YOUR INVITATION TO
Dan Kennedy’s Secrets Of & Strategies For-

CRAFTSMANSHIP OF
ONE-TO-MANY SELLING PRESENTATIONS

A One-Time Only Training Day,
Limited Seating, June 14, 2014

ADVANCE ENROLLMENT ADVISED
Discounts Expire 12-22-13 or before

Speaking from the stage to sell – for 60 minutes or 6 hours, using tele-seminars or webinars, audio CD and DVD presentations, TV infomercials….

These need smartly crafted scripts and presentations.

Done right, they involve direct-response copywriting to be heard (not read). Speech-writing. TV writing and production – if watched, it’s TV (even if delivered online or on a DVD’s.) An understanding of the psychology of group selling. Adherence to tested and proven principles. SOLID CONSTRUCTION.

You’ll be hard-pressed to find anybody who has had as many successes with every single one of these One-To-Many Selling media and venues and methods as I have. Anybody who has done as much of this as I have, over 40 years, right to this minute. I’ve crafted group selling presentations, speeches, infomercials, etc. for a veritable Who’s Who of the speaking, seminar and infomercial fields. For million-dollar-a-year speakers, for numerous celebrities like Joan Rivers, for companies like Guthy-Renker, for franchisors’ and coaches’ Discovery Days. For local professionals’ seminars, workshops, in-office workshops. You name it.

You’ll find a brief ‘bullet list’ of some of these relevant “Wins” at the very end of this letter. Should you have any doubt that (a) I am THE guy to pay heed to, about One To Many Selling and (b) I possess experience-based know-how and fact-based information about this, including, yes, I dare say “secrets” that rises above that of even people excelling at use of one or more of these selling opportunities…the list at this letter’s end should convince you. Check it out. Ask yourself: who else can lay claim to this extent and diversity of experience? NOW, FOR THE FIRST TIME….
Now, for the first time, I am consolidating all this experience into a systematic explanation of everything I know to do, to raise the results in any One-To-Many situation. If you sell one to many by any means or could, should and would like to, I CAN ABSOLUTELY, SUBSTANTIALLY IMPROVE YOUR RESULTS – LIKE NO ONE ELSE CAN. IT’S JUST THAT SIMPLE.

Candidly, there’s a lot of SLOPPINESS, HASTE & WASTE in the way most people approach their One To Many opportunities and efforts. Some even forego script-writing entirely and arrogantly and foolishly leap on stage or in front of a camera or microphone and “wing it”. Freakin’ S-T-U-P-I-D. No other theatrical performance occurs this way. No other professional performer works this way. A Broadway play or a movie is planned, scripted, re-written, focus group tested, storyboarded, and rehearsed. Professional comedians from Leno to Seinfeld to Louie C.K. to Joan Rivers go to small clubs to try out and fine-tune new material before building it into a monologue or HBO Special. There is a science to crafting ANY and EVERY kind of presentation for intended effect. SALES presentations delivered One-To-Many in person or through media are sensitive. You need not risk guesswork. There are well-tested, well-proven structures and methods that yield top results.

I have created HUNDREDS OF platform-selling presentations for myself and for clients, including short speeches, 2 and 3 hour preview seminars, and full day presentations that have each been worth millions of dollars. These are done with the same pain-staking thought and engineering as a TV infomercial on which a half-million dollars will be risked. When there is much at stake, there should be much care taken. For me, this is formulaic. Systematic. I know what needs to be there, what needs to be done, and what needs avoided.

Even in instances where One-To-Many Selling is to be accomplished through un-scripted, un-rehearsed spontaneous conversation – as with one of the live, multi-hour discussion webcasts we’ve very successfully used within online product launches or with a panel discussion on a stage, live – there are known “success factors”, there is the ’3x5” Power Card’, there is some preparation.

My observation of almost every speaker’s presentations, every sales DVD, every webinar, every group pitch is that serious mistakes are being made, serious flaws occurring, important drivers of response omitted. In the past 5
years, of all I’ve seen, I’ve yet to see one I couldn’t significantly improve. This is not new. I used to get called on to rescue troubled infomercials. I have frequently “fixed” speakers – even taking a couple who were failing miserably and turning them into platform-sales killers, largely by re-crafting their presentations. I’m going to ask you to part with good money to be in a room with me for an intense day exclusively and entirely devoted to this kind of presentation craftsmanship. It’s fair to ask….

C’mon, secrets? It’s such a hackneyed, over-used term: secrets. Yet, because I have infinitely more and more diversified experience at this, and am called upon to craft such presentations repeatedly, and paid 6-figure sums to do so, it’s reasonable to say: yes, I know things that are secret to you!

I’ll violate a sales letter rule, and “show a little leg”. You can’t and shouldn’t judge the Training by these, but you can judge whether or not I possess useful, profitable, experience-based knowledge you could leverage….

On Stage Or In Front Of A Camera – Here are a few SECRETS…..

- There are “tells” the audience processes subconsciously if not consciously, that affect their buy/no-buy response as much or more than the words spoken, offer made, proof offered. People who play poker look for an opposing player’s “tell”. A silent signal he is likely unaware of or can’t control, that gives away the truth of his concealed hand of cards. Speakers, presenters, pitch-people have “tells” – that signal the audience, that convey the truth of veracity and value. If you understand these “tells”, you can discipline yourself to use them to your advantage.

- There is one single mistake made more often than all others, that sabotages One-To-Many Sales Presentations no matter how they are delivered. If you become the most vigilant watchdog and keep this mistake out of your presentations, your success soars.

- There are three mistakes made when incorporating testimonials, live or recorded. I’ve conducted over 3,000 (!!!) testimonial interviews, for TV infomercials, for live presentations and for audio and video recordings. I’ve “captured” some of the most effective testimonials for infomercials. I can tell you as absolute fact that few people really know what they’re doing when it comes to capturing truly powerful testimonials.
In Audio, Video Or Online Interview-Format Presentations – a few secrets….

• There is one “role” and “tone” for the host/interviewer to take, that out-sells all other options. • Why and how to hold interest for long and even very long presentations – in a short attention span world. (5 KEYS)

In Video or Webinars …a few secrets….

• How you can multiply authority, credibility, believability and captured interest – with one single production change and technique (Hint: pay close attention to the current and recent spate of TV commercials for investing in gold, starring actor William Devane) • The one key “scene” that belongs in every infomercial or online or on-stage equivalent (that is far too often omitted) – my friend Lenny Lieberman has made a fortune for Guthy-Renker with this (HINT: RICKY NELSON. BUT YOU WON’T GUESS IT!)

LOOK, WHETHER YOU ARE DRIVING TRAFFIC TO A SITE TO GET FOUR OR FOURTEEN NEW PATIENTS OR CLIENTS A MONTH OR TO SELL 4,000 UNITS OF A PRODUCT - YOU CAN’T AFFORD TO WASTE TRAFFIC! WHY NOT USE THE BEST TECHNIQUES PERFECTED BY THE SAVIEST DIRECT-RESPONSE ADVERTISERS RELYING ON PURCHASED AIR TIME TO SHOW THEIR PRESENTATIONS?

In The Sales Script…

• There is one element many go to great extremes to work around and omit – but that should be included every time • The one story that is MANDATORY – that responds to the one thing consumers are deeply concerned about even though they shouldn’t be, and are disturbed by its absence (even though they can’t enunciate why they’re disturbed) • Why and how to use The Bookend Strategy

THIS IS AN OPPORTUNITY TO BRING YOUR SCRIPTING OF SALES PRESENTATIONS UP A NUMBER OF NOTCHES IN SOPHISTICATION. THE SAME “GOLDEN KEYS TO THE VAULT” THAT I’VE INCLUDED IN EVERY ONE OF MY MILLION-DOLLAR SPEECHES BELONG IN YOURS – WHETHER YOU’RE GOING TO MAKE A PRESENTATION TO 12 PROSPECTS IN YOUR OFFICE’S CONFERENCE ROOM OR TO 1,200 FROM AN EVENT STAGE. GO INTO THESE SITUATIONS WITH THE CONFIDENCE OF “THE BULL-FIGHTER WITH MUSTARD ON HIS SWORD”!

Remember, you can’t judge the entire Training by these few ‘bullet points’ – but you can use the little glimpse to determine that I do “know this stuff – inside and out.”

A Lot Of Moving Parts for MAXIMUM Success

There is a lot to one-to-many selling success. There is the run up to it, set up for it. The environment. The physical choreography. Psychology. Structure. There may be, should be Demonstration. There is the offer itself. The order in which things are presented. The presentation of price. Some of this is
used in other selling activities, and is transferred to and applied here. Some of it is unique to One To Many Selling. This requires SPECIFIC KNOWLEDGE and CAREFUL CRAFTSMANSHIP.

When it all comes together, there’s no more efficient way to make money than with One-To-Many selling. The ability to craft these presentations is a very, very valuable ability, arguably a super power.

If I may, two illustrative stories, one old, one relatively recent…

NET INCOME INCREASED BY 350%

Years back, I worked with a company selling a relatively expensive business program. Their method was to generate leads, have a small army of in-house “tele-sharks” pursue and talk to those prospects – on average, requiring three to four phone conversations over days or weeks, and as many hours, to close a sale. About 15% of the leads were closed. The sales crew took a hefty bite, from 20% to 30% of the sale. The company netted about $100,000.00 a month. I changed the process to: (a) sending the leads a full presentation on audio CD and DVD (which converted about 4% of the leads – they ordered); (b) driving the leads to a one-to-many live tele-seminar with Q&A, done every 10 days - it converted another 3%; (c) then siccing a much smaller team of tele-sharks on the unconverted leads, with 2 weeks to work them - which converted another 6%; and (d) driving the still unconverted leads to a one to many tele-seminar with a drop down offer, which converted about 10%. In total, 13% for the main offer, plus 10% for the secondary offer. Steps (a), (b) and (d) involved no sales commissions. With all dust settled, the company netted over $250,000.00 a month, from the same lead flow. A 250% INCREASE IN NET PROFIT.

I tried, by the way, to implement a similar strategy at Weight Watchers International, but was unable to persuade its powers that be to invest and test. At the time, they generated one million leads a year. Heart-breaking, what might have been. I see in the news, their CEO recently quit, and they are clueless about reversing their declining enrollment numbers, and could be in trouble. This was a grand business originally built by people who taught themselves and understood One To Many Selling, ultimately in the hands of people with zero understanding of it.

$34-MILLION IN 1/4TH THE TIME

More recently, I took a one to one selling model that is almost a religion in an industry, replaced it with a one to many group meeting strategy, and produced $12-million in front-end revenue plus over $20-million of annualized back-end revenue in 1/4th the time ordinarily required.
At the core of both these situations – surrounded by many moving parts – is a **brilliantly crafted, highly effective presentation**. And that can be at the core of a great deal of success for you, too.

By the way, many great companies rely on or at least utilize One To Many selling. Tupperware, an enormously successful and profitable company, lives on One To Many. Disney sells its Vacation Club in group presentations on its cruise ships. Disney also organizes, hosts, fills seats for and derives profits from full days of One To Many presentations at its annual Flower & Garden Shows and Food & Wine Festivals held at Epcot. Infusionsoft has built a software company worth hundreds of millions of dollars in large part by One To Many presentations – defying industry norms. If you carefully examine the Forbes 500 list of the richest individuals in the world, the Inc. List of 500 fastest growing companies, and the Fortune 1000, you will find a majority making significant use of One To Many selling. They may not be known for it, like Tupperware is, but they’re in it just the same. And many who could be making much better use of it if their leaders knew what I’m going to hand over to you at this Training!

Today, the internet offers expansive opportunity for ‘live’ and automated One To Many selling that is far greater than anything we’ve ever had before. But don’t let that distract from just how many people and companies create superior incomes through live One To Many, even in small groups – the implant dentistry seminar held in-office, for a small group, that puts $200,000.00 of dentistry on the schedule in 90 minutes. The creative gardening workshop at Home Depot, that drives $50,000.00 into a single store’s cash register on a Saturday morning. The new-fangled scrub-brush funded on SHARK TANK, taken by Lori to Bed, Bath & Beyond stores (launched there with live demos) and to QVC – where 500,000 units sold the first month.

**IF YOU HAVE A GREAT “IDEA” OR UNPROVEN INVENTION OR NEW PRODUCT, A NEW B2B SOLUTION, A PROFESSIONAL SERVICE (HEALTH, FINANCE, ETC.), A LOCAL RETAIL BUSINESS, A RESTAURANT, YOU CAN SELL MORE, SELL MORE EFFICIENTLY, SELL WITH GREATER PRICE ELASTICITY OR LESS FEE RESISTANCE…WITH THE RIGHT ONE-TO-MANY SELLING APPROACH AND WELL-CRAFTED PRESENTATION.**

It’s hard for me to think of a business or profession where a great One To Many selling opportunity can’t be capitalized on. And it’s hard to think of anyone in any of the just named situations who won’t profit enormously by this new Training of mine, assembled from my unmatched experience.

**Just HOW Valuable Is This Know-How?**

The ability to craft powerful One To Many presentations marries a number of key skills brought to specialized applications: copywriting and script-writing, irresistible offer development, speaking, audio and video production, and, bigger and broader, “opportunity finding.” I routinely see this make 6-figure differences to small businesses, and 7-figure contributions to larger businesses. **NOTHING CAN HELP YOU SELL MORE, SELL MORE EFFICIENTLY AND SELL FASTER than the right application of a well-crafted One To Many presentation. Here are five ways my Training on this is “MONEY IN THE BANK” for you….**
#1: IF YOU NOW HAVE UNCONVERTED LEADS: this can convert more of them, thus lowering your waste, making each lead more valuable and allowing you to out-spend competitors or expand your reach in lead generation, to grow faster with the same capital and lead flow.

#2: IF YOU HAVE ONE ON ONE SALES APPOINTMENTS AND CLOSE FEWER THAN 60% FACE TO FACE OR HAVE A SALESFORCE OF 1, 10 OR 100 DOING SO: this can pick up with the “appointment, no sale” prospects thought valueless and extract value.

#3: IF YOU HAVE OPPORTUNITIES TO ACQUIRE CUSTOMERS THROUGH AFFILIATES, JOINT VENTURE PARTNERS, “HOSTS” AND/OR BY SPEAKING AT OTHERS’ EVENTS OR YOUR OWN ROAD-SHOWS: this can leverage these activities, secure more affiliate and partner cooperation (as you put more money in their pockets), and maybe even make power-strategies possible that, currently, are impractical.

#4: IF YOU WANT TO AUTOMATE PART OR ALL OF YOUR SELLING WITH ON-DEMAND OR SCHEDULED PRE-RECORDED WEBINARS TO WHICH YOU DRIVE TRAