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To My Fellow Attorneys:

Today, I'm announcing that there are only four places left for the special opportunity **one day masterminding** with Tom Foster, Rem Jackson and me.

Here's the deal: We will be doing a special one-day "Rescue Mission" marketing seminar (GLMRescueMission.com) in Chicago on December 2, 2010. That event is primarily for those who have never attended one of our major two-day events here in Northern Virginia. This Rescue Mission seminar might be perfect for you if you've never seen Tom, Rem and me "live." The cost to attend the seminar is \$299.

What I'm writing to you about today is a special **mastermind day** that the three of us will hold the following day, Friday, December 3. As you may know, I currently run two attorney mastermind groups, with lawyers paying up to \$25,000 a year to participate, sharing secrets and trying to "one up" each other with their marketing. This special **one-day mastermind event** will be for you if you either are (1) an advanced attorney marketer and want to really rev things up or (2) really "into" the principles that we teach at Great Legal Marketing, but haven't implemented (or don't know how to implement) and have finally decided that "now is the time." This day will be part advanced coaching and part true "mastermind."

Here are the nitty gritty details for the **mastermind day** event:

1. There will be a limit of nine primary participants for this day. Each participant may bring with them one other person (law firm partner or marketing assistant) but that person will not be seated at the main table and will not be "participating" in the meeting. They are there as observers only.
2. Each participant will have approximately 30 minutes on the "hot seat" where you will be able to present your biggest challenges and you will get answers and solutions from the three of us.
3. No recording of the event will be allowed except that you will be able to record your time on the "hot seat." (Bring your own recorder.)

4. You will be encouraged to add your thoughts/comments to the advice/problems of others as time allows. Thus, you will benefit not only from the three of us, but from the “path created by others.”
5. In the event that openings occur in my other mastermind groups, attendees at this **one-day mastermind** event will be given priority notice and an opportunity to apply.
6. You will be encouraged to send all of your marketing materials to me at least 2 weeks prior to the event. (You permit me to comment upon them at future events and in the GLM newsletter.)
7. You will have one 20-minute follow-up call with me after the event. It will be your responsibility to schedule that call to take place before March 1, 2011.
8. If you sign up for this **one-day mastermind event**, you can come to the Rescue Mission the day before for **free** AND you will be able to register to attend our next national event (April 2011 in Northern Virginia) for **free**. (You may bring one guest to each of these events, as well.)
9. The pricing for the **one-day mastermind event** is three payments of \$700. The payments are due upon (1) acceptance of your registration; (2) October 15 and (3) November 15. You may take a \$200 discount by prepaying \$1,900.
10. Because of the nature of this event, there are no refunds, so please don't register if there is any possibility that you would have to cancel later. (However, you will still be invited to the April 2011 event here in Northern Virginia for free.)

This offer is open until all nine seats are filled. There will be no traditional mailed offer, as we expect to sell out with this electronic notice.

*Ben Glass*

P.S. We are firming up details with the hotel and will have that information to you shortly. You are responsible for your own travel expenses.

P.P.S. I realize that this is not for everyone, but I guarantee that for those who attend and actively participate, this will be well worth your investment.

P.P.P.S. You may have noticed that there is no “deadline date” noted above. That's because **there are only FOUR seats left**. Please, if this sounds like it is for you, don't delay your response!

P.P.P.P.S. Given sufficient interest, I may do another mastermind experience event in 2011. If you'd like to be on the priority notification list for that event, please let me know.



**Ben, I want to attend the one-day MasterMind Event with you, Tom Foster and Rem Jackson in Chicago on Friday, Dec. 3, 2010.**

**Please Check All Applicable Boxes**

- Bill my credit card in three equal installments of \$700 (1) on acceptance of registration; (2) on Oct. 15; and (3) on Nov. 15. (Complete credit card information below.)
- I am prepaying \$1,900 by check / credit card.
- I am bringing \_\_\_\_\_ as my guest.
- I am registering for the one-day MasterMind event. I will also attend the one-day Rescue Mission Seminar on Thursday, Dec. 2, for free.
- I would like to attend only the one-day Rescue Mission Seminar on Thursday, Dec. 2, for \$299/person. Please register the following:

\_\_\_\_\_  
\_\_\_\_\_

Charge this card AMEX, VISA, MC, DISC \_\_\_\_\_ exp. \_\_\_\_\_ (If no card is listed, we will charge the card we have on file for you.)

Your Name: \_\_\_\_\_  
(Full name as it appears on credit card)

Billing Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone/Fax: \_\_\_\_\_ / \_\_\_\_\_

Sign Form Here: \_\_\_\_\_ Date: \_\_\_\_\_

By attending this event, I grant to Great Legal Marketing and its team the right to take and use photographs, audio and visual recordings of me in connection with this event. Great Legal Marketing may use and publish the same in its future print and electronic marketing without compensation to me in any form. I understand that no recording of the event is permitted other than when it is my turn to be on the "hot seat."

**Fax to: 877-576-6752**

**Mail to: Great Legal Marketing, 3915 Old Lee Highway, Suite 22-B, Fairfax, VA 22030**

**Or Call Mairim: 703-591-9829**