A Book Overview for
3 Book Series
"How to Get Your Business to Make a Profit Without You!"

Author, International Speaker, CEO, Entrepreneur, and more importantly . . . father of 7 children

Mark Boersma

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The Science of Success
Additional Detailed Information

Synergy Solutions, Inc. (Synergy) has created a number of copyrighted business development modules from over two decades of coaching individuals in all different industries, at all levels, all around the world. We refer to these modules as the Science of Success and they can be used throughout the entire company to create a culture of excellence.

As we educate professionals about the Science of Success, we will see greater profitability, less turnover, greater teamwork, and a host of other benefits. Our entire development team and world-wide network of clients and professional partners have strived to make the modules easy to understand and simple to use.

We have found that our best clients are those who are fully educated in The Science of Success. We trust the following intellectual property proves to be as life/business changing to you as it has been to thousands around the world.

The three step process to success within a company/organization is:

<table>
<thead>
<tr>
<th>Step 1. Examination,</th>
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<tr>
<td>Step 2. Solution(s),</td>
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<tr>
<td>Step 3. Implementation</td>
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Synergy has an entire division focused exclusively on building and implementing tools that help to quickly examine different positions and individuals throughout the entire organization. A doctor would never present a solution without doing a **thorough examination**. Anyone who is presenting solutions without doing a thorough examination is selling you something rather than really seeking what’s best for you. With the examination tools we have developed for your team, we can help to do this quickly, accurately, thoroughly, and do it for a minimum investment of time and money.

**Step 1, complete an effective examination:** This can be a simple, short series of questions, or it can be a much more comprehensive, thorough examination. It’s really up to the client.

**Step 2, present a solution or solutions:** If the client requests it we will often find clients request 3 types of solutions. A basic, an intermediate, and an advanced plan. Again it’s up to the client.

**Step 3, implement the best solution:** We can work with the client to do that quickly or we can take a longer period of time. Again, it’s totally up to the client and how strong the sense of urgency really is.
We find that individuals and companies who tend to see the greatest success in developing and implementing powerful turnkey systems that help your business to make a profit without you, are people that are motivated, open minded, and also react in a very quick manner. In business, we have found that the slower you react, the more money it can cost you.

Much of the information contained in this document is from Mark Boersma’s three book series, “How to get your business to make a profit without you.”
The Business Model

When we understand the Science of Success we can identify what we refer to as “pressure points” of success. When we’re able to quickly identify those key pressure points to success, we’re able to build a plan using the four steps to great leadership. When certain tools, training, and/or technologies are applied properly to these pressure points, success comes much faster, with less costs, and in a scientific fashion.

4 Steps to Great Leadership

Step 1: Future Picture/Purpose (What results do we want?)
Step 2a: Who is responsible for the future picture?
Step 2b: What specific actions will that individual take to succeed?
Step 3: Due Date
Step 4: Manage UP & OUT

If we do the right actions, in the right way, over the right period of time, we’ll see predictable success. Synergy has eleven divisions designed to help companies achieve more, with less effort, and in less time. It’s working much smarter, not harder.

Jeff Marsh, an executive with GE Capital, said that in all of his years with GE that he had never seen a company with stronger content, systems, tools, and technology then what Synergy has. “Most companies approach GE with really nice smoke and mirrors but are lacking content. Synergy’s the most advanced company I’ve ever seen in not only the business processes but also the tools, systems, and technology to get people to take action, and measure that action, to accomplish the stated goal. Synergy is 10 years ahead of any other company I’ve seen.” Jeff Marsh – Vice President – GE Capital
One question that top level executives almost always ask is, “Synergy has so many tools, systems, resources, training, and technology; where do we get started?”

**Answer:** There are five major areas within every business. Through Step 1: The Examination, we’re able to quickly identify which of the five areas will bring the greatest value, with the least effort, investment, and time. We’ve found that when we’re good stewards of whatever area we’re working in, we produce results, and then companies will often bring us in to work in other areas as well.

Synergy usually presents three levels of involvement: a basic, an intermediate, and an advanced. If companies want to get started more slowly and methodically, we start them with the basic. The intermediate will move things along faster, and the advanced level is designed for companies with a very strong sense of urgency and tends to be more confident in taking action quickly.
Question: “How does Synergy work with the client to determine which area to focus on for our initial efforts?”

Answer: We do this a number of different ways. Often it’s based on interviews with top level executives (the examination) in combination with our tools and systems to assess various areas/people within your organization. We need to put systems and tools in place to generate a higher quantity of prospects as well as higher quality prospects.

We'll provide more detail about each of the five areas of business development. By considering each of these five areas you can more fully understand how and where Synergy can provide the greatest assistance, in the least amount of time, with the least amount of resources.

Area 1: Suspects

This area covers how we generate more and better prospects. It covers marketing, getting referrals from current/past clients as well as other sources. One small adjustment in this area can double our profitability.

Area 2: Prospects

Most companies invest hundreds of thousands of dollars, or even millions into marketing, Area 1, and then only convert 1 out of 10 leads. Why? There are many reasons, which is why it’s so difficult to know how to correct/change these numbers. By using our unique process, systems, tools, and technology we’re able to help you quickly identify where you may need to make key changes. If we can help you convert just one more lead out of those ten, you could double your sales with no additional work, leads, or efforts -- just by working smarter not harder.

Area 3: The Sale

This area is an art and a science. It’s the hardest part to truly understand and duplicate. It’s a mystery that every business is trying to reproduce. By helping Area 1 and Area 2 improve, Area 3 will automatically improve. By teaching individuals how to identify an individual's personality in 15 seconds, your sales people will experience a newfound excitement, energy, and effectiveness. By using systems, tools, and automated processes along with technology and media, the way you do business will be changed forever.
Area 4: Servicing

Most companies look at servicing as a cost center rather than a profit center. We know, by studying natural laws, that strong servicing of one’s business can actually produce more new sales opportunities than Area 3: The Sale. There is a science to accomplishing this and with the right Examination, Solutions, and Implementation, we'll see stronger teamwork, greater ownership, more energy, greater concern and understanding for the client, and a stronger focus on contributing to the bottom line profit of the company.

