

Hot Seats Explained

The concept of a Hot Seat has now become an infamous part of the history of Exponential Marketing the world over. It's a truly unique experience that has to be witnessed first-hand to be fully appreciated. As few as 2-3 hours can be worth millions of dollars for the person in the Hot Seat.

What's a Hot Seat? Several people lay claim to "inventing" it, but most agree that exponential marketing expert Jay Abraham has been linked to its genesis and has developed a stellar career as the Premier **Hot Seat** Expert in the world.

The Hot Seat concept was created when Jay randomly picked someone from a Bootcamp or seminar audience... he brought them up on stage... plopped them down in the designated "**Hot Seat**" and proceeded to question and grill them on the specifics of their marketing problems.

And then, as casually as if they were having a chat in front of the fireplace...

...Jay Solved Every Single Problem They Had!

Those few first Hot Seats immediately became the talk of the industry.

People in the audience were *stunned* at how quickly Jay was able to solve what seemed like truly horrible business disasters, crises, problems, shortcomings, constraints, limitations that we all have that steal profits from our pockets every day!

The victims in the Hot Seats actually looked dazed. These were problems that had consumed their waking hours, kept them up at night, *exhausted* their resources, spirit and motivation and frustrated every other business "expert" they contacted...

Jay took *maybe* thirty minutes to uncover the root problems, redirect their marketing initiatives, re-jig their mindset and voilà! Problem SOLVED!

It happened so fast, some people thought it was a trick, setup in advance.

It wasn't.

Jay never even blinked once. He would calm the **Hot Seat** victim down enough to clearly tell him what the problem was. Jay has an uncanny ability to extract the information that he's fine tuned and perfected after more than 30 years of *interrogation* experience!

It wasn't a trick and it wasn't magic.

It was just experience. Decades of hard-core, stay-at-it-until-it-works effort, with money on the line... in over 460 industries and exposure to more than 12,000 businesses "under his belt" so-to-speak.

That, combined with the ability to TEACH -- to understand how to communicate and translate all that experience in a way that was easily absorbed... **and learned.**

And what about those problems that each Hot Seat victim was so sure was unique to their company alone and so horrific they were nearly impossible to solve?

Child's play....



Hot Seats Explained

Learned by one of his most avid students and prolific protégés – Dr Marc Dussault. Over 10 years of meticulous study, observation and modelling, Marc has honed the craft of the Hot Seat adding his own flair to the process with the “yes, but no” declaration and the phenomenon of “twisting the Kube™” to get Kaleidoscopic Killer Kombinations™ that produce mind-twisting value out of thin air so quickly that you don’t want to blink in case you might miss it!

Marc and his protégés learned long ago that there *aren’t* that many things that can go wrong in business. The blunders made by the baker and pharmacist aren’t all that different from the mistakes made by the “Internet dot com” or large corporate software entrepreneur.

And the *solutions* don’t always have to be made up fresh and new for each problem. Still... getting to each solution -- even the simple ones -- nevertheless...

Requires Hard-Core Expertise That ONLY Comes From Years Of DOING It.

A good Hot Seat, really, is like...

**A Deliberate Intervention in Your Life and Business...
By Someone Who Knows the Right Path and will be Respectful, but Ruthless in the Pursuit of the Key Distinctions that will make *all* the Difference**

It can be startling, ego-shattering, embarrassing, even humiliating having everything you’ve been doing for years (maybe decades!) completely ripped apart and dissected right in front of you! It’s kind of like attending your own funeral while still being alive!

But then all the pieces of the puzzle are masterfully re-assembled and crafted into elegant, beautiful and massively powerful strategies right in front of your very eyes.

And they work! They work for your business right away!

That’s what you have to do to get (back) on the right track *as fast as possible*.

Time is money.

If you have *that* much money to continue to waste – don’t come to this program. Go work on your golf game. That would be time better spent.

The Hot Seat – the marketing ‘fire-walk’ for your business!

A **Hot Seat** is the fastest way to learn the most valuable (priceless) lessons in minutes instead of weeks, months or years. You can’t come out of a **Hot Seat** the same person you went in. It’s that massively powerful. It kind of like thinking you’ll go to Tony Robbins’ Unleash the Power Within seminar, walk on fire and cross the hot coals and end up the same laid back bloke you were before you took your first step. Yeah right!

Here’s what you get during a Hot Seat, as performed by the master himself:

You get most of the obvious nonsense knocked out of your head with an invigorating “Brain Cleanse”.

Marc has had so many paying clients and so many “insiders” come to him for critiques of their copy, headlines and business models... that, at this point in his long career **he nearly has an encyclopedic knowledge of almost every market (and every way to effectively reach those markets) now pulling in profits for the owners of those businesses.**

What this means is... **Marc is able to cut through the clutter and distractions that cloud and distract most business owners’ minds...**

Marc can get straight to the ugly TRUTH of their situation. This part of the **Hot Seat** process is called a “Brain Cleanse”, because that’s what it is -- a quick washing away of the befuddlement about who you are and what you do.

It’s during this stage of the **Hot Seat** that Marc forces you to learn to **define and explain your business in two or three simple sentences (or less)**. This is critical for everything that follows.



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If the gunk in your skull is shallow, this process can happen *quickly* -- literally in a couple of minutes. However, if you're one of those stubborn types who insist on *resisting* anything simple... a life member of the "anti-Keep It Simple, Stupid" club, who always searches for the *most* complex answer to any question... then it can take a bit longer. Of course, then your breakthrough will be that much more meaningful!

But Marc always achieves a breakthrough.

Because, if you're in business, there IS a simple "bottom line" way to explain what your REAL business is... and *understanding* this, all on its own, can actually ignite a frenzy of clear thinking about *what* you're selling...

...and *who* you need to sell it TO.

This is where Marc uncovers the infinitely powerful "basics" such as:

How to uncover your customised, killer USP -- Unique Selling Proposition -- (which nails down the **most powerful sales message** you'll ever craft)...

Who you're really up against, competition-wise (and how you can beat them to grab the biggest market share possible)... without them even seeing you coming! Marc calls this Stealth Marketing....

And **where you will find your most outrageously effective hooks** for killer 'leave no prisoners behind' headlines that will decimate your competitors, and reel in all of the prospects sitting on the fence just waiting for an irresistible offer.

Mate, Marc has written nearly three thousand successful ads, direct mail letters and emails in his career, in multiple industries for over 20 years. Writing for the Web since the early 1990s he has been lurking around the *cutting edge* of everything else with an "insider's view" most people never get a chance to see. He didn't earn his international reputation by having good theories. He earned it by producing *results* that people paid him \$5,000 to \$10,000 an hour to pick his brains.

\$10,000 for one hour!*

He's been trained by the best. The creator of the Hot Seat concept -- Jay Abraham, Peak Performance expert Anthony Robbins and Sales and Systemisation specialist Brian Tracy. In addition, Marc has read over 300 books and 3,000 academic articles while acquiring 5 degrees in Engineering, Business, Internet Ecommerce, Law, Corporate Governance, Wealth Creation and Asset Protection.

No one else has that many degrees combined with real, practical experience in small business across three continents (North America, Europe and Australia).

If your business and advertising are working just fine, good for you. Stay home and reap your fortune. You're one of the *few* already doing *everything* right.

But even if you've been in business for fifty years, you could still be limping along with a seriously-flawed method of finding, reaching and selling to your target market. Where "business as usual" means constant struggle and the nagging notion that you're *missing out* on the massive fortune you should be earning.

Marc calls them "Heartbreak Profits". The majority of businesses suffer from it -- for every dollar they bring in, they're *leaving* five, ten, even a hundred or a thousand dollars on the table. (Ouch - that hurts just writing it!)

When you turn on the tap to capture those profits, Marc calls those "Windfall Profits"!

Why are entrepreneurs leaving money on the table? ... Because Their Business Model Sucks!

You can go on Amazon.com right now and find five hundred books claiming to hold the secrets of the "perfect" marketing model. Many of those books are by CEOs of famous companies. I'm pretty sure Bill Gates has one out there.

*That ONE hour resulted in a net capital gain of over \$350,000 in 36 months and a whopping annual tax savings of \$60,000/year for a TOTAL net benefit of \$530,000 from ONE Exponential Investment Strategy.



Hot Seats Explained

Impressive authors. *Bullshit* advice.

Listen carefully: What works for Coca-Cola is NOT going to work for you. Unless you happen to have an advertising war chest containing, oh, a billion dollars!

I didn't think so...

And, yes, there are some basics you can pick up from books. *Really* basic stuff, like "overwhelm your prospect with value".

Which *sounds* great...

But is actually MEANINGLESS unless you have *already clearly identified* the SPECIFIC needs of your customer and clearly understand what qualifies as "value" to them.

There are a LOT of ways to skin a cat... but the BEST one won't come from a book.

It just *won't*.

It will only come from personalized, intense face-to-face "deconstruction and reconstruction" of your fundamentals...

By A Proven Professional Who Knows How To Teach – A master of the hot seat, Master of the Hot Seat.

Are you beginning to sense the *power* a personalised **Hot Seat** offers you?

There's another phenomenon that occurs during **Hot Seats** we call:

"The Wisdom of The Room".

Imagine having 100+ millionaires working on your business directed and mentored by Australia's #1 Exponential Growth Strategist...

What would that be worth to you/your company?

This isn't just a random group you'll be with. It's a self-selected group of people *ravidly interested* in getting filthy rich, *as fast as possible*. Each participant is pre-selected to meet very strict requirements to guarantee that you are amongst your strongest peer group. Each participant is or will become an entrepreneurial (multi) millionaire.

Where else can you spend time with such an elite group of over-achievers?

How do 100 + attendees participate interactively?

First, each participant is given a binder of double copy NCR paper – (That's like old fashioned carbon paper for you older folks and pre-PDF acrobat for you youngsters!). With a double copy form, each of the 100 participants is required to take TWO sets of notes. One set for the attendee in the **Hot Seat** and another simultaneous set for themselves. Since the forms are on double copy paper, when the **Hot Seat** is finished, all 100 participants are asked to submit their comments and suggestions to the **Hot Seat** participant... keeping the second copy for themselves.





Hot Seats Explained

This is designed to accomplish several powerful outcomes:

1. It's highly efficient.
2. It's massively powerful since each **Hot Seat** participant will get 100-200 pages of suggestions, ideas and recommendations from the 100 audience members. That is in addition to Marc's brilliant ideas and personal intervention that is captured on an Audio CD, which is given to the **Hot Seat** participant!
3. It forces each attendee to actively engage in the process. We all know that when we are actively involved in a learning exercise it is much more valuable. This event is as much about the actual **Hot Seat** as it is learning to "**Hot Seat Yourself**".
4. It removes the need for everyone to verbally transfer the distinctions to the **Hot Seat** participant, which is hard to do in the limited time each **Hot Seat** is allocated.
5. It documents the ideas *as they occur*. We've all had great ideas that only minutes later vanish from our conscious mind never to reappear! This process captures them all.
6. It crystallizes the learnings for each participant individually. Even though the **Hot Seat** takes place with one company at a time on stage, the process is replicated in *real time* with each of the 100 participants thinking about and trying to figure what and how they can apply what's being done on stage *to their own business!*
7. With 100 different perspectives to triangulate, articulate and suggest ideas, strategies and tactics to use, each **Hot Seat** participant will have the luxury to cherry pick from a heaping treasure trove of golden ideas to apply to their business – PLUS they'll have allies, supporters and advocates who are now knowledgeable enough about their company to offer useful advice and assistance when required!

Networking on Steroids

The process doesn't end there – throughout the process, attendees get to meet, greet and eat with fellow participants.

Former participants have admitted that this networking with fellow attendees is almost as valuable as the **Hot Seat** itself since the other attendees now know the inner workings of their business so they can offer priceless ideas without having to ask the mundane, mind-numbing "jibber jabber" such as "So what business are you in? How do you market your products? Who do you sell to?" They can cut to the chase, cut out the crap and get to the real issues and solutions *that make a difference* to their bottom line and put money in their pocket.

The exclusive Hot Seat is a hands-on full-contact experience. **There is no educational, lecture or workshop content.** The hot seat format lends itself to creating business relationships that last a lifetime. Once people have been through the wringer of the **Hot Seat**, they are forever close mates with a deeper understanding, respect and admiration for each other.

Marc's strategies become explosively powerful when a **MasterMind Group** is created – what better source of members for your group than this exclusive, highly-charged group of over-achievers who constantly raise the bar?

The take-home present: Marc will give you “Marching Orders”.

Marc will give you at least **3 definite actions** you must take on the following Day... to force the spigot of your money pipeline to start gushing cash!

The fact is there will be dozens of hidden treasures for you to uncover for yourself in the audio CD recording you’ll take home plus the 100-200 pages of notes from the other attendees...

On your own, you could struggle for YEARS to find the **few simple things** you need to do to move to the next level of profits.

YEARS...

