

From: Gary S. Gevisser

Sent: Wednesday, April 09, 2008 12:25 PM PT

To: Devin Standard

Cc: **rest**; Adam L Tucker'; Dr. Tea; Tefo Mohapi; Dr. John K. Pollard - JKPJKP@alum.mit.edu; Augusto Benito Vargis; 'fyang1@binghamton.edu'; ymags@jpost.com; Office of the Israeli Defense Department Attache - Israeli Embassy Washington DC.; Mossad; Jay McMichael - CNN photojournalist; Roger W. Robinson - "Busom buddy" of King Golden Jr. Esq. - Former Chairman U.S.-China Economic and Security Review Commission-Protege of senior DAAC operative David Rockefeller - Chairman of Chase Manhattan Bank; David "Poli" Pollak - Co-Chair of the NY "demoratic" [sic] party; Doug Fiske - De Beers Gemological Institute of America; Stephen Cohen - Codiam Inc.; Ernest Slotar Inc.; Bernard Lazarus - Open Supporter of The South African Apartheid Regime and brother of Gunter "The Pig" Lazarus; Dr. Jonathan "Trouble Bubble" Beare; Solly Krok; Helen Zille - Mayor of Cape Town, South Africa; Obed Mlaba - Mayor of Durban, South Africa; South African Consulate General; South China Morning Post; Tony Leon MP - Leader of the Democratic Alliance - Republic of South Africa; Thabo Mvuyelwa Mbeki - President of South Africa; Hilary-Bill DeBeers-Rhodes Scholar-Rich Clinton; Roy Essakow - Executive Marc Rich Holdings; Conrad Wolff; Glen Shapiro (gshapiro@eeiconferences.com); Deborah "Aggressive-Billions Nazi Slave Wage" Sturman Esq.; Jeffrey R. Krinsk - Finkelstein & Krinsk; Professor Trevor Jones - Economics Dept - University of Natal, South Africa; Tricia - Travel China Guide; US Navy Vice Admiral John Stufflebeem; Valerie Schulte Esq. - National Association of Broadcasters; Whitman Knapp Esq. - Office of Attorney General; ymags@jpost.com; US Marine Captain Brian Steidle - The Devil Came On Horseback; Gretchen Steidel Wallace; Sargent Amanda Lopez - US Army Recruiter; Amir Attaran - Scientist and lawyer -Canada Research Chair in Law, Population Health and Global Development at the University of Ottawa; Cuban Government; Embassy of Pakistan - Interests Section of the Islamic Republic of Iran; Sternshow@howardstern.com; Dr. Laura Family; drudge@drudgereport.com; Rush Limbaugh; President Rosenberg of the Screen Actors Guild; Drew Faust - President of Harvard University; Richard C. Levin, President Yale University; presser@jpost.com; pressthink@journalism.nyu.edu; Sarah Sim - Prince News, Princeton University; Professor Joe Grundfest - Stanford University - former member of the SEC; Joseph A. Greco - Institutional Senior Trader, BRANDES INVESTMENT PARTNERS ; Joe Ash; johnandken@johnandkenshow.com; JohnStossel@abcnews.com; Joseph Steinberg - President of Luecadia National Corporation; Newell Starks - Chairman of the Board - Sterling Holding Company - A Citicorp Venture Corporation fronting corporation; news@hbs.edu; newyork@kabbalahgroup.info; nina_jimenez@10news.com; Peter Evans -Author of NEMESIS, c/o Harper Collins; Randall Kaplan. co-founder of AKAMAI with Daniel Lewin - 911 victim - Member of Sayeret Matkal - Elite Israeli Special Forces unit; Ray McCormack - co-Producer Crude Awakening; Diana Henriques - journalist New York Times - Big Jury Award in Injury Case Over Keyboards - December 10, 1996; 60m@cbsnews.com; Andes Abril - US Holocaust Memorial Museum Mid-Atlantic Regional Director; Brigitte Sylvia Mabandla - South Africa Minister of Justice; Gerard Arpey - American Airlines - President and Chief Operating Officer ; Gerry Mohr; Bob Kjar - US Air Force - Squash buddy of "Station Manager" Air America

CIA - bob@kjar.org; United States Justice Department; Mossad;
President@whitehouse.gov

Subject: 411 - We Heard You Want To Make Money As A Speaker

Devin – I assume Adam forwarded me this since he feels “lost for words” to describe your efforts to avoid making a substantial financial as well as “skin” investment in just3ants.com.

