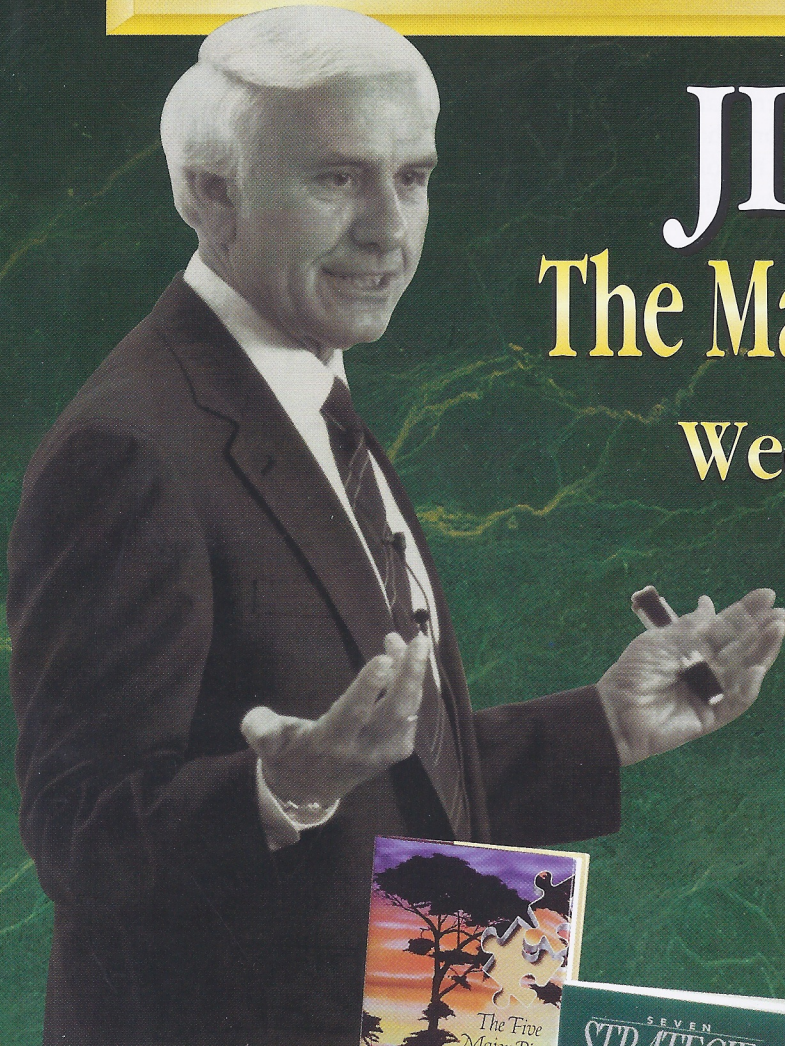
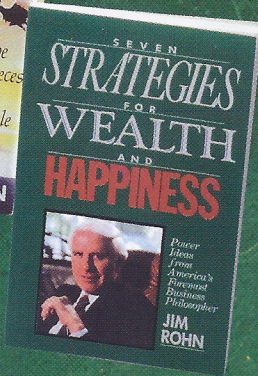
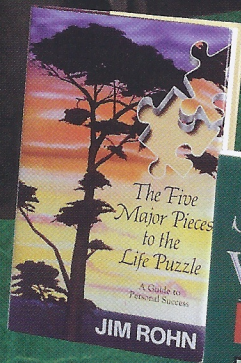


A SPECIAL INVITATION TO SPEND TWO DAYS  
with America's Foremost Business Philosopher



Jim Rohn, Author  
of Five Best-Selling  
Books including  
*The Five Major Pieces to the Life Puzzle* and *The Seven Strategies for Wealth and Happiness*



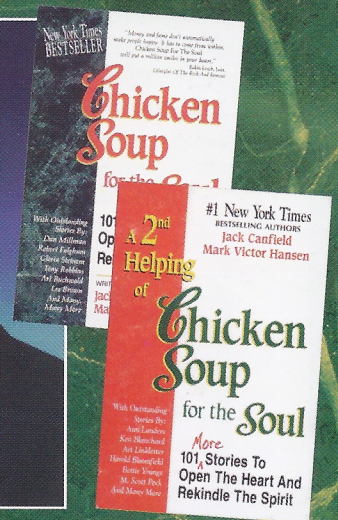
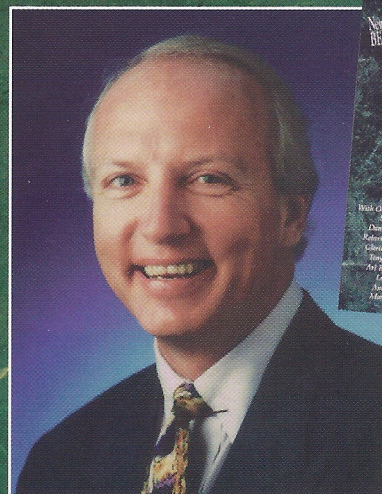
# JIM ROHN

## The Making of a Leader

### Weekend Seminar

with special guest  
**Mark Victor Hansen**

Best-Selling Author of *Chicken Soup for the Soul*  
and *A Second Helping of Chicken Soup for the Soul*



*"Is it possible to multiply your income by five, ten, or fifty times? Of course. You can do the most incredible things today by simply amending your present philosophy and starting a new life-changing path toward success."*

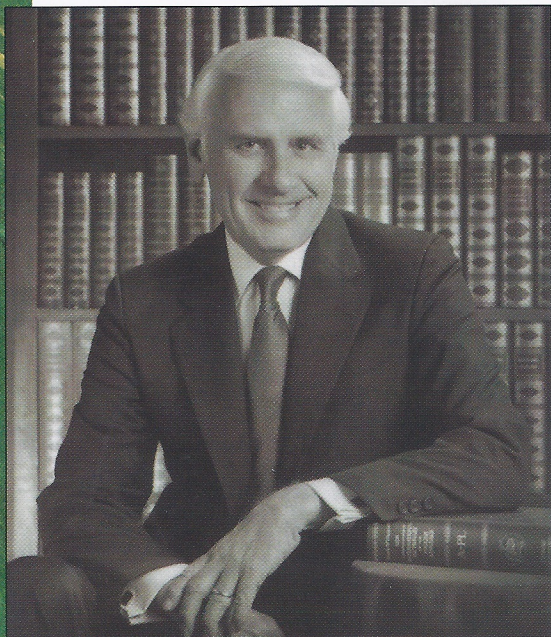
—Jim Rohn

Announcing Special Guest  
**FRAN TARKENTON**  
Saturday, Sept. 14 and Nov. 16  
*"How To Make Dramatic Changes in  
Your Income-Making Ability"*

**CHOICES AND DATES TO CHOOSE FROM**  
September 13 & 14      November 15 & 16  
Chicago, IL      Ft. Lauderdale, FL

*Allow the man who has influenced so many help you to invent your future!*

**TWO DAYS THAT WILL TOTALLY TRANSFORM  
YOUR FUTURE INCOME, HEALTH,  
RELATIONSHIPS, CAREER, AND MOST  
IMPORTANT YOUR THINKING.**



*"Jim Rohn is the most compelling, inspirational and results-oriented leader and speaker of our time."*

**-Earl Nightingale**

Jim Rohn's seminars around the world have conveyed one major theme: The Possibilities for Life Change are Unlimited. This is the most significant seminar you will ever attend.

Take advantage of this unique opportunity to get to know one of the most acclaimed and revered philosophical teachers of our time. This is a no-nonsense, bottom line, step-by-step approach for achieving your potential. Jim Rohn's capacity for getting to core issues is purely spectacular.

The insights that you will experience as a result of Jim's teachings will enable you to discover the path to your own personal achievement. You can realize personal success...and at a level that is above and beyond ordinary expectations.

*"I've put an extra \$57,000 in my bank account as a direct result of the principles I learned at the last Jim Rohn and Mark Victor Hansen 2-day seminar. In addition to the cash inflow, I have several pending contracts with major corporations that will result in hundreds of thousands of dollars in new business. What Jim and Mark teach works! They are both living examples of it, and I will be one of their great success stories."*

**James W. Dyer, President, Pocket-it® Organizers  
Anaheim, CA, July 28-29, 1995**

**Seize the day...there is no better time than now!**

Let Jim Rohn inspire you to make a positive change in your life and really go the distance on the path to success and happiness. Discover how to fuel the engines of change and bring about the realization of your dreams. You can achieve your aspirations and there is no better time to do it than **now!**

# 10

## **Lifetime Rewards for Attending The Making of a Leader Weekend Seminar**

1. You will be able to create wealth and attain financial independence.
2. You will set and achieve worthy goals on an ongoing basis.
3. You will refine your present philosophy thus affecting every aspect of your life.
4. You will learn to make better decisions on how to use your most valuable asset - Time.
5. You will become a better leader and communicator - Personal, Family and Business.
6. You will rediscover your hidden talents and strengths.
7. You will learn to take permanent responsibility of your life and learn to tear up your blame list.
8. You will become more disciplined - the pain of discipline versus the pain of regret.
9. You will learn to help others achieve their goals.
10. You can start making your life into a masterpiece.

## FRIDAY SESSION:

**Jim Rohn: Success Equations to Achieve All That You Want**  
**The Power of Personal Development**  
8:30am-12:00pm

We all have the capacity for success but only a few of us ever learn that you do not pursue success, you attract it. Jim reveals the remarkable success equations that revolutionized his thinking and helped him go from broke at age 25 to a millionaire by age 31.

- Basic Fundamentals of Successful People
- The Mystery of Inspiration
- Legitimate Ambition Versus Greed
- How Philosophy Forms Your Life
- The Formula for Success and Failure
- Filling Your Reservoir of Knowledge
- The Three Most Important Things to Leave the Next Generation
- How to Handle the "Winters" of Life
- Lessons for Taking Advantage of the "Spring"
- Keys to Physical, Spiritual, and Mental Development
- The Five Abilities for True Success
- The Pain of Discipline Versus Regret
- How to Leave Self Limitations Behind
- The Cultivation of Lifestyle

**Jim Rohn: Communication and The Art of Persuasion**  
1:30pm- 4:00pm

The gift of communication, presentation, and language are the cornerstones to all success. Jim Rohn, known as one of the most effective communicators of our time, shares his wealth of ideas and skills on how to be a powerful and effective communicator.

- How to Affect People with Words
- Bridging the Communication Gap
- The Power of Storytelling
- How to Attack the Problem and Not the Person
- The Role of a Leader in Communication
- The Difference Between Presentation and Persuasion
- The Gift of Language
- Impressing Versus Expressing
- Personal, Family, and Business Communication

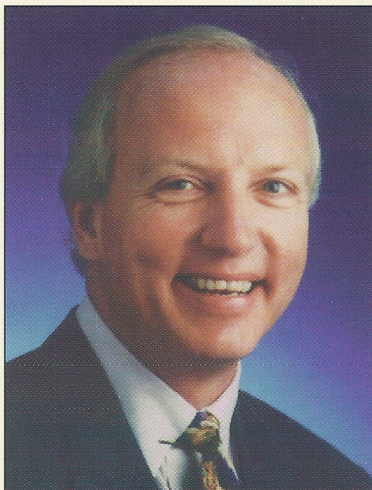
**Jim Rohn: Time Management – The Best Kept Secret of the Rich**  
4:00pm-5:00pm

Time very well could be our most valuable asset yet we tend to waste it, kill it, and spend it rather than invest it. Time actually is more valuable than money. It is one resource that once lost you can never get back. Jim shares how to get full benefit from

*"Best two days of powerful and practical ideas I've ever had the pleasure of attending. Jim has no peer; he is amazing. Mark is just fantastic."*

your time in helping you to achieve all your goals.

- The Basic Laws of Time Management
- Major Versus Minors
- The Art of Concentration
- Four Ways to Think on Paper
- Ways to Stay Directed
- Running Your Day Versus It Running You



**Jim Rohn**  
with Special Guest

**Mark  
Victor  
Hansen**

*How to  
Think Like an  
Entrepreneur*

Known as "The Master Motivator", Mark's message has reached over 1 million people worldwide. He is the co-author of the best-selling book *Chicken Soup for the Soul* and *A Second Helping of Chicken Soup for the Soul*.

*"Mark Victor Hansen is undoubtedly one of the most dynamic and meaningful speakers I've ever heard, and my listening days go way back to Napoleon Hill."*

*- Og Mandino, Author,  
The Greatest Salesman in the World*



## SATURDAY SESSION:

**Mark Victor Hansen: How to Think Like an Entrepreneur**  
8:30am-10:30am

Entrepreneurs are the pioneers of our time. Their ideas, talents, resources and abilities drive the world forward and upward. Mark Victor Hansen, author of the best-selling book *Chicken Soup for the Soul*, has developed the ultimate program to stimulate the minds of those ready to make a profound difference in their lives.

**Jim Rohn: Goals Workshop- Designing The Next Ten Years**  
10:30am-12:00pm

Do you know where you are going? As Jim says "If you don't make plans of your own, you'll fit into someone else's plans. And guess what they may have planned for you? Not much!" Goal setting is the master skill for all success. Jim shares the ideas and processes that literally have influenced thousands to success.

- Designing a Life Versus Making a Living
- Why Purpose is Stronger Than Object
- Why Reasons Make the Difference
- The Major Reason for Setting Goals-for What it Makes of You
- Five Factors Affecting Your Ability to Reach Your Goals
- Turning Dreams Into Goals
- The Power of Association
- Step-by-Step Goal Setting Workshop for Designing the Next Ten Years

**Jim Rohn: Financial Independence**  
1:30 pm-3:00pm

Financial independence is the ability to live from the income of your own personal resources. To become financially independent, you must turn part of your income into capital; turn capital into enterprise; turn enterprise into profit; turn profit into investment; and turn investment into financial independence. Jim shows you the simple fundamentals that even people with modest means can achieve financial independence.

- Simple and Consistent Plan for Putting Even Modest Funds to Work for Creating Wealth
- Investing, Saving, and Giving
- The Philosophy of the Rich Versus the Poor
- Why Making a Fortune is Better Than Making a Living
- Teaching Kids Enterprise
- Creating a Sound Financial Plan

**Leadership-Touching Others Lives**  
3:30pm-5:00pm

The challenge of leadership is to be strong, but not rude; be kind, but not weak; be bold, but not a bully; be thoughtful, but not lazy; be humble, but not timid, be proud, but not arrogant; have humor, without folly. Jim will reveal the essentials of being a good leader in both family and business and show that true leadership is always by personal example and philosophy.

- Keys to Leadership-Four Part Checklist for Team Building
- Measuring Progress
- Understanding "Good" Versus "Evil"
- Learning to Work with Those Who Deserve It
- The Power of "Lets Go Do It"
- How to "Multiply Yourself"
- Law of Averages
- The Challenge to Do Something Remarkable.

**James Basak, Sun America Securities,  
Palm Beach, FL, September 15-16, 1995**

# Here's what you receive with the entire Leadership Weekend Package

**Jim Rohn/Mark Victor Hansen  
Two-Day Leadership Seminar** **\$775 value**

**PLUS-WEEKEND BONUS PACKAGE**  
with your 14-day advance registration

**Jim Rohn's How to Have Your Best Year Ever Video Collection** **\$350 value**

**Jim Rohn's Weekend Seminar 12 Audio Tape Collection** **\$250 value**

**Jim Rohn's The Treasury of Quotes Book**  
365 quotes on 60 topics **\$20 value**

**Mark Victor Hansen's Future Diary Book** **\$10 value**

**TOTAL VALUE \$1405**

*The Entire Leadership Weekend Package - \$295! (\$1405 Value)*

*Additional Family Member - \$195 (\$775 Value)*

**Attendance is Limited - Register Today!**

There is not another speaker in the marketplace today who has impacted as many top achievers in the last 30 years as Jim Rohn. Jim Rohn has motivated an entire generation of personal-development trainers and hundreds of executives from America's top corporations. He is said to be the most quoted speaker among speakers today. Please join Jim Rohn and special guest Mark Victor Hansen for a weekend that will last a lifetime.