Area 5: Client for Life

This is the dream and passion for every entrepreneur and CEO. We must aim to keep our clients for life if we’re going to grow and maintain profitability. This is a combination of two key elements:
1. A company culture that believes and practices natural laws for success, and
2. The proper implementation of technology, training, tools, systems, and the development of people.
This will bring the other four areas into a symphony of success for our clients, vendors, employees, and stockholders/owners.
Area 1: Suspects

Area 1 includes marketing, referral partnerships, public relations, advertising, etc. It includes any and all efforts to get those individuals/companies who may be interested in our products/services to take action and connect with us. Most companies/organizations/industries don’t have an abundance of suspects – those who could benefit from their product/service. It’s a matter of educating them about the benefits of connecting with your company and getting them into position to work with you.

One of the most important principles we teach in The Science of Success is the natural laws that govern all areas of life. Synergy and its partners and clients have discovered over 110 of these natural laws to date. One of these laws is the “Law of the Roller Coaster.”

Have you ever seen this in your business? The Roller Coaster Principle

How do we prevent this from happening?

Inconsistent actions . . . produce inconsistent results, consistent actions . . . consistent results. The real trick in any business is knowing how to help people and what systems produce consistent results. Synergy will help you accomplish this. To break the roller coaster – the ups and downs that make it so hard to run a profitable business – requires the entire team to produce consistency.
Like any assembly line, we’re not able to function with 95% of the assembly line running smoothly. We must have 100% of our team being consistent to create a consistently profitable business.

The following are 7 natural laws and systems that can help produce consistency for your team.

1. Cluster principle
2. Prospect Rescue
3. 3rd Party Endorsement
4. Strategic Strike - 10 touch campaign
5. Relationship for life marketing
6. CEQ - Client Expectation Questionnaire
7. Personalities, sales cycle, etc.

“What would happen if you could get one referral from each of your prospects and/or clients?” Most people say, “It would increase my business.” Well, it not only would increase your business, but it would double your business indefinitely. We call this the cluster principle.

We work with your entire team to teach them how to apply the “Cluster Principle” in Areas 3, 4, and 5 of the business model. One of the most popular business articles Mark Boersma (President of Synergy Solutions) wrote was titled, “How to turn your operations into a profit center.” It was published and read all around the world. When the entire company culture embraces the “Cluster Principle” as well as other powerful business changing laws/principles, it changes the way we do business forever.

Operational excellence happens in Areas 4 and 5, yet most companies invest very little time training operational professionals to identify these golden opportunities. There are millions of dollars in pure profit lost every year as a result of missing these areas.
Question: “Is there a science behind generating both higher quantity and higher quality of leads at the same time?”

Answer: Actually there are a number of secrets to accomplish this.

First, let’s look at the three types of marketing. We will work with your marketing department to ensure that you’re using all three of these marketing methods to maximize the quantity as well as the quality of leads coming in.

There’s not one method that’s better than another as they all should be used. The secret to the success is to use the right strategy, in the right way, over the right period of time.

3 Types of Marketing
1. Product/Service Marketing
2. Relationship Marketing
3. Strategic Strike Marketing

1. Product/Service Marketing  SC: 10%
   Pros:
   • Fast, immediate, can be very predictable, can produce short-term cash quickly.
   Cons:
   • Does not build relationships, can be costly.

2. Relationship Marketing
   Pros:
   • Long-term, supports phone and in-person, will save time.
   Cons:
   • Takes more time than product/service marketing and can be harder to measure actual results.

3. Strategic Strike Marketing
   Pros:
   • Produces fast results, will build relationships and sell all at the same time.
   Cons:
   • Can be hard to set-up, implement, and maintain. Strongly recommend: GoldMine software #tm07-01
By using the Science of Success in marketing we're able to understand why we're successful and reproduce that success in mass.

The Seed Principle (Leveraging/Reproduce Success)

We all see success but so few of us really know how to leverage success to achieve our full dreams and goals. By understanding the simple concept of the seed in nature we understand how to take a simple success i.e. seed, and have it reproduce into a whole forest. Do the five following actions and you'll see your success reproduce time and time again.

1. **Identify** - the success. (RAVING FAN survey)
2. **Learn** - What caused it and know specifically how can it be reproduced?
3. **Capture** - the success.
4. **Reproduce!**
   a. Craft the success message to maximize the impact.
      Benefits:
      2. Motivate current clients to get/expect more.
      3. Get message out to clients who may have dropped off.
   b. How to reproduce it:
      1. Simple letter - you write it and they sign it.
      2. Audio - get someone to use their voice to really communicate it.
      3. Media/Technology - See, hear, and experience it fully.
      * Get it out in mass to specific group/targets.
4. **Evaluate** - Study, enhance, improve and start process over again.
Understanding personalities is not only beneficial for marketing but also for matching the right pre-sales professional to the client as well. Knowing how to present information to that prospect based on their personality will produce the highest probability of creating a successful response.

Which of the following things would cause you the most frustration in any area of your life.

1. Things not being done properly or in order.
2. Things being out-of-control.
3. Things not being fun.
4. Conflict with others

Best method to accomplish things within team

Step 1. Start out generating ideas with expressives.
Step 2. Have the driver sort through all the ideas to identify the best two or three.
Step 3. Have the analytical figure out in detail what to do.
Step 4. Use strength of the amiable to follow through.
Area 2: Prospects

Question: “What is the fastest way to produce bottom line results in an organization in the least amount of time?”

Answer: While this will differ depending on the organization, we have found that by looking at the pressure point of prospects – Area 2, conversion of prospect to a sale – and Area 3. In most businesses, this usually is around 10%. There are many reasons for this, but the bottom line is, that means the company is not getting paid for 90% of the investment it makes into marketing Area 1, pre-sales Area 2, and sales Area 3 – the sale. How can a business reach its WOW profit goals if it’s not getting paid on 90% of the work that’s done in 3/5th of the business model?

Most companies DO NOT get paid on 90% of the time, money, and effort they invest.
Area 2: Prospects-continued

If we can help an organization’s pre-sales (Area 2) to convert just 1 more out of 10 leads, that could increase sales by over 100%. It’s the Science of Success that enables us to do this.

Solutions
1. Track all our leads with referral
2. Prospect Rescue - RAVING FAN
3. CEQ - Client Expectation Questionnaire
4. 3rd Party Endorsement
5. Strategic Strike - 10 touch campaign
6. Relationship for life marketing
7. Army Casualty principle
8. Personalites, sales cycle, etc.

How much work are you doing and NOT getting paid for?
Average sales closing ratio: 1 out of 10

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Quality</th>
</tr>
</thead>
<tbody>
<tr>
<td>90%</td>
<td>10%</td>
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</tbody>
</table>

The average sales professional does not get paid on 90% of the work they do.