Given all the “input” he, Marie and I have given you, you should not only have by now got all your buddies including Poli to attend in person a seminar-workshop here in Del Mar where I will book the venue once I receive the monies of US\$2500 a head but to have confirmed with each of them using the telephone in the Oval Office.

Yes, Adam is not in the least bit ashamed about having to live off food stamps right now as he explains to everyone he meets how you manage to sleep every night by immersing yourself in your utterly nonsense business plans that are totally dependent upon the US Federal Reserve forcing the most contrived recession on to the world’s poor who thanks to me, in particular, are increasingly well informed all around the world, including the Chinese who like most Israelis are not fanatical and make the best warriors knowing first and foremost that they have truth which is God on their side versus us in the west having to build cathedrals and Holocaust memorial museums and the such to help US Americans in particular assuage our guilt.

Make the right move and think of all those naked Black South African men tied naked to trees vomiting blood before dying of poisoning!

Ps – Just in case you forgot today is the 63rd anniversary of my father’s 66th and 67th mission dive-bombing the crap out of the Nazi bastards over the skies of Northern Italy where I think you would agree not enough fell on those most evil Roman Catholic friars which you think might upset more than Italian barman Davide the most!

Naturally, I won’t bother you with Marie’s mindboggling simple to understand art-business model that last evening knocked the socks off a very sophisticated upper east end born and bred, most attractive in every sense of the word investment banker; not to mention how this now 47 year young lady’s father, himself successful enough to own his own plane which he used some 4 decades back to visit with his business partners all around the country.

Interesting how I manage to “plant” just a few words which then allow the most “tight lipped” of the world’s “money power” to share with me their innermost thoughts.

Call!

[Word count 411]

From: Adam L Tucker [mailto:adam@just3ants.com]
Sent: Tuesday, April 08, 2008 11:26 AM
To: 'Gary S. Gevisser'
Subject: FW: We Heard You Want To Make Money As A Speaker

From: Devin Standard [mailto:devinstandard@yahoo.com]
Sent: Tuesday, April 08, 2008 9:16 AM
To: adam tucker; gary
Subject: We Heard You Want To Make Money As A Speaker

Adam:
A nice model.
DSS

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Attention Speakers and Presenters - Learn our proven system for getting your business and expertise in front of multiple new prospects. If you want to double or triple your income by promoting your own seminars, workshops, courses and networking events - this is your MUST ATTEND event of 2008.

SUCCESSFUL SEMINAR SELLING LIVE!
**Philip Calvert's Acclaimed 'Seminar on Seminars',
Marketing and Networking Event**

11th July 2008, Hilton Bracknell

*"Bold statement - but the most useful seminar that I have ever attended for my business.
An absolute must if you are serious about increasing your business."* Mike Legassick - Positive Solutions

Hello!

If you give seminars or are thinking about using seminars as a marketing and lead generation tool, then this could be the most important page you ever read. Simply, I'd like to help you make A LOT OF MONEY by promoting your own events, seminars and courses.



Here's what happened to me recently

Towards the end of last year, ITN News were looking for a 'marketing expert'. ITN's producer used Google to find someone to interview and out of over 88 million entries that came up they chose me. I do THREE THINGS online which I'm certain are responsible for them finding me amongst everyone else and which sell-out my seminars time and time again. At my Seminar on Seminars in July 2008 I'll share with you exactly what I do and how you can do the same three things.

Whether you already use seminars in your business or are just starting to get your head round it, this event will make a BIG difference to your results. This is not a theoretical presentation, but a hands-on, high-content workshop that gives you ALL the tools you need to make a lot of money from your own seminars, workshops, courses and networking events - regardless of the size of your business. You'll learn the same techniques that I use in my own business and which my consulting clients now use.

