

SUCCESS MAGAZINE'S

**SUCCESS 2001™**

America's Most Popular Business Seminar

Auburn Hills, MI • Thursday, October 4, 2001 • 8:00 AM - 5:30 PM

**APPEARING LIVE AT THE  
Palace of Auburn Hills!****PETER LOWE**  
America's Success Strategist™**Peter Lowe Brings the Experts to You!***"Recharge... Return to work pumped  
and ready to do some serious business."*

THE DALLAS MORNING NEWS

America's  
#1 Motivator**Zig  
ZIGLAR**  
Maximizing  
Your Motivation  
& Effectiveness

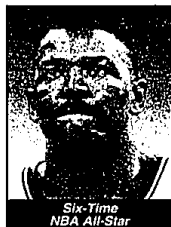
Zig Ziglar, the Master of Motivation, will build your skills for success and unleash your unlimited potential.

- ▲ How to Get the 8 Things Everybody Wants
- ▲ How to Balance Life's Priorities
- ▲ Why a Goals Program Is the Key to Total Success
- ▲ How You Can Make Radical, Positive Changes in Minute Steps
- ▲ The Growth Factor: The Key to Complete Success

America's Most  
Influential Woman**Elizabeth  
DOLE**  
Fulfilling Your  
American Dream

Elizabeth Dole, respected leader and renowned orator, will give you brilliant strategies to get you to the top.

- ▲ How to Lead so Others Will Follow
- ▲ How to Manage Change In a Reluctant Environment
- ▲ How to Rapidly Rise to The Top of Any Organization
- ▲ Facing America's Challenges and Succeeding
- ▲ How to Balance Your Personal and Professional Priorities
- ▲ Keys to Becoming a Person of Influence

Six-Time  
NBA All-Star**Joe  
DUMARS**  
Winning With  
Class

Joe Dumars was a six-time NBA All-Star leading his team to back-to-back titles. His championship skills, character and work ethic led the NBA to create the Joe Dumars Trophy for its Sportsmanship Award. Don't miss your opportunity to hear Dumars' personal secrets on how to be a champion in sports, business and life.

- ▲ How to Have the Heart and Soul of a Champion
- ▲ How to Drive Your Team to Achieve
- ▲ Proven Strategies for Consistent Performance
- ▲ Learning to Focus on the Principles for Winning

America's  
Success Strategist™**Peter  
LOWE**  
Accelerating  
Your Success

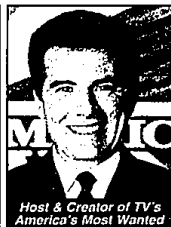
Peter Lowe will show you how to accelerate your success with an ingenious new system for maximized achievement.

- ▲ The 5 Laws of Rapid Advancement
- ▲ How to Be Better, Faster & Different Than Your Competition
- ▲ 7 Tips to Keep Your Customers Coming Back for Life
- ▲ 4 Keys to Getting the Edge In Every Negotiation
- ▲ Surefire Steps to Becoming a Stronger, More Strategic Decision-Maker

SPECIAL BONUS: RECEIVE FREE One of the most popular books of SUCCESS 2001. Free! Learn about special bonuses! See how these bonuses are the most valuable of them all.America's Leading Personal  
Development Expert**Larry  
WINGET**  
"Expect the Best, Be  
Prepared for the  
Worst, and  
Celebrate it All!"

Larry Winget has achieved incredible successes on both corporate and entrepreneurial levels. He has also experienced total business failures. He will share his unique insights into the principles necessary to survive and succeed both personally and professionally.

- ▲ Six Simple Lessons for Success
- ▲ Achieve Success By Serving Others
- ▲ Improve Professionally By Improving Yourself
- ▲ Lighten Up, Take Responsibility, Be More Flexible, Stay Positive and Keep Everything In Perspective.

Host & Creator of TV's  
America's Most Wanted**John  
WALSH**  
The Power  
of Perseverance

John Walsh will sharpen your skills and your thinking in this riveting session. You'll master his new system for high achievement and personal success.

- ▲ Coping With Crisis: 5 Tactics that Work
- ▲ How to Use "Power Questions" to Your Advantage
- ▲ Breakthrough Strategies to Create Organizational Excellence
- ▲ Ways to Use Setbacks as a Springboard to Success
- ▲ How to Develop the Bulldog Tenacity of the Super-Successful

Record-Breaking NFL  
All-Pro Running Back**Barry  
SANDERS**  
Shattering Your  
Limits

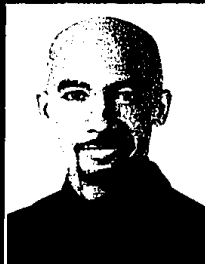
Barry Sanders was one of the most electrifying players to ever set foot on a football field. He rushed straight into NFL history shattering records and winning admiration from fans, teammates and competitors. In this session, Barry will share with you essential principles which will guide you to achieve success both on and off the field.

- ▲ How to Rush Past Obstacles and Reach for your Goals
- ▲ Becoming the Best: An Insider's Observations
- ▲ Seizing the Opportunities in your Profession
- ▲ Setting your Focus On the "Endzone"

This is a sample of the kind of things you will learn and the tremendous benefits you will receive by attending SUCCESS Magazine's SUCCESS 2001!

**WHAT THE PRESS  
IS SAYING:***"His star speakers work magic... it's a first-class organization."*  
PEOPLE MAGAZINE*"The Super Bowl of Success!"*  
THE WASHINGTON POST*"No mere business seminar... it's a parade of the inspired and the inspirational."*  
THE DETROIT FREE PRESS*"A motivational Extravaganza!"*  
TAMPA TRIBUNE

SUCCESS Magazine's SUCCESS 2001 is also very proud to present

**MONTEL  
WILLIAMS**  
Emmy Award Winning  
Television Talk Show HostAnd  
**PRESIDENT WILLIAM  
JEFFERSON CLINTON**  
42nd President of the United States

Ask about the special VIP Lunch with Montel Williams or Dinner with President Clinton and other Select Speakers.

**WHAT ATTENDEES  
ARE SAYING:***"As an employer, I cannot stress enough the value of this day to our companies. The minute we hear that Peter Lowe is coming to town, it's on our corporate calendar!"*  
LAWRENCE ZOLNOWSKI,  
PRESIDENT, BROWARD  
COUNTY CHAMBER OF  
COMMERCE*"This was definitely one of the most invigorating events I've attended."*DARYL JESPERSON  
PRESIDENT, RE/MAX**WHAT IS YOUR INVESTMENT?**At the door, only \$225 for the entire program. **SPECIAL:** If you register now, you will receive an unbelievable special early registration price of only \$39\* for the afternoon (1:00 PM - 5:30 PM) or \$49\* for the entire day (8:00 AM - 5:30 PM). (Save \$176). Because this offer is so special, we simply don't know how long we'll be able to continue it. So call toll free today 1-888-603-0215. Ask about the special Platinum and VIP packages, which include breakfast with Zig Ziglar or lunch with other guest speakers and additional seating options.\*Plus a minimal processing charge per order.©2001 Success International reserves the right to change event details without notice due to unforeseen circumstances. The above names, order dates of speakers are not necessarily those of SUCCESS Events International, Inc. or its partners.NOW ONLY! Reg. \$225  
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**Call Now For Best Seats! 1-888-603-0215**