The 9 Core Systems You Will Be Given:

**IMPORTANT: ALL of the contracts, forms, plans, documents, templates, and strategies James used will be GIVEN to you.**

You do **NOT** have to re-create the wheel, and you don't have to be creative. If you can fill-in-the-blanks and follow directions, you will be successful with this program.

### Creating Your Vision:

- The leader's roadmap: How to create, implement, and evangelize your vision to secure support from your employees, clients, and vendors.
- A simple 5-step management process that will instantly turn every employee into an unstoppable sales force and proponent of your company.
- The correct and incredibly simple way to write a business plan that will get your vendors, employees, customers, and banker excited to support you – and it doesn't require months of preparation and planning...you can put it together in a couple of hours!
- How to get funding for the growth of your business.
- How to write a business plan and develop a budget (and why BOTH of these are critical plans for your business).
- How to develop an organization chart to empower your employees to take action and responsibility for their roles.

### Creating Your Go-To-Market Strategy:

- How to choose the right target markets and evaluate new opportunities, clients, and niches to correctly focus on those that are going to pay off big. Choose the wrong markets, niches, or opportunities and you'll end up spinning your wheels getting nowhere fast.

- Marketing evolution – what marketing strategies to use when you are just starting out, and what to add on or eliminate as your company matures.
- How to pick hot target markets with the least amount of competition while capitalizing on your core competencies.
- How to develop a unique selling proposition and train your staff to reinforce it to all of your clients and vendors.
- What CRM systems you will need and key marketing pieces you will need to develop.
- How to write an easy and highly effective marketing plan.
- When to hire your first sales person and how to compensate them for maximum performance.
- When to add a marketing manager.
- How to use “education based” marketing to dominate your competition – and how you can get your vendors to happily pay for it!

### **Recruiting, Hiring, and Managing Your Dream Team:**

- How to surround yourself with an intelligent, committed, and trustworthy staff that will support your vision and multiply your success.
- Your organizational chart and career profiles: how to map out the employees, roles, and responsibilities required to build your multi-million dollar consulting practice on paper.
- The “farm” system secret to finding great employees that can’t be found on job boards, newspapers, or any other “traditional” recruitment strategies that most companies rely on.
- How to dramatically lower your hiring costs while attracting top-quality employees.
- The 3-step interview process that will practically guarantee great hires.

- The exact systems, documents, and statements of work you must have in place *before* hiring anyone; ignore this and you're guaranteed to end up with mis-hires and problem employees that are a drain on your time and energy.
- How to differentiate your business in the interviewing process to secure all the top-quality talent for yourself while weeding out the fakes who only perform well in an interview.
- The correct way to present your employment offering to a desirable candidate; use this approach and you'll have top talent begging to work for you.
- How to structure annual reviews, pay increases, and incentive programs that work like magic to get your staff to cheerfully do even the most unpleasant paperwork and reporting.
- Secrets to retaining top technicians and sales people; miss any of these elements and they'll leave to work for your competition.
- Job descriptions, compensation plans, utilization, reporting, and job performance: critical benchmarks you must plan and document before hiring a technician.
- An exact formula that will reveal what you should pay your technicians based on YOUR company's billing rates and profitability.

### **How to Manage Sales People and Technicians for MAXimum Performance:**

- How to know when it's time to hire a new sales person and the key characteristics, skills, and personality type to look for. Hint: there is one key characteristic that all top performers have in common. If your candidate has this, hire them on the spot.
- Rules, metrics, and compensation strategies to ensure your sales team is your most valuable asset instead of your biggest management nightmare.

- The only proven way to get your sales team to support your company vision and goals instead of playing for short-term, personal gains.
- One rule about paying sales commissions that you should NEVER violate.
- The secret to getting your sales people to effectively manage and motivate themselves.
- Enthusiasm – how to channel and fuel it without stepping on it.
- How to get your sales team to provide you with accurate sales forecasts instead of “pie in the sky” numbers.
- Two things you should never tolerate from your sales team.
- Commission, bonuses, and salaries: how to get the right mix based on your company’s objectives.
- What activities you should be monitoring as a sales manager; hint: it’s NOT the number of new clients or sales made.