In 2007 and 2008 I have made presentations to senior Directors at Hitachi, the Eden Project, Estée Lauder, Blockbuster Video, DVLA, The Royal College of Surgeons, the DTI, Del Monte, Oracle, Scottish & Newcastle, BUPA, Zurich, Standard Life, Friends Provident, The Royal Institution of Chartered Surveyors, France Telecom, BP, University of London, the British Medical Association, National Express, Oxfam, Ford, George Wimpey, Domino's Pizza Group, HM Prison Service, Littlewoods Gaming, Fullers, the Food Standards Agency and John Lewis. And all this came about because seminars are at the core of my marketing.

Just a few of the many items we will cover to help you plan and present a flawless seminar:

- ✓ How to use seminars to get in front of many more prospects than you are now
- ✓ 7 deadly sins that businesses make when promoting seminars and how to avoid them
- ✓ How one seminar marketer achieves a near 100% conversion rate at his seminars
- ✓ How Thomas increased his income from £43K to £450K in four years by promoting his business through seminars
- ✓ 40 tips to dramatically increase attendance levels - including 3 golden tips that you MUST remember (they are all being used on this page)
- ✓ Public speaking tips that professional speakers use to improve their evaluations and get repeat customers
- ✓ The single most important technique that will ensure people remember and act upon your seminar
- ✓ How and when to charge for your events
- ✓ Understanding Google and how to use the Internet and Social Networks to pack-out your events

- ✓ How to develop new products and services around your seminar that will make money while you sleep

How will this event be different?

I attend a lot of seminars myself, and to be honest most of them are little more than a dull promotion of the seminar host's own business.

At this event you won't get 'dull' and you won't get a full-day advertisement. I promise you'll be educated, entertained and inspired to take action immediately. You'll get clear, logical, easy-to-implement ideas - most of which will make a difference to your business straight away. I won't hold anything back either - the object of this event is to make you money, so you'll hear it straight. I'll even reveal the proven marketing techniques that are on the page you're reading right now.

Who should attend?

Any business owner, professional, consultant, coach, trainer, salesperson or marketer who believes that seminars have a part to play in their business - either as a marketing tool or as a vehicle to find new customers, add value to existing customers and to build your prospect base. We have lots of people attend who tried hosting seminars in the past but they didn't quite work out. Maybe you didn't get enough people attending, maybe the event cost you more than you were expecting or perhaps you didn't convert many people into customers afterwards.

You should also attend this event if your product or service lends itself to being promoted at a public event, if you attend networking events, if you promote yourself in online social networks or if you're in a profession where you can give seminars to promote yourself and your expertise.

Take it from me that ALL businesses will benefit. Whether you're a small one person business or run a sales team in a large Corporate enterprise - everyone wins.

Who should NOT attend?

You simply won't benefit if you're not open to new ideas. Much of the information you'll learn will be dramatically different from anything you've heard before, so you'll have to keep an open mind. Trust me, you'll be amazed!

How others have benefited from working with Philip Calvert

"Outstanding value and excellent delivery. Loads of highly relevant, practical material that I will be using straight away. Every business that is passionate about growing by really connecting with their audience will get tremendous value from this course."

Matthew Newnham - XL Scotland and Delta Change Management

"To hold people's attention for 6 hours requires a lot of doing! Fantastic - the best value for money seminar I have ever been on." *Matt Porter - 2plan Ltd*

"Don't miss this - the information is priceless and spot on." *Bill Moore - A Smiling World*

"A whole host of ideas that will simply trigger more success. Just do it!" *Alastair Hutt - Head of Strategic Partnerships, RBS*

"Masses of information - most of it new, which I am definitely going to use. If you want to run seminars and you've never done it before, don't waste your money - come on this course first." *Anthony Day - The Climate Business*

"Yesterday I went to Phil's long awaited Seminar on Seminars. He gave and he gave and he gave! The amount of valuable information just kept on coming with huge generosity of spirit and professionalism. I can highly recommend Phil for his Seminars and for his Professional Speaking - he's also a great bloke! Connect with him." *Tessa Hood - Changing Gear Limited*

"I fully expect to look back in 5 years time and regard my first contact with Philip as a major milestone in my life. One week later and I have already gained an incredible amount of knowledge. Fantastic!" *Chris Kelly, Hanson Wealth Management*

"If you ever want proof that being in front of people is essential to your business, then you'll get it from Phil. Not only is he an accomplished and entertaining speaker, he gives you food for thought and practical solutions to help you boost your business."

Graham Jones - Internet Marketing Expert

Your Host for this event

Philip Calvert is the author of two books on marketing related topics - including the acclaimed *Successful Seminar Selling* (How to Books). He speaks internationally on sales



and marketing, and teaches companies and individuals to use a variety of innovative marketing techniques to raise their profile, increase sales and enhance the perception of their credibility and expertise. He has appeared on BBC Breakfast TV and Radio as a presentation skills expert and is a keen user of technology and social media to enhance clients' marketing messages.

Successful Seminar Selling has changed the attitude and thinking of thousands of sales professionals and business owners - and now Philip's 'Seminar on Seminars' is open to you too at the Hilton Bracknell on Friday 11th July 2008. When you join everyone else at this event you'll be learning how it's done by someone who is practicing what he preaches every day. His last five seminars each sold out over two months in advance.

"There's no substitute for hands-on, face to face interaction. Philip delivered a practically non-stop barrage of tips, information and advice on how to run your own seminar in his Seminar on Seminars last week. Look, listen and learn. Watch what he does and then rinse and repeat and put it into practice for yourself. Well worth attending if you're thinking of running your own seminars and workshops." *Clare Evans*
- *Time Management Coach*

"Outstanding - full of practical advice and tips, but also plenty of paradigm-shifting Wow material. Seminars are going to be an essential marketing tool for most businesses - Phil is the expert and this is the Masterclass. Go! *Julian Treasure* - *The Sound Agency*

"This event isn't just for people doing seminars - if you need to market your business, you need to attend!" *Roy Gough* - *Alloy CRM*

What we'll be covering at this event and how you'll benefit

Sixteen years ago I was an account executive for a major life assurance company. My sales colleagues and I were targeted to call on twenty clients a week. It was tough, with most of us lucky if we saw between seven and twelve a week. It was also a time consuming, tiring and expensive way to prospect for new business.

I soon got fed up with trudging the grey, rainy City streets, so decided to ignore my Sales Director's instructions and try out some of my own ideas to build sales. I'd always believed there was a more efficient, faster and more profitable way - and one that was a lot more fun too! I was right. Within two weeks of hatching my plan - instead of seeing twenty clients per week - I was seeing almost twenty per day. And before long I had qualified for the annual overseas sales convention. In fact, I qualified every year from then on.

I used the same approach at the next two companies I worked for and achieved the same incredible results - one of which had the best twelve months in its 120 year history. My secret weapon was to use seminars, workshops and training courses to see multiple prospects - and then to leverage the relationships built at the events through networking and by actively asking for referrals. At my Seminar on Seminars you'll learn the techniques I use every day to make my seminars a success, and quite apart from being a **great networking opportunity**, you will ...

- Discover 20 reasons how seminars can make A LOT OF MONEY for your business
- Learn Philip Calvert's personal proven formula for filling up every event
- Learn how one seminar expert achieves near 100% conversion rates at every event he runs
- Discover the right (and the wrong) days of the week to hold your events
- Discover how the right venue influences attendance levels - including 5 points about the venue you **MUST** get right
- 'Confessions of a mystery seminar attendee'! Discover what world class seminar hosts do to 'wow' their audiences right from the moment they arrive at the venue
- How to choose a title and subject matter that is irresistible to your target market
- How to write enticing, tempting and engaging mailing letters that get results
- Discover 40 proven tips from seminar experts to dramatically increase attendance levels - including 3 golden tips that you **MUST** remember (or your event will fail)
- 38 new ways to use the Internet to promote your event
- How to turn your seminars into an exciting, rewarding and incredibly profitable new income stream for your business
- Inside secrets, tips and tricks from world class professional speakers to ensure your audience remembers and acts upon your business messages
- How to plan your events, including timescales and key activities to consider each week
- How to promote your events, including benefits of different promotional media such as mail shots, email, website, new media, newspaper advertising, radio advertising etc
- How and when to charge for your events
- How to choose a title for your seminar that will increase response rates
- The **THREE** target groups you should invite to maximise attendance at your seminars
- How to work with joint venture partners to increase response rates and lower the cost of your promotional activities, including how to generate free publicity
- Additional on and offline marketing activities that complement your seminar promotions
- How to create handouts and feedback sheets that attract new sales
- The importance of providing high-value **FREE** materials and services to attendees
- How to get great testimonials to use in future marketing materials
- The correct way to set up the seminar room
- The **SINGLE MOST IMPORTANT** thing you must do, between guests arriving and the start of the seminar