If our partner(s) can help us to close just one extra lead, we can double our income! No extra work, no extra leads, no extra expenses!

Question: What is one of the most common mistakes a leadership team and marketing department will make?

Answer: Thinking that more leads will bring additional sales and profitability. While this is not necessarily wrong it’s also not absolutely correct either. This is especially true when those marketing leads are being turned over to a pre-sales or sales division to convert. More leads can actually reduce sales and significantly reduce and/or eliminate profit altogether.

In Area 2 – pre-sales, the key to huge success in this area is understanding the Science of Success as it relates to pressure points. Examples are the sales closing ratio and understanding the importance of having the perfect blend of Quantity and Quality of leads, and the Quantity and Quality of follow-through. We refer this to the Diamond principle.

See following page for a diagram of the principle.
The Diamond Principle is one of the more advanced concepts of marketing – Area 1, and Areas 2 and 3. Let’s say that a company’s sales closing ratio is 20%. That’s great; it’s twice as much as the average, but the company still is not getting paid for 80% of its work.

As we increase the quantity of the leads coming in, we almost always will reduce the quality of the lead we have and/or the quantity and quality of our lead follow-up system. If we double our quantity of leads but cut our sales closing ratio in half, down to 10%, then we’ve doubled our marketing costs and our work load, without increasing our bottom line profit.

There are ways to increase the quality of the lead but the Science of Success will show that this is much harder to control than controlling the quality and quantity of our sales efforts. When we employ technology and media to mass produce our most successful efforts, we put an assembly line of success in place that will function regardless of how many we employ.

Many executive leaders are frustrated with how much they’ve invested into technology and don’t seem to believe they’ve gotten a fair return on their investment. We wish we could say there is a simple fix for this but there is not. It’s usually a combination of a poor examination, Step 1, a lack of understanding from those in technology as to the Science of Success throughout all five areas of one’s business, and the lack of disciplined execution from those using the technology. When we factor in all three major areas, it becomes confusing very quickly and we end up with finger pointing and head scratching about why the technology isn’t paying off for us.
The following technology/media model will help us understand how to implement technology and media and reproduce success in a scientific manner.

<table>
<thead>
<tr>
<th>The magic - The POWER of media and technology combined</th>
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<tbody>
<tr>
<td>3 keys to making media profitable</td>
</tr>
<tr>
<td>1. Great content</td>
</tr>
<tr>
<td>2. Organized</td>
</tr>
<tr>
<td>3. Promote like crazy - review results</td>
</tr>
<tr>
<td>To make technology work</td>
</tr>
<tr>
<td>☐ 1. Ability to deliver the message</td>
</tr>
<tr>
<td>- Technology: GoldMine strongly recommended</td>
</tr>
<tr>
<td>☐ 2. Content</td>
</tr>
<tr>
<td>- Need tons of content</td>
</tr>
<tr>
<td>- Custom AP tracks (Q&amp;Q)</td>
</tr>
<tr>
<td>☐ 3. Targets</td>
</tr>
<tr>
<td>* Individuals/companies we've targeted - chose the best targets</td>
</tr>
<tr>
<td>* Disciplined people, thinking, and taking action</td>
</tr>
<tr>
<td>* Training, testing, retraining</td>
</tr>
<tr>
<td>* Scripting</td>
</tr>
<tr>
<td>1. Implement the right technology</td>
</tr>
<tr>
<td>2. In the right way</td>
</tr>
<tr>
<td>3. Over the right period of time</td>
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We’ve talked about the science behind the pressure point analysis but haven’t covered it in detail up to this point. The deep science is very complex, but we’re going to try to keep it very simple. The graph on the following page will provide additional details on this powerful science and how just one small tweak can change a business forever.

While most professionals would say they are familiar with the concept of pressure points, very few businesses will actually employ the science in absolute detail.
The Science of Success as it relates to the pressure point analysis is that there are a certain number of steps in any process. Between each step there is "a what" we refer to as a pressure point. In the following example there are 8 steps. We could look at 3 steps or 50 steps. The more steps we identify, the smaller the pieces of the process we look at. The larger the organization, the more important it becomes to look at as many steps as possible and deal with a higher quantity of prospects/efforts.

Between each step is what we refer to as a pressure point. There will always be one less pressure point than there are steps. If there are 8 steps, there will be 7 pressure points. If there are 30 steps we're measuring, there will be 29 pressure points.

We accomplish a number of benefits by tracking pressure points. We are able to quickly determine where we can gain the most benefit from dollars, resources, training, tools, systems, technology, etc. If we correctly select the right pressure point (two steps) to focus on we can double our sales, which could increase our bottom line profit by five or ten times.

Another benefit to tracking pressure points precisely is that we're able to determine very quickly when our leadership initiatives are working and when they are not. The faster we can identify success or lack thereof, the faster we can fully implement the strategy or modify to make it work the way we would like it to. When we're able to apply this pressure point for each pre-sales and sales professional (Area 2 and 3) we're able to measure with absolute accuracy what's working, who's working, and why it's working. Synergy has invested over 15 years and millions of dollars in technology to accomplish this powerful feat.
Area 3: The Sale

The sale is actually the smallest part of the entire Science of Success within the business model. That small part though, is the most precise, and the most difficult to measure, study, reproduce, and understand how and why it works. It’s so complicated that it continues to remain a mystery even to Synergy.

The following are points we do know about this wonderful and intriguing part of the business model.

1. Most businesses don’t know where the pre-sale stops and the sales process starts.

2. Most businesses don’t protect their sales professional from doing pre-sales work, which costs businesses millions of dollars a year.

3. Most businesses look for their sales professionals from those in pre-sales when in-fact they may find greater success in looking in post-sales/operational excellence area.
4. Most businesses don't have a process to measure the quality of lead so they don't really understand what is sales and what is really just order taking. NOTE: Sales starts when you get a “No;” before that it's just order taking. The expectation is that the best sales professional does such a great examination that the sale almost happens automatically.

5. In an ideal world, pre-sales is doing such a great examination and prep for the sale that some percentage of the prospects will convert into a sale and those who don't would then go into Area 3 professionals to be converted.