... and Marc’s going to hand it all to you on a silver platter, after one relatively short, super-intense **Hot Seat**. It *really* can happen *that* fast.

Profits, success and the amazing freedom of finally putting your business on the fast-track are straight ahead – just 5 days away

WARNING: There is always the possibility that you’re in the *wrong* market -- wrong for what you’re trying to accomplish... wrong because you’re a lamb among wolf-like competition... or wrong because no one has helped you see the road ahead (and once you understand what you’re in for, you may want *out!*).

Every now and then, that’s the best advice Marc can give someone during a **Hot Seat**... to get out of the project they are in. **Smart marketers (entrepreneurs) welcome such advice** -- there are PLENTY of other markets out there *begging* for someone with energy and motivation to take over. Sometimes, the biggest mistake you can make is to fall in love with your project or product... and that love blinds you to the obvious truth.

Just hearing what a veteran marketer, like Marc has to say can clear your head.

There are ways to make ANY project succeed... but clearly understanding what you have to DO may change your mind. It happens. Marc has had several people walk away from their **Hot Seat** bummed out, because the BEST advice he had for them was to go do something else.

And later on, they told him it really WAS the best advice. They moved on, smarter and even more motivated to find the RIGHT niche for them... **and they attained success beyond their wildest dreams!**

It’s all about discovering the truth. And Marc will be brutally honest with you.

Who Should Definitely NOT Come to A Hot Seat session...

Please don’t come if you’re *not* familiar with Exponential Marketing Strategies *and* don’t want to take the time to get up to speed before the session.

There is simply no time to bring anyone up from zero to the basics that are required. Call Empowernet to find out how you can get up to speed ASAP.

Please don’t come if you have not yet attempted to sell anything to anyone yet. You can be a rookie, but you must be an *active* rookie. It’s fine to have experienced abject failure, too -- all Marc asks is that you’re *in motion*. (Getting your nose bloodied in the real world is one of the BEST ways to shortcut your learning curve. You already know what *didn’t* work... and now you have a *reference point* when Marc shows you something that WILL work.)

Please don’t apply if you’re into multi-level marketing (no matter how different you believe your product or service is). And, *we’ll throw you out of the room* if you are doing anything unethical or illegal.

Please don’t even think about applying if you are one of those negative, fear-based, skeptics who resists change... and can’t stand anyone else changing, either.



Hot Seats Explained

Because **change** is what The **Hot Seat Session** is all about!

The Hot Seat Session is restricted to decision makers – if you're not used to making decisions, stay home.

Don't waste your hard earned cash if you're in any way unsure about the value you'll get from this program. Don't come if you are reluctant to spending this amount of money. With no disrespect, if you can't make this decision **NOW**, you may not have what it takes to make the grade to get into the program.

Participants **DEMAND** that fellow attendees be of the same calibre as they are. Decisive, action-oriented people with the means and ability to make decisions and do whatever it takes to make things happen.

You really want to come... But you haven't been to a Bootcamp, read or listened to any of Marc's material...

There **IS** a solution – **IF** you're committed enough.

There are multiple events and paths to choose from to get you from where you are, to where you know you deserve to be – your company paying you much more than it is with much less expenditure of your personal effort.

There's no doubt this is a considerable investment. This is not chump change. The alternative is not to make this investment and cry at the end of every month realising there is a *better way*, an *easier way*, a more *profitable way*, a *less antagonistic way*, a more *fun and creative way*.

But it takes your initiative to make the decision to attend and then prepare adequately to get to the program fully prepared and *ready to learn and then implement* the solutions.

This program is for the chosen few who...

- Self-select and step up to the next level of results, income, profits and market share.
- Acquire or decimate their competitors, develop raving fans as clients and generate above average returns in competitive markets *while* attracting and keeping their star employees who *want* to work for them.
- Are willing to do what no one else is willing to do.
- Believe in themselves as their company's greatest asset with boundless opportunity and potential.
- Are impatient and want *results NOW*.
- Want to cut through the crap, be told the truth and get to the nitty gritty of making this stuff work for their business *today*.
- Can handle the truth because they know the truth will liberate and empower them.

The Exponential Hot Seat Session is a hands-on, full-contact experience for the super-achievers who demand results **NOW** and are willing, capable and bold enough to make the decisions to make a quantum leap **WHILE** in the Hot Seat. If you think you have what it takes and you want the unique opportunity to learn from a master – call us now to book yourself into a Hot Seat Session. You'll want to buckle up for the ride of your life!