- Advanced presentation skills - How to present your seminar with confidence, clarity, conviction and professionalism
- Tips and tricks to engage attendees before, during and after your seminar
- The advantages and disadvantages of having guest speakers at your seminar
- Professional speaking tips to ensure your presentation is remembered and acted upon - including the 6 golden rules on which presentations from world leaders are judged
- How and when to use humour correctly in your presentation
- The correct use of PowerPoint and other visual media
- A powerful flip-chart trick to get the attention of your audience
- What you must remember to do on the morning of your seminar, including points to get right at the venue
- How to create profitable new income streams from your seminars
- How to create exciting new products from your expertise and intellectual property
- The benefits of recording or filming your seminar
- How to create a network of loyal advocates for your seminars
- How to use the Internet to create new income streams after your seminar
- How to use technology and the Internet to create new products and service propositions
- How to optimise your online communications so that your seminar appears on the first page of Google
- How to use your website, Blogs and Social networks to support your events
- Powerful, proven and hypnotic words and phrases to use in your promotional materials that increase response rates
- How to write phrases that encourage people to read and act on your promotional materials
- The truth about email marketing - is it dead and buried or still a powerful tool to promote your seminar?
- The truth about Podcasts - what they are, how to create one and what it can do for your seminar
- The magic of 'RSS'. What it is and how it can enhance your seminar proposition
- How to create Community around your seminars and events
- Examples of businesses that are successfully using seminars as part of their marketing strategy
- And much more!

If you think this is a lot of information - you're right. And this is just an outline too, so whatever you're doing don't miss it. Put everything else on hold so that you can be there.

An important note about timing

To ensure that we cover everything in the schedule and to be fair to everyone, the event will start ON TIME. When the programme says it starts at 10.00am we mean just

that. I'm sure you will understand the importance of this. (What's more, you'll learn how this note increases response rates!)

To qualify for extra bonuses you must act now

The first five people who sign up are guaranteed to benefit from one of our 'Hot Seats'. This means that you will get a chance to present your own seminar challenges and problems and benefit from the feedback and advice from other participants. You'll also receive free online coaching and help from me for a year. At past events, the Hot Seats have proven to be one of the most helpful elements of the seminar. It's your chance to benefit from the wisdom of the crowd and to give your business an extra boost.

Plenty of time for your questions

Unlike many other seminar hosts, if you have a burning question that you want answering we encourage you to ask it straight away - not wait until the end. Although the event finishes at 4pm, I don't leave until everything is crystal clear in your mind. And you'll see in our Bonuses for Attending below that you can benefit from a personal consultation after the event.

Everyone leaves with a personalised plan

This is one of the most important parts of the day. Just after you complete your evaluation sheet for the event we'll do a crucial exercise. You will create an action plan to follow when you leave so that you know exactly what you're going to do next to start benefiting from the wealth of information you'll hear on the day. That way there will be no uncertainty as to how to get moving.

How many seminars have you attended with great information but no plan to follow?! You'll leave knowing exactly what to do and in what order. We'll give you a plan of action that will make your success almost certain.

Price / Guarantee

When you act now your investment of £250 is discounted to just **£157** - a reduction of over £90. What's more your investment is completely **risk free** as the event has a **LIFETIME GUARANTEE**. This means that if at any time in the future you are not 100% satisfied with the incredible amount of information you'll receive at this event, just request a refund and I'll give you your money back. Simple.