6. Most companies do not realize the magic that is within Area 3 and/or how to capture that and put that into marketing – Area 1, as well as into Area 2, and using technology and media. The 3rd party sell using media and technology is also so powerful in reproducing the top level sales professionals. If you want to solve the mystery of how to reproduce the top sales professional, ask your Synergy Account Executive the story Mark Boersma, president shares that he refers to as the “Warm Belly Rub” where his 18 month old daughter revealed this secret to him. Mark had been looking for the answer to this secret for over 10 years.

7. The more we know about this beautiful process the more we don't know. It's truly amazing and beautiful in all its aspects.

The 7 things we’ve listed above are just the tip of the iceberg and we’re learning more every day.

One of the most intriguing things is that the average sales closing ratio is around 10% for most companies in most industries. When we look at the 4 major personalities and 4 secondary personalities – 16 in total – we find that the average sales professional can only sell to 6.7% of the population. That’s a very close number to 10% isn’t it?

By teaching, training, and equipping sales professionals with tools and systems to help them to read a person’s personality in 15 seconds over the phone, we’ve found that this skill alone can double an individual’s sales closing ratio.

Once we know their personality, primary and secondary, we know what they like, what they don’t like, what to say, when to say it, how to say it. We know why they buy, why they don’t and what will motivate them to buy. We’ll even know, if they’re married – who they’re married to and where their challenges are within their marriage. We’ll know why they’re successful within their career and where their challenges are. We know so much in 15 seconds that we’re able to quickly develop trust and know how to present our products/services in a new and exciting way. If this one area of training were to help us just a little we converted just one more lead we could double our sales.

1 extra conversion out of 10 can double a business’ sales – it can be that simple.
The Science of Success within Area 3 is very much tied to the ability to quickly assess what personality type we’re working with and how we need to work with that individual.
Are we making sure that we have an air traffic controller overseeing how leads are distributed and following up on those efforts? Often the answer is “No.” The challenge about missing these details is that we never really know the full costs of these types of mistakes.

### 4 Levels of Sales (easy to hard)

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
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</thead>
<tbody>
<tr>
<td>1. Easiest</td>
<td>Current Client / Current Product</td>
</tr>
<tr>
<td>2. Fairly Easy</td>
<td>Current Client / New Product</td>
</tr>
<tr>
<td>3. Harder</td>
<td>New Client / Current Product</td>
</tr>
<tr>
<td>4. Hardest</td>
<td>New Client / New Product</td>
</tr>
</tbody>
</table>

1. **Easiest**: PRO’s: Faster, less costs, more profitable, less risks.  
   CON’s: Can run out of gas for growth.
2. **Fairly Easy**:
3. **Harder**:
4. **Hardest**: PRO’s: Will break into new areas of business and clients.  
   CON’s: More risk, costs, and less short-term profits.

- **A. Best Situation**: High and/or Quick Return | Low Effort
- **B. Next Best**: High and/or Quick Return | High Effort
- **C. Average/Poor**: Low and/or Slow Return | Low Effort
- **D. Drop**: Low and/or Slow/No Return | High Effort

There are so many other principles and laws that need to be learned to be truly successful in Area 3. Below are some of these principles and models.
**Asking For Referrals**

5 Part process for asking for referrals:

**Educate Them:**
1. Successful people know 3 to 9 other successful people - i.e. Cluster Principle
2. Ask broad base - those looking over 6 to 12 month period of time
3. Importance and value you place on referrals

**Ask them right then:**
4. Ask for 2 referrals
5. Specific areas within their lives

A. People you work with,
B. Family members,
C. Neighbors,
D. Co-workers,
E. Church/community/other

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**Script for Asking For Referrals**

I have found that successful people tend to know between 3 and 9 other successful people - we call this the cluster principle, who, over the next 6 to 12 months may be in need of my products and services.

Over 96% of my business comes directly from referrals and I was wondering if it would be alright for myself and my team to periodically ask for referrals from you. Would that be alright?

A good name that would be the names of two individuals you know from specific areas of their lives, who may be interesting in finding out more information about our products/services, as they may be in a similar decision making position as you over the next 6 to 12 months.

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**Master strategy for precise sale**

- Level 1 Penetration
- Level 2
- Level 3
- Level 4
- The Sale

- Pain/Opening #1
- Pain/Opening #2
- Pain/Opening #3
- Pain/Opening #4

* Most sales professionals take the quick openings to obtain the sale.
* The most successful will seek a number of openings and then look to the next 3+ levels - (pool shot principle.)
* The master will know all the openings, will then prioritize those openings, and then will take quick action, and if it doesn’t work out they have a back-up strategy they will implement right away.

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**How to better leverage successes**

Must know principle in leadership, systems, tools, and building winning teams.

- Success
- #2
- #3
- #4

We see so much success in the little often but don’t know how to reproduce that success. We MUST do that in a specific fashion if we’re going to really achieve our full potential.

**Solutions**

1. Ask the right questions,
2. Determine why we’re successful,
3. Figure out how to reproduce success,
4. Plug into the 6 steps to drilling an oil well. IDAPIR
5. Right side of brain to think of opportunities and then left side of brain to sort it out and put into a check-list for taking action - think combining actions not working more hours.
6. Write letters for clients/referral partners, request they sign them, and then put into a strategic strike campaign.

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Working "IN" our business vs. "ON" our business

| Short-Term | Long-Term |
| "IN" our Business | "ON" our Business |
| Invest as much as possible - as soon as possible into turn key systems which will grow your business when you're not working. |

**Business Time Line**

**Solution: BALANCE**

**Long-Term - Working "ON" our business**

<table>
<thead>
<tr>
<th>Advantages:</th>
<th>Disadvantages:</th>
</tr>
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<tbody>
<tr>
<td>- Our businesses will make a profit without us</td>
<td></td>
</tr>
<tr>
<td>- Can sell our businesses in the future without us</td>
<td></td>
</tr>
<tr>
<td>- Will earn a great deal more in the long-term</td>
<td></td>
</tr>
<tr>
<td>- We will continue to grow our net worth and business valuation</td>
<td></td>
</tr>
<tr>
<td>- Will earn less money in the short-term</td>
<td></td>
</tr>
<tr>
<td>- Much harder to stay focused on long-term</td>
<td></td>
</tr>
</tbody>
</table>

**Short-Term - Working "IN" our business**

| Advantages: | Disadvantages: |
| - We survive |
| - Easier to do |
| - Takes less discipline |
| - Faster results |
| - Feels good short-term |
| - Earn more in short-term |
| - We end up owning a job rather than a company |
| - Will work harder |