**Three Locations to Choose From!**

**JUNE 28 & 29 - ANAHEIM, CA**

8:30 am to 5:00 pm, both days  
Inn at the Park, 1855 S. Harbor Boulevard  
Anaheim, California 92802  
Call for hotel information, 1-714-750-1811

**SEPTEMBER 13 & 14 - CHICAGO, IL**

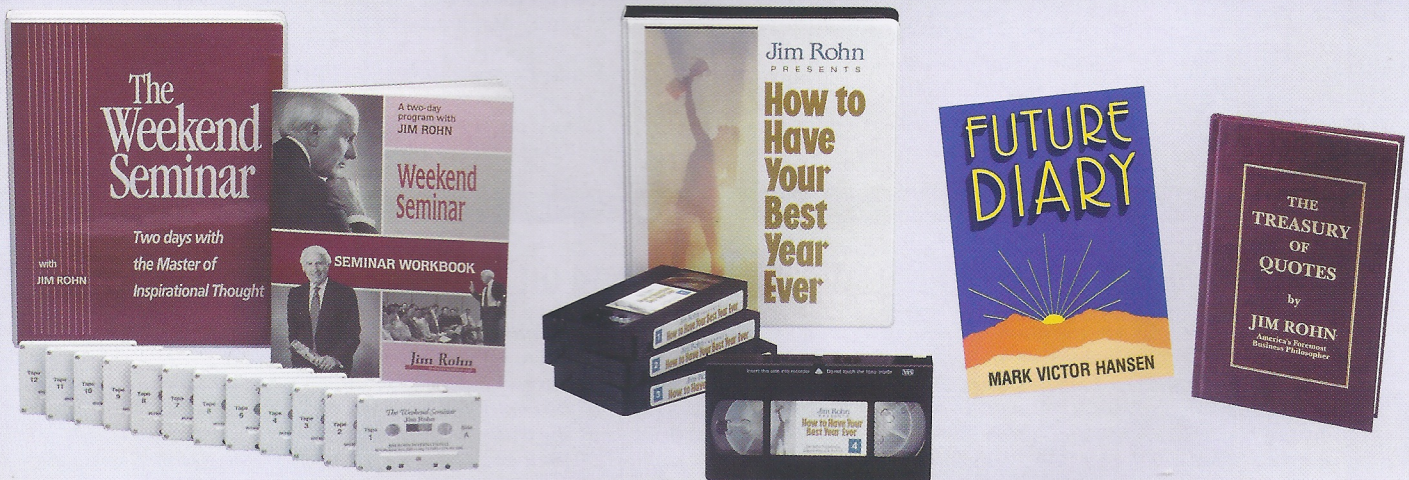
8:30 am to 5:00 pm, both days  
Wyndam Hotel NW, 400 Park Boulevard  
Itasca, IL 60143  
Call for hotel information, 1-708-773-4000

**NOVEMBER 15 & 16 - FT. LAUDERDALE, FL**

8:30 am to 5:00 pm, both days  
Broward County Convention Center across  
from the Marina Marriott  
1950 Eisenhower Blvd., Ft. Lauderdale, FL 33316  
Call for hotel information, 1-954-463-4000

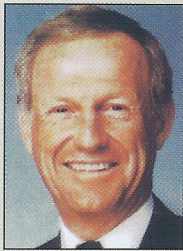
**Call Today! 1-800-929-0434**

**FREE WEEKEND BONUS PACKAGE**  
with your 14-day advance registration.

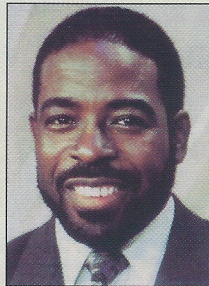


**MONEY-BACK GUARANTEE - I understand that if after completing the first day I am not fully satisfied I am getting a good value, I will receive a prompt and courteous refund upon return of all seminar materials.**

**J**OIN THE OVER 3 MILLION PEOPLE WHO HAVE EXPERIENCED JIM ROHN LIVE IN SEMINAR including many of America's most prominent self-development and business experts like:



**Harvey MacKay** - "Jim Rohn is one of the most articulate, powerful, thought-provoking speakers I've seen. His unique delivery and style puts him head and shoulders above the rest."