**Maintaining A Professional Workplace; The Hidden Driver To Your Organization’s Success:**

- How to convey unquestionable integrity to your clients and partners to build trust and win sales.
- How to portray a truly professional appearance; overlook these key points and you’ll automatically repel customers and partners.
- How to instill a feeling of pride in your staff so they are loyal, work hard, and commit themselves to making your business a success.
- How to maintain a healthy, professional relationship with your employees so they don’t take advantage of you and respect your authority.
- Negative vs. positive motivation and discipline; what works best?

### **Commissions and Incentive Plans That Will Cause Your Sales Staff to Enthusiastically Exceed the Goals You've Set for Them:**

- Inside versus outside sales staff; who you need to hire first, what their goals and responsibilities should be, and how to appropriately compensate them to keep them “hungry” to drive new business.
- An acid test for quickly knowing whether or not a new sales person is going to be a great producer or a drain on your time and money.
- A proven (and fair) formula for compensating sales people that will automatically attract high-performers while simultaneously saving you from spending a small fortune supporting mediocre sales people.
- The 5 keys to motivating without money; implement these overlooked motivators and you'll have your staff gladly working overtime to make your business a success. Ignore them, and you will be secretly demotivating and demoralizing the entire team.
- The 3 categories of employees and how to correctly compensate them.
- How to get outside sales staff to work hand-in-glove with inside sales; and how to fairly compensate them for their performance.
- Sales spiffs; the right way to use them so they don't backfire.

### **The “Secret” to Working with Vendors That Most IT Consulting Firms Don't Know About or Completely Overlook:**

- A 100-day “baby-step” action plan for solidifying key vendor relationships; follow this plan and you'll have vendors throwing cash at you for marketing.
- How to get vendors to “slip” you new accounts and opportunities that other resellers don't even know about.
- Web site linking; how to use your web site to automatically secure new customers at your vendor's expense.

- How to get vendors to cheerfully pay for AND promote your events and trade shows to their top clients.
- A proven “tiered” formula for determining who your top partners are and allocating your time and focus accordingly.

### **Cash Flow Management--How to Build Your Empire without Going Broke in the Process:**

- 7 super easy steps to maintaining a POSITIVE cash flow.
- How to get paid EARLY on every single transaction.
- How to leverage vendors and third-party financing to ensure bigger contracts and make tough sales easier.
- The 5 key financial reports, formulas, and percentages you MUST know about and monitor daily to make smart decisions.
- A proven process for weeding out slow-payers and non-payers BEFORE they become a problem
- A step-by-step system that will eliminate collection issues; do these simple things and you'll never have to worry about bad debt piling up ever again!
- What to do when a client “turns bad” and doesn't pay you on time.
- How to get your clients money to work FOR you.

### **An Often Overlooked Way To Acquire New Customers, Key Accounts, Increased Sales, Top Technicians, and Strategic Territories: Mergers and Acquisitions**

- Mergers and acquisitions 101: what you need to know on a basic level.
- Why small IT firms shouldn't be intimidated by mergers and acquisitions as a method for fast growth.

- Critical questions you need to ask yourself before merging with or acquiring a company.
- How to maintain the upper hand in the negotiation process, and the single most important thing you want to try and negotiate for yourself when selling a business.
- How to make your business attractive to investors; you'll discover what "value accelerators" will make your business worth more, and what you need to do now to ensure your sweat-equity pays off BIG.
- How to find buyers for your business and advertise your business is for sale without upsetting staff and important clients.
- What key advisors you need to have guiding you through this process.

## So How Much Does This Program Cost?

In more ways than one, this course will more than pay for itself. We could *easily* argue that the cost of failures, mistakes, and lost opportunities over a lifetime of **not** having this information would greatly outweigh the investment you will make, regardless of the price.

Plus, if you hire a business consultant to develop all of the documents, processes, and templates we give you in this program, it would easily cost you \$10,000 to \$20,000 or MORE and – most likely – it would not be developed or delivered by someone who has 'already been there, done that.'