---

**Overcoming Objections - Circle Approach**

1. Listen and hear
2. Ask Questions
3. Develop a strategy
4. Present the solution
5. Take action

How to overcome objections:
1. Listen and hear what the true objection really is.
2. Ask more questions to really truly understand what the needs span of the individual really is.
3. Develop a strategy based on the answers from the additional questions and the person's personality.
4. Present the solution.
5. Take Action.Listen to response - and start back at step one again until: 1. They agree with you to move forward, 2. You agree with them and it's not best for them, 3. You both agree to disagree and understand each other's perspective - they hang up - they are unwilling to listen i.e. are close minded.
Area 4: Servicing

Most businesses view servicing as an important part of the process but quite frankly, it’s a cost center rather than a profit center. This is very unfortunate as Area 4, servicing of the client, can actually generate more new dollars in sales than Area 1, 2, and 3. How? The Science to Success in this area primarily lies in the Cluster Principle. We covered this principle in Area 1 that will help marketing to be laser-focused on where the great leads are, but it also applies to turning one’s servicing center into a profit center.

The most difficult challenge in getting this to work in Area 4 is not the knowledge, technology, or the understanding but the culture within an organization.

We haven’t talked much about culture up to this point, not because it’s not important because it is. Servicing is where culture really counts and most companies don’t even know what to look for.

With Area 1, marketing, Area 2, pre-sales, and Area 3 – the sale, you always know if they’re not getting the job done, but in Area 4, it’s much harder to tell. It takes longer and is harder to spot issues as they will often be delayed and covered up. Poor results will weed out Area 1, 2, and 3 but Area 4 it takes much more work and effort to locate.
Back in Area 3, we said that a company should look for sales professionals more from Area 4 than Area 2. Why? Great services are almost always provided by great sales professionals who won’t look at themselves as sales professionals and will resist anything that looks or feels like sales. This most often is due to a weak culture.

Poor or weak servicing can be covered up by many organizations for years. Most servicing teams will look at being good based on how many complaints they don’t get, or how a client rates their overall service levels. What if we were to change the paradigm to where servicing was rated on how many referrals were obtained? Waitresses don’t rate their service levels based on how good a customer says they are; they measure it by their tips. Basing our servicing levels on number of referrals, forces us to change the way we think throughout the entire company.

Why not use the same measurement for Area 4, Servicing? If we’re doing a great job in servicing then we should expect that we’re going to get referrals. It almost makes too much sense. If it makes so much sense, then why is it so hard to change the servicing professional’s mindset? It’s due to a weak culture. One of the best ways to measure culture is to measure how quickly a servicing team can modify their behavior to something they don’t feel comfortable with.

By teaching this foundational culture, quick change equals maturity, slow change equals immaturity about changing the way people think. When we in leadership help people learn how to change quickly, the company/team will be more profitable; individuals will earn more, will have less stress, and will have greater life balance. We’ll help each team member to “Reach beyond their dreams and goals in every area of their life.”

Synergy uses and strongly recommends working with Life Masteries Institute for culture development. They have developed so many great tools, principles, and training support that it’s wonderful and powerful for any organization, anywhere in the world. www.lifemasteries.org

Synergy uses the 10 Rules to the Game and the 12 Principles to Life Masteries.

There are so many additional models/principles to share in Area 4 – Servicing, but we’ll keep it to that for now.
The 12 Principles of Life Masteries

1. WALLS OF OPPORTUNITY - The biggest obstacles in life are exciting opportunities for you to learn how to get around, break through or climb over, not impossible roadblocks.

2. NO PROBLEMS, ONLY OPPORTUNITIES - Problems are negative, difficult and tiring - when you call a challenge an opportunity, it becomes a positive means of learning, growing and reaching your full potential – so don’t ever say you have problems, only opportunities!

3. IDEAL OR NOTHING - It’s always better to take some action even if it’s not the ideal action you’d want to take. You can always improve on your efforts later, but don’t miss an opportunity by not taking action.

4. TIME VS. PRIORITIES - Have you ever said “I don’t have time to do this or that?” Everyone has time; the truth is that some things are more important than others. Next time, you’re tempted to say “I don’t have time,” remind yourself that you determined that it wasn’t a high enough of a priority. This test will help you to understand what you really value and how you can best prioritize tasks and activities.

5. THINKING NOT KNOWING - When was the last time someone asked you, “what do you think?” and you said, “I don’t know.” The truth is that you can think. No one asked you what you know. Don’t ever say, “I don’t know” because you are thinking something. When we share our opinions and ideas we open up dialogue and communication with others.

6. GOOD VS. GREAT - The biggest enemy to doing something GREAT is doing something good. Many times, we don’t do something GREAT, because we did something good and settled for that.

7. THE LUCKY 13 RULE - When we take positive action, that action will produce two more positive actions and so on. Before you know it, you have 13 positive actions based on one small action. If you never take that first step, you will miss out on 13+ actions that may affect your life and career.

8. VALUE IN LIFE - Whatever your values are, it is important to understand them fully and make sure your choices are congruent with them.

9. ROLLER COASTER MYSTERY - Inconsistent actions result in a roller coaster of ups and downs. Consistent actions produce consistent results time and time again. Consistent effort and follow through will make a huge difference towards reaching your dreams and goals.

10. STEWARDSHIP - What gifts do you possess? Are you using your talents fully? Are you sharing your gifts with others less fortunate? If you are not, others will lose; but yours will be the biggest loss. Share your gifts today.

11. FOCUS - You can do more with less effort and time by understanding that 20% of your effort results in 80% of your results. Once you know which actions comprise that 20%, you can focus on those actions and find tools, systems and others to assist with the other 80%.

12. NEVER QUIT - When you choose to view your errors as mistakes, you can’t go back and change them, it feels hopeless and we want to quit. When you view mistakes as learning opportunities it gives you the attitude and perseverance to never quit!

Synergy Solutions, Inc. is in partnership with Life Masteries Institute, a non-for-profit 501(c)3 organization, helping to make a difference in peoples’ lives (one person at a time).

Life Masteries Institute... “Touching Lives. Transforming Identities.”

Synergy Solutions, Inc.
11 divisions with the united focus of helping you to get your business to make a profit without you.
888.230.2300
www.synergysolutions.net

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(630)393-9909 www.synergysolutions.net The_Science_of_Success.doc kp070425
The 10 Rules to the Game

We expect each team member to take personal ownership for their own choices. If those choices turn out to be poor, each one of us will “own” the consequences. We also expect complete honesty as it relates to any and all mistakes. If we make an error, we need first to acknowledge it and then work on fixing it. Mistakes and poor choices will happen; lying or hiding the truth will only make the situation one hundred times worse.