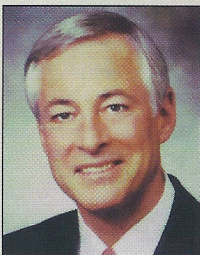
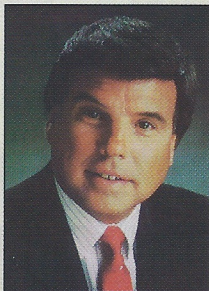


**Les Brown** - "I've been a student of Jim Rohn since 1972. He was then and still is one of the most profound thinkers and mind expanding individuals I've ever had a chance to listen to."



**Anthony Robbins** - "I truly believe Jim Rohn is an extraordinary human being whose philosophy can enhance the quality of life for anyone who exposes themselves to it. He certainly had a positive impact on me at a time in my life when I was first forming the philosophies that guide me today."

**Tom Hopkins** - "Jim Rohn is a modern day Will Rogers. His perceptions of achievement and success have launched thousands of people on a wonderful, life-changing voyage into success and happiness. I can't recommend too strongly that you experience Jim Rohn personally."



**Brian Tracy** - "Jim Rohn is outstanding! He is among the most polished, professional speakers in America, with a message everyone should hear."

## Why Jim Rohn is called America's Foremost Business Philosopher

(Excerpts taken from *The Treasury of Quotes* by Jim Rohn. *The Treasury of Quotes* contains over 365 quotes on 60 different topics from over 30 years of Jim's journals, books, and seminars)

**Skills:** Don't wish it were easier; wish you were better. Don't wish for less problems; wish for more skills.

**Growth:** Don't join an easy crowd. You won't grow. Go where the expectations and the demands to perform and achieve are high.

**Education:** Motivation and inspiration come from education.

**Change:** We generally change ourselves for one of two reasons: inspiration or desperation.

**Success:** Success is what you attract by the person you become.

**Balance:** Life is a combination of "want to" and "how to," and we need to give equal attention to both.

**Activity:** The few who do are the envy of the many who watch.

**Career Growth:** The most important question to ask on the job is not "What am I getting?" The most important question to ask is "What am I becoming?"

**Reality:** You must get good at one of two things: planting in the spring, or begging in the fall.

**Motivation:** Motivation alone is not enough. If you have an idiot and you motivate him, now you have a motivated idiot.

**Personal Development:** Formal education will make you a living. Self-education will make you a fortune.

**Customers:** One good customer well taken care of could be more valuable than \$10,000 worth of advertising.

**Happiness:** Learn to be happy with what you have while you pursue all that you want.

**Self Responsibility:** Let others lead small lives, but not you. Let others argue over small things, but not you. Let others cry over small hurts, but not you. Let others leave their future in someone else's hands, but not you.

## Jim Rohn's affect on two young students who went on to form the Guthy-Renker Group

*In 1978, my brother (Bill Guthy) a struggling student and entrepreneur, attended one of your seminars in Pasadena, CA. Bill took action and it changed his life...and fortunately he passed it quickly on to me and the chain reaction began.*

*Since that time, our business together has grown into one of the country's largest independent audio/video duplication and custom packaging houses (Cassette Productions Unlimited) with over 150,000 combined total square feet in Asheville, NC, and Irvine, CA. However, it didn't stop there, a foremost infomercial producer (The Guthy-Renker Group) that has launched shows such as "Personal Power," the "Principal Secret," "Perfect Smile," and yes..."Think and Grow Rich," has also been a result of your seminar.*

*I should also mention that Audio Renaissance Tapes (the 6th largest producer and distributor of books on tape) and Promotions Unlimited are also a part of our business...and are also a result of the "little" piece of advice you shared nearly 17 years ago. Mr Rohn, thanks for making a difference in my life, and for being a powerful messenger of what we all have the potential to Become!*