£700 worth of bonuses for early registration

Sign up for this event now and receive bonuses worth over £700

- *Bonus #1:* A 30 minute telephone consultation with me (Philip Calvert), including an appraisal of your seminar marketing materials with personalised suggestions. This bonus is worth £350
- *Bonus #2:* Six months follow-up advice by email or Skype. Worth £150
- *Bonus #3:* A copy of my eGuides *Sell-Out Your Seminars! 36 Tips to get Bums on Seats, Presentation is Everything!* and *How to Become a Published Author*. This is worth £50
- *Bonus #4:* Attend any seminar or event of mine for the next 2 years at a discount of 50% off. Even if you attend just 3 events, this bonus could be worth over £150 to you
- *Bonus #5:* Free membership of the *Successful Seminar Selling Live! Forum* on Ecademy - online debate and ideas to help ensure your events are the success you deserve. This is worth £20
- *Bonus #6:* Register by the 10th June and pay only £157 per person

Total Bonus Value: Over £700.

Philip Calvert's Seminar on Seminars

Date: Friday 11th July 2008

Venue: The Hilton Bracknell, Bagshot Road, Bracknell, RG12 0QJ United Kingdom.
Telephone: +44 (0)1344 424 801 **Website** [here](#). **Direction finding tool** [here](#). The hotel is very easy to find (just 30 minutes drive from Heathrow, 10 minutes from the M4 and 5 minutes from the M3) and has plenty of free parking. There is also wireless internet access in the lounge and Bar if you need to stay in touch with your office. Hotel ebrochure [here](#) (PDF).

If like many people, you are travelling long distances, we have negotiated a special discounted bed and breakfast rate for the nights of either the 10th or 11th July 2008. Please send me an email to [philip @ calvertnewmedia.com](mailto:philip@calvertnewmedia.com) with your details.

Call me on the day on 07773 359 619 if you need help.

Timing: The event starts at 10.00am prompt after coffee and networking at 09.30am. The event closes at 4.00pm - though I will not leave until anyone who has questions is able to spend time with me.

Seating: Limited to 60 places maximum.

Anyone attending is welcome to join me afterwards for refreshment at the bar. Many of my previous seminar attendees have told me this is an incredibly valuable part of

the day as you get to network and talk to other participants in a relaxed environment.

Easy ways to register

"The best value learning I have had in years. Book it now - before Philip charges the real value of this course." Mark Orr - The Printing and Mailing Company Ltd



Online: Please use your Priority PayPal link below. Note - you do not need to have a PayPal account to use this.

Booking made immediately: ~~£250~~ £157

Bookings made after 10th June 2008:

Telephone: 01483 548 666 or 07773 359 619

Fax: Please send a fax to 01483 548 666

Post: Please send your cheque to the address below payable to Calvert New Media Limited. Note - Please call or send an email to reserve your place first.

Philip Calvert
Calvert New Media Limited
1 Beaver Cottages
Smithwood Common
Cranleigh
Surrey
GU6 8QX

Questions before your register?

Feel free to call me on my direct line if you have any questions before registering.
The number is 07773 359 619

In conclusion

Businesses who use seminars and workshops as a marketing tool have many advantages over those that don't. At this one event you'll learn many techniques that will more than cover the cost of the event. In fact you'll learn things that could be worth tens of thousands of pounds to you over the coming years. So you owe it to yourself to invest in this amazing opportunity. Take action now - if you put it aside you'll forget about it and will miss out while others surge ahead.

If you do that, you'll miss out on the opportunity to uncover the secrets of how to plan, prepare, present and make a lot of money from seminars, workshops and courses. The free bonuses alone are worth more than four times your investment in the seminar - not to mention the incredibly valuable content you'll receive at the event itself.

[Click here to reserve your seat](#)

Online: Priority link here:

Bookings made immediately: £157 (saving over £90)

Bookings made after 10th June 2008:

Miss this event at your own risk! Everything you'll hear at this event has been tried, tested and is proven to make a difference. My seminars consistently sell-out well in advance and I'm going to share with you exactly how I do it.

You're not going to hear a load of theoretical fluff! So if you're thinking of missing this event, please think again. I give you my personal guarantee that this event will be worth your time. You can sit on your hands and do nothing - or you can sign-up right now. The information you'll hear will pay you dividends for years to come.

I look forward to seeing you in Bracknell!

Yours sincerely

Philip

PS These events always fill up quickly. Make sure you register now to get your bonuses and an early chance to be in one of the Hot Seats. Don't forget that there are only 60 seats at this exclusive event.