1. Produce Results: The company/team is making an investment into each team member. We MUST produce financial results. We must aim to produce five times or more for whatever our full compensation is and be able to identify where that production is coming from.

2. Be Coachable: Being teachable is learning from others – open to listening and direction, being coachable is DOING what we learn – totally different. Insight given by Dr. Ron Caskey – PhD, CSA, CAA, Robert Madsen, and Ray Kroc.

3. Take Ownership: DO NOT be defensive. Anticipate challenges before they happen. Remember that we’re all in sales, even those of us whose positions don’t seem to require sales.

4. Take Action! Have high sense of urgency: Do not wait to complete tasks tomorrow if they should be done today! Don’t ever have to be asked twice to do anything and ideally not even once.

5. Seek the Truth: Always seek to know the truth about ourselves, our heart, motivation, intentions as well as situations, and others. Be open-minded about all things.

6. Great Stewardship of the 5 T’s – Time, talents, treasures, trust, truth. As we are great stewards of the five T’s we will receive more.

7. Follow Natural Laws: Don’t over-promise or under-deliver: Don’t guarantee what is not guaranteed. Practice punctuality: Always be on time to all meetings/phone appointments; you’re late if you’re even 47 seconds behind.

8. Respect others’ perspectives: Consider how your own prejudices may be clouding your judgment of others. Understand personalities and the huge role they play in all areas of our lives. Experience, understanding of experience, situations, time, etc. by paying close attention to details that matter to clients and team members.

9. Manage Up and Out! Report back to the people who direct you to take action. Update them on your progress and completion status.

10. Effectively Communicate – Talking and Listening: Involve all divisions within the team in major challenges, accomplishments, and decisions. Always document every conversation! Use database to take notes on interactions. Make sure spelling is correct and that every clients’ contact information is complete and updated. Listen carefully and attentively to the individual/individuals with whom you are interacting. Seek to understand before being understood.
Area 5: Client for Life

Creating a client for life often is the biggest challenge in any business. It’s a combination of art and science. With over 15 years of our own experience as well as working with successful clients, we recognize that Synergy isn’t perfect in this area, but we’ve discovered a large number of principles, laws, and models that help create a client for life.

It’s the ultimate WOW experience we’re striving for: to create a client for life. One of the first steps in doing this is to determine the “What” a client is looking for. This is complicated as different people and different personalities will have different focuses. Generally speaking, around 80% of the experience will be similar in nature and that is the part to really wrap our systems and checklists around, to capture what the client is looking for and then “McDonaldize” it.

Figure that experience out and then master it. This is not easy and there’s no magic formula or secret way of doing this. It can take years to nail this down. Using tools like the ActionVision system for the entire organization can help to track what we’re doing, what results we’re getting, and then track that in detail to determine what work and what doesn’t.

We talked about culture in Area 4. In Area 5, Client for Life, it becomes even more important that the best culture is reproduced throughout the entire organization. Synergy has found that this process is so much like raising children. Mark Boersma, president of Synergy has seven children and has used a number of the same principles in transferring values, work ethic, and loyalty through an entire organization that are used in raising a family.
So much of culture development is based on understanding the entire educational process and the natural process of transferring values from one generation to another. Knowing the different levels of learning will help to create a culture of excellence and capture the best practices and the Secrets of Success within your own organization.

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<thead>
<tr>
<th>Levels of Learning</th>
<th>Training/coaching/systems development</th>
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<tbody>
<tr>
<td>1. Unconscious Incompetence</td>
<td>Almost no learning can happen</td>
</tr>
<tr>
<td>2. Conscious Incompetence</td>
<td>Learning can start to happen fairly quickly</td>
</tr>
<tr>
<td>3. Conscious Competence</td>
<td>Strong productivity starts to kick in</td>
</tr>
<tr>
<td>4. Unconscious Competence</td>
<td>Maximum productivity is in place</td>
</tr>
</tbody>
</table>

Weaknesses:
* So good don’t know how to reproduce self
* Hard to train others as not sure why successful
* Hard to build powerful systems to reproduce self as not sure why successful

How to overcome: Warm Belly Rub Principle

Every organization will have individuals at different levels within these areas. The key to success in Area 5, as well as any area is to wipe out all of level 1, Unconscious Incompetence, as no learning can take place in level 1.

Some of the most successful individuals in an organization will be at level 1 in certain areas of their career. Creating a culture where everyone is able to share their thoughts about anyone will create a culture of excellence, which in turn will be the foundation for success in Area 5.

Another challenge every successful organization has is how to reproduce the most successful people in systems and/or transferring that knowledge, experience, passion, and success to others on the team. Most of these individuals are at level 4, Unconscious Competence, which is a great place for productivity to occur. They will be very successful but not entirely sure why they have such great success and/or how to get others to that point. It sometimes takes an outside organization with specialized tools, systems, and individuals to identify what they’re doing right and then help reproduce this in systems and/or people.
There are three major styles of learning. When we know the learning styles preferences of each team member, we’re able to help to teach them in their primary learning style. The faster they learn, the more successful they are and the less time it takes to teach them.

Learning how to identify individuals’ learning styles can actually be done with one simple question and can be used not only in training, but also in pre-sales, the sales, and servicing.

Synergy uses the Life Masteries on-line university to deliver all of our training. This powerful on-line university is available 24/7 and can be used for "B to B" or "B to C" relationships. There are thousands of hours of training available and you can add your own training to create a unique experience crafted just for your company. Synergy now has over 25 hours of pre-hire/culture development training that new hires go through before joining Synergy. It's a great way to find out who is serious and who is not. This system is so advanced that it will track quizzes, tests, when lessons/modules are completed, tracks assignments, and provides overall quality control by giving students the ability to rate each lesson's quality.

So much of the entire experience from Area 1 to Area 5 involves education. The on-line university is so powerful that a CEO can use and benefit from it, yet simple enough for a child. As we automate the educational part of the experience we’re able to:

1. Have greater control of the experience,
2. Improve the experience each and every month,
3. Track the weak points in the process,
4. Reduce our costs to deliver the experience, and
5. Maintain quality that our competitors only dream of.
We could continue with additional principles and models but you may not have anticipated a book when you received this document so we’ll finish up with one more model in Area 5: Client for Life.

Being teachable is learning; being coachable is taking action on what has been taught. The on-line university will help us to teach those inside and outside our organization about issues that create a life changing experience. The on-line ActionVision system will help to ensure that there is follow through on what is being taught.

The ActionVision system is foundational to many of Synergy’s products and services. It is flexible and challenging to a CEO, yet adapts easily for a five-year-old child to use it as well.
The system is so fast that it can take as little as five minutes a month to work. Individuals who go on ActionVision will see on average a 35% increase in work productivity within 60 days. It’s so easy that over 95% of our clients actually take action and follow-through. The system can double an individual’s results, reduce the number of hours worked, and decrease overall stress.

The system is so accurate, that if someone does 90% of their plan they will on average receive 94% of the desired results. Some are more and some less but on average you can count on the mathematics behind the system to change the way you view business. If someone does 50% of their plan, on average, they’ll get 54% of the targeted results. Once individuals see in very clear terms, that their results are directly tied to their efforts, they’ll start working harder, smarter, and start to be more teachable. Most of all, they’ll start to take action and follow-through.

Your business can take full control of the entire system, manage it, set it up, and oversee it. You have full control; we’re there to help you as needed. It will help you put in place systems that will help your business grow even when you’re not working on your business.
Conclusion

You might be saying, “WOW, there is so much information, it’s almost overwhelming!” It’s actually fairly easy when we take one step at a time; complete Step 1: Examination, then do Step 2: Determine the best Solutions, and then take Step 3: Implementation. As you can tell, Synergy does business very differently than other companies.

We freely share with others the very things we’ve been blessed with. We don’t expect to work with every company, just those that are like-minded in purpose and passion and want to make a difference in the lives of everyone we come in contact with. The Law of Attraction is powerful and changes many lives. We want to work with individuals and organizations that believe people are very special and gifted. We can achieve so much more if we work with people who believe in being good stewards of what we have, and the unflinching belief that we need systems and tools to grow our business in a scientific fashion.

If you’ve made it through the entire document, congratulations! We’re so excited for you. If you highlighted important text in the document, that sets you apart from your competition, and that’s where most of our clients sit - the best of the best and looking to getting better.

If you’ve had some “ah ha’s” and a number of “I knew that . . . but it was cool to see it in a chart/graph,” you’re right on track to take the next step. You may be asking, “What is the next step?” It will depend on how quickly you want to get things rolling and how quickly you would like to see results.

Our basic proposal is designed to get you started with very little thought and/or consideration. You’ll get started in a more methodical manner and will systematically go through the process.

The intermediate proposal is geared for individuals/companies who want to get started faster and know that when they take action quickly, they will see faster results. This option is for those who have a life philosophy of “It’s easier to change the direction of a moving car than one that’s standing still.”

The advanced proposal is for leaders, movers, and shakers. It can be anyone of the four personalities who have learned to overcome the fear of failure and know and trust their feelings. It’s for those who have confidence in using both the right and left sides of their brain and will take action quickly. It’s for those who have a ton of confidence in their ability to think quickly and use their intuition equally fast. It’s someone who has confidence in their team to keep up with rapid and exciting change.

<table>
<thead>
<tr>
<th>Two sides of brain</th>
<th>Thinkers vs. Doers</th>
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<tbody>
<tr>
<td>Tend to be more linear &quot;logical&quot; in the thought process.</td>
<td>Great for tasks, check-lists, taking the vision and breaking it down into small action steps. Weakness: Can miss hitting the target due to not seeing the big picture.</td>
</tr>
<tr>
<td>Tend to be more global considering many aspects.</td>
<td>Global thinking. Great for vision, passion, hard to understand concepts or difficult to solve challenges. Weakness: Can have lots of great ideas but not take action and follow-through on them.</td>
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<td>In coaching we encourage those who tend to be thinkers to do more and those who tend to be doers to think more. Analytical’s tend to think too much due to not wanting to make a mistake. Ambivert’s tend to think too much to avoid conflict. Drivers tend to think too little due to wanting to make too much happen too quickly. Expressive tend to think too little due to wanting to do many things and have fun doing them.</td>
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</table>
Regardless of what level you select, the entire Synergy team is committed to help everyone on your team “reach beyond their dreams and goals in every area of their lives.”

If you have any questions on the Science of Success, please talk to your Account Executive or call 888.230.2300. We look forward to assisting you as you “reach beyond your dreams and goals in every area of your life.”

We trust this information has been beneficial to you and those you work with. Please feel free to share this document with whomever you wish. As you help them grow in their business, your business will grow as well. As your business grows their business grows.

888.230.2300

www.synergysolutions.net

The first paragraph on the above website provides a media presentation describing a number of our product/services.

If someone else has shared this with you, it’s because they do business differently than their competitors, value strong business partners, and have a passion for not only implementing powerful turnkey systems to help them to grow their business, but also helping their professional partners implement turnkey systems to change the way they do business forever.

They have done this because they care about helping others and because they’re great business professionals. They know that if they can help you take your business to the next level of success, their business will grow as well.

Do something special for someone today. Pass this valuable information to three individuals in whose lives and businesses you would like to make a difference in today.
Action Plan

On average only 5% or less of those who attend a workshop/seminar will take action and follow-through with what is taught. Follow-through is the key to success in every area of our business. The Science of Success is no different.

Complete the following Action Plan. Ideally work with two to four other professionals for accountability and mutual support. It is strongly recommended that you work with a professional coach, someone who is certified in the application of natural laws, principles, tools, and systems.

Fax your Action Plan to: 630.393.9901

Name: ____________________________   Phone: (_____)_____-________
Company: _________________________  E-mail: _______________________

1 to 10 with 10 being best.

Area 1  Area 2  Area 3  Area 4  Area 5
Suspects  Prospects  The Sale  Servicing  For Life

Current Rating: ___     ___     ___     ___     ___

Prioritize: ___     ___     ___     ___     ___

Two most important actions to take over the next six months:
1.
2.

We will TAKE ACTION/ implement together:
[ ]-A. The Prospect Rescue, [ ]-B. CEQ – Client Expectation Questionnaire

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Special 3 e-book series on “How to get your business to make a profit without you.”

Dear Partner,

Do you ever feel like you own a job rather than a company? Do you wish you didn’t have to reinvent the wheel? Would you like to learn how to build and implement turnkey systems to help you get your business to make a profit without you?