**Rick Guthy**  
Cassette Productions Unlimited

# The Making of a Leader Weekend Seminar Featuring Jim Rohn and Mark Victor Hansen

Dear Top Achiever,

Would you like to: Increase your income? Increase your usable time? Design the next 10 years of your life? Become a master communicator - personal, business, and family? Become more disciplined? Expand your thinking and ideas? Build long-term relationships with other key people around the country? If the answer is yes, then I would like for you to take a couple of minutes and review a special invitation to spend two power-packed days at the

## JIM ROHN AND MARK VICTOR HANSEN LEADERSHIP WEEKEND SEMINAR

Jim's two day leadership weekend is a combination of ideas, strategies, stories and philosophies that are the product of over 30 years of business, career and speaking success. One of Jim's most recent two-day events held in Dallas in February of '96 produced over 14 hours of personal testimonials from attendees about the impact the two days had on them, with literally hundreds of responses since, by phone and mail on the new results they are experiencing.

**Jim Rohn has been internationally hailed over the years as one of the most influential thinkers of our time.**

Jim has motivated an entire generation of personal development trainers and hundreds of executives from America's top corporations.

Along with two days of Jim Rohn, you will also have the opportunity to hear Mark Victor Hansen, co-author of the #1 best-selling book *Chicken Soup for the Soul*. Mark is known as one of the most brilliant minds in the marketplace today. A student of Bucky Fuller, Mark teaches the principles of wealth and entrepreneurship. Mark also owns several businesses as well as sits on the board of many companies. Mark has certainly expanded my own thinking and awareness relating to success.

Here is a quote about Mark Victor Hansen from Og Mandino, author of *The Greatest Salesman in the World*:

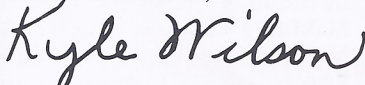
*"Mark Victor Hansen is undoubtedly one of the most dynamic and meaningful speakers I've ever heard, and my listening days go way back to Napoleon Hill."*

When you register to attend these two incredible days with Jim Rohn and special guest Mark Victor Hansen you will receive FREE "The Weekend Seminar" 12 audiocassette series, "How to Have Your Best Year Ever" 4 videocassette series, "The Treasury of Quotes" book and Mark Victor Hansen's "Future Diary" book. *These products, which you receive FREE with your 14-day advance registration, along with the two day seminar have a total value of \$1405.*

### THE ENTIRE WEEKEND PACKAGE - TOTAL VALUE \$1405 ONLY \$295

We know your time and money are precious. We sincerely believe you, like the thousands of others who have attended our two-day programs the last few years, will find it to be worth at least 10 times the investment you will make. Please allow yourself the time to let Jim and Mark make an investment in you with their very best information and ideas gathered over the last 30 years. I look forward to seeing you there.

Yours in Success,



Kyle Wilson  
President, Jim Rohn International

*P.S. Register 14 days in advance and receive the entire Leadership Weekend and Bonus Package all for only \$295 (a \$1405 value).*

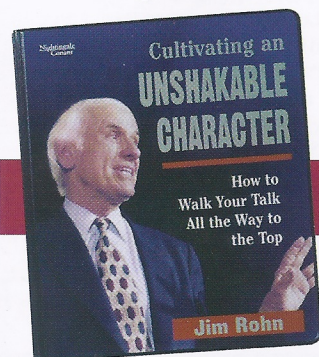
*P.P.S. In addition to the Leadership Weekend and Bonus Package, be one of the first 300 to register for Anaheim, Chicago or Ft. Lauderdale and receive "The Challenge to Succeed" 6 audiocassette series by Jim Rohn FREE (\$60 value).*

**June 28 & 29**  
**Anaheim, CA**

**September 13 & 14**  
**Chicago, IL**

**November 15 & 16**  
**Ft. Lauderdale, FL**

## Order Jim Rohn's *Newest Release*



### CULTIVATING AN UNSHAKABLE CHARACTER

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FREE BONUS GIFTS**

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for details.*

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