## Now, Here Is Your Commitment:

**If you are NOT a current Master Mind Member, your tuition is:**  
\$3,276 (1 pay) or 6 payments of \$579 (6 pay plan)

### **If you are an ACTIVE Master Mind Member:**

- Silver MMG: \$2,300 (1 pay) or 6 payments of \$417 (6 pay plan)
- Gold MMG: \$2,100 (1 pay) or 6 payments of \$384 (6 pay plan)
- Platinum MMG: \$1,900 (1 pay) or 6 payments of \$350 (6 pay plan)
- Genius MMG: \$1,700 (1 pay) or 6 payments of \$317 (6 pay plan)

## Still Not Sure If You Should Enroll? Just Read What Some Of The 36-Month Millionaire Alumni Are Saying:

**“If you go out to the "traditional" business consulting world, you would pay at least 10 times the price for similar information that would not even be tailored to the specifics of the IT industry”**

When this program was first announced, I knew it was going to be good. After listening to James and Robin on the program, I am very glad I signed up. Let me tell you why:

One of the best sessions for me was session seven on Vendor relations. It helped to show me that we can have a much richer relationship with our vendors and actually have them help us sell their products. As simple as it sounds, we were not effective at communicating with our vendors up to this point.

After hearing what things should be like, we began to have a much more defined dialog with our vendors, with amazing results!. The first vendor we approached was worth it all. They offered to assist us with a marketing campaign!. The vendor asked us for information on our best clients and they procured a list for us, using our criteria. They will have printed and mail a postcard series sent to several hundred prospects, and send us end user data in a file we can follow up on.

**About a thousand dollars of printing and marketing, all for free, simply because we asked, and we learned that from the 36 Month Millionaire!** The second vendor contact was even better!. We were able to speak personally with the head developer and the CEO of one of our vendors and discuss with them a problem we were seeing with the Microsoft Small Business Server. In a nutshell, they created a new product based on our discussions and we negotiated exclusive distribution rights for the entire US and Canada markets! This deal alone will add several tens of thousands to our bottom line this year, plus make our business more valuable long term.

All in all, over the course of the next year **as we implement all of the facets of this program I fully expect to more than double our net income.** If you are serious about your business and want to take it to the next level and beyond, you would be foolish not to take advantage of the knowledge James and Robin bring to the table. **If you go out to the "traditional" business consulting world, you would pay at least 10 times the price for similar information that would not even be tailored to the specifics of the IT industry.** Get with the program and more importantly, put the information presented to the test. You will be VERY glad you did. Thank you Robin and James!

Bob Jenner  
The Network Doctor, Inc.

**“The detail in which these material were laid out have made it possible for me to define my own strategic objectives, develop business and marketing plans and begin the process of hiring new employees”**

I have really appreciated the 36 Month Millionaire program that James Kernan and Robin Robins have presented. First of all James is a real inspiration. He took a company that had many deficits when he bought it and turned it around from a \$300,000 company to a \$12,000,000 dollar company in just 36 months.

In this program he has shared the essential business elements that are needed in creating this kind of success. What I felt was most helpful was the concise way he presented the materials and the many homework assignments that he led us through with appropriate questions and statements so that the assignments were actually productive documents for my business instead of just an exercise.

The focus on strategic objectives, goal setting, preparing a simple business plan, preparing a marketing plan, learning how to create a business environment and culture which attracts top notch employees, and why it is important to hire only employees who fit in with your culture, goals and company mission are all critical business practices to learn to succeed.

**The detail in which these material were laid out have made it possible for me to define my own strategic objectives, develop business and marketing plans and begin the process of hiring new employees. I am starting at \$400,000 and expect to surpass 1 million in revenues with in 36 months from starting this program.** Thanks for developing a seminar series that exceeds my expectations.

Michael Reuben, Ph.D.  
Owner  
L.A. Computer Works

**“I’ve Gained About \$100,000 to \$150,000 In New Revenue”**

Following James’ strategy and advice, I began to work with my vendor partners and have **gained about \$100,000 to \$150,000 in additional revenue!** They are also sending me more leads and offering more resources. It has been quite amazing to watch this process work!”

James Oryszczyn  
President  
JSO Technologies

“This approach is exactly what our company needs and already it is making a big impact!”

Andrew Ryan, President  
EnableSoft

“From developing a corporate culture to finding the right people to get that culture developed. Every aspect of managing your IT service business is covered in this program.”

Brian Standaert, President  
CMIT Solutions Seal Beach

## Why I’m NOT Putting A Money-Back Guarantee On This Program:

For those who know me, this will come as a complete shock. After all, I guarantee EVERYTHING I sell. So why the sudden change of heart?

**For one simple reason:** For this LIVE launch, I ONLY want participants who are serious players. **Offering a guarantee will increase sales; but it will also attract fence sitters who sign up with the intention of cancelling out the minute they get busy or distracted.**

Look, James would have NEVER been able to grow his business to \$12 million in 3 years if he had that attitude. And quite honestly, that’s exactly why most small computer consulting businesses struggle, stagnate and fail—they lack serious commitment to see anything through to its successful end.

These folks never amount to much anyway and we don’t want their whining and complaining bringing down the integrity of the group.

Besides, I’ve established enough credibility at this point that my clients know I don’t sell crap. You KNOW this is going to be a crazy, wild ride that will revolutionize your business.

You KNOW this is going to be the two-by-four to the head you NEED to get on the financial fast-track.

Look...you don't have to learn how to grow your business the hard way – James will be giving it to you on a silver platter with a big red bow tied around it. **If you can't see the value in that, forget it. I don't want your money.**

## My Final Thoughts

Obviously, this course is not for everyone. There are some people who will find every “reason” (excuse) in the book for not enrolling.

As a matter of fact, what I usually find is those who are already successful and need the least amount of help are the ones who will enroll the fastest.

That is not to say that everyone who enrolls is already running a multi-million dollar consulting practice. Quite the opposite is true.

**But the people who enroll are definitely of a different mindset than the vast majority of whiners and complainers who work harder on their excuses than they do on their business.**

**So if you are still on the fence, let me emphasize 5 important facts:**

1. **The strategies you will learn are PROVEN to work.** This is not theory or pie-in-the-sky consultant hype. James actually bought, managed, and grew a computer consulting business and speaks from in-the-trenches experience. He knows exactly what problems you face, what challenges you will run into, how hard it is to find great staff, and how difficult it is to find time to get everything done.

And yes, he DID grow his business to \$12 million in just 36 months during a VERY bad economy, with no financing, no special skills, and no advantages. If you can't learn a few things from his experience, you've got to be totally asleep at the switch.

2. **There are only two ways to learn the information and strategies to accomplish profitable growth in your business –the choice is yours.** First, you can go through the school of hard knocks, making mistakes, struggling, being disappointed, and learning from your mistakes...

OR, you can simply enroll in this program and learn the exact strategies that will work in every aspect of managing, marketing, and growing your computer consulting business. There simply is NO OTHER way of learning this information in such a neat, organized, and succinct way outside of this program.

3. If you don't learn this, **I can practically guarantee a competitor near you will – and then use every idea and strategy against you.** Sign up now so you're not playing catch up, wondering what hit you.
4. **You don't need any special advantages, money, skills, talent, or "luck."** Sorry folks, you can't use the "But my business is different" excuse here. I don't care if you're broke, ugly, and stupid.

James accomplished this amazing turnaround with **no cash, no help from his friends, no staff, and no special advantages.** As a matter of fact, the first year he bought this dying company, the stock market flopped, 9-11 brought all business to a screeching halt, and his father died suddenly of cancer. You couldn't ask for more bad luck! But the one thing James has that others don't is a system. Despite all of the misfortune, James stuck to his formula.

5. **There are very few things you can invest your money in that will give you the lifetime return that this material will.** Once you've learned it, it will change the way you do business forever.

**Think:** you only need to get a tiny increase – 10% in sales or profitability - to more than make your investment back which, by the way, is completely tax-deductible.

So what are you waiting for? Fill in the enrollment form below and start learning an easier and faster way of building your dream business.

Technology Marketing Toolkit, Inc.  
36-Month Millionaire LIVE Coaching Enrollment Form  
www.36monthmillionaire.com

**“Count Me In, Robin!”** I can’t wait to learn the exact formula, systems, and strategies James used to take his \$300K business to \$12 MILLION in less than 3 years.

- I am NOT a current Master Mind Member; please charge me the non-member rate of \$3,276 (1 pay) or 6 payments of \$579 (6 pay plan)
- I AM a current Master Mind Member; please charge me the discounted rate:
  - Silver MMG: \$2,300 (1 pay) or 6 payments of \$417 (6 pay plan)
  - Gold MMG: \$2,100 (1 pay) or 6 payments of \$384 (6 pay plan)
  - Platinum MMG: \$1,900 (1 pay) or 6 payments of \$350 (6 pay plan)
  - Genius MMG: \$1,700 (1 pay) or 6 payments of \$317 (6 pay plan)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

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