Worldwide speaker and author, Mark Boersma, is completing a 5-year project: writing a three book series titled, “How to get your business to make a profit without you.”

**Book 1:** A simple, easy to read starter book, to get excited about the possibilities.

**Book 2:** This book has been built throughout Mark Boersma’s worldwide travels and twenty years of coaching executives in various industries all around the world. Learn the science that other successful entrepreneurs practice everyday.

**Book 3:** A workbook for Book 2. How many times do we get excited but don’t follow through, or maybe we don’t even know what specific steps to take. This book will help you overcome those challenges.

**Benefit to Me - You’ll Learn . . .**

- **Work less hours** – What takes more than 20 years for most entrepreneurs to learn
- **Leverage your time** – Use the 5 time management freedom fighters to give you more time
- **Earn more money** – Build the 7 turnkey systems
- **Build partnerships** – Give away your systems to others and see how it will help your business grow.
- **Eliminate bad stress** – Use natural laws/energy to take control of your business/life.
- **Reproduce yourself** – Use technology/media to reproduce your success.
- **Have life balance** – Use systems, tools, and partnerships to be successful in every area of life you value.
- **See success faster** – Learn from others without having to invest the time, money, and resources.
- **Take ACTION** – Learn how to overcome procrastination, take action faster, make better – stronger – more profitable decisions and how to turn mistakes into money.
Book 1
(10 Easy-to-read chapters)

Part I CLIENTS
1. Valuing – give the clients value for their money
   A. Anticipate client’s needs
   B. Under-promise and over-deliver
   C. Follow through with phone calls

Part II REFERRAL SOURCES
2. Questioning
   A. Why it’s important to earn $20,000-$70,000 more
   B. Plant thought of 30 leads on first in-person contact
   C. What are the key questions to ask?
   D. How can they best be used?

3. Trusting – trust with Professional Referral Sources
   A. Added value
   B. Consistency
   C. Position yourself as a solution provider

4. Solving/presenting solutions
   A. Choosing your A list of clients
   B. How to get 30 leads and 3rd –party endorsements
   C. The sales closing ratio
   D. Meeting the needs as expressed in key questions

Part III BRIDGE
5. Coaching
   A. Coaching your referral sources to become their business development resource
   B. Receiving coaching yourself
   C. Coaching your team

Part IV MANAGING YOUR TEAM
6. Hiring and company goals
   A. Personalities – choosing the right people based on the four personality types
   B. The assembly line of sales
   C. Casting the vision of the company

7. Training and pre-sales leads
   A. Delegating – how to do that and improve follow-through
   B. Passing on your knowledge
   C. Giving your team the tools they need

8. Leading
   A. Reinforcing the vision
   B. Seeking feedback
   C. Employee appreciation
   D. Balance of perspective

9. Meeting with your staff
   A. How often should you meet?
   B. How to get the most out of the hour meeting
   C. Action items at the end of every meeting

10. Running your business without constant supervision – handing it off to others
    A. Managing from a distance
    B. Reporting – how to assess people’s progress
    C. Using numbers/percentages to motivate

Book 2
(24 very detailed chapters)

Section A: The Challenge
1. Introduction
2. Natural Laws and Principles
3. The Ability to Sell Your Business
4. Disciplined People, Disciplined Thought, and Disciplined Action
5. The Roller Coaster and “Caught in the Middle” Principles

Section B: The Education
6. Seven Essential Turnkey Systems
7. The Four Personalities as Entrepreneurs
8. What Do a Pie and a Target Have to Do with My Business?
9. Phases of Business Growth
10. Your Business as a Living Entity

Section C: Taking Action
12. The “Little Log” Principle & Procrastination
13. Cash Flow and Building Success
14. Consumption vs. Production

Section D: Making it Work
15. Passion, Purpose, and Vision (PPV)
16. Coaching Your Team to Excellence
17. Leadership and the Entrepreneur’s Personality
18. Turning Failure Into Success
19. Reproducing Yourself – The “Warm Belly Rub”

Section E: Fun in the Journey
20. Success in All Areas of Life
21. Thoughts and Ideas About Life Balance
22. The Motivation of Pain and Pleasure
23. Recommended Books, Tools, Systems, and Resources
24. Finding Meaning in Life

Book 3
(24 detailed workbook chapters)

Book three is a simple, easy-to-use workbook designed to teach you what you need to do to get your business to make a profit without you.

All three books are included in e-book series for only $12.50 – Regular pricing for three book series is $50.50. That’s a 75% savings. Help someone else by buying a series for a co-worker, boss, referral partner, or someone you would like to do business with.

* Purchase on-line and you will be automatically registered for a complimentary, 12-month subscription to the quarterly newsletter for members.
ORDER FORM

3 E-Book Series  Only: $12.50
All three books are included in e-book series for only $12.50 – Regular pricing for three book series is $50.50. That's a 75% savings. Help someone else by buying a series for a co-worker, boss, referral partner, or someone you would like to do business with.

Full Audio Series  Only: $39.50
Over 60 hours of 24/7 on-line educational lessons - That's only 66 cents per hour of training.

Book three's simple, easy-to-use workbook lessons are designed to help insure that you know what you need to do to get your business to make a profit without you. You can form a group of entrepreneurs and/or referral partners and work together with them to get through the workbook and build your businesses together. Listen to Mark Boersma professionally coach other professionals go through book 1, book 2, and book 3 in getting the most out of each book and the principles taught.

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<th>Product Description</th>
<th>Per Unit Cost</th>
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<td>* 3 e-book series:</td>
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<td>* 60+ Hours of on-line training:</td>
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Fax To: 630.393.9901
or order on-line
http://www.synergysolutions.net/books.asp

[ ]- I would like to take advantage of the special e-book 3 book bonus package valued at $50.50 for only $12.50.

[ ]- I would like to take advantage of the special on-line university 60+ hours of on-line training. Leaders in many industries have asked us way we don’t charge $750 for this. We want to make this affordable to every single business professional all around the world.

NOTE: Both make great gifts for co-workers, those you’re leading, and professional referral partners.

Name: _____________________________________________
Signature: __________________________________________

Cardmember acknowledges receipt of goods and/or services in the amount of the Total shown hereon and agrees to perform the obligation set forth in the Cardmember's agreement with the Issuer.

Credit Card: [ ]-Visa, [ ]-Master Card, [ ]-American Express

Card Number: _______________________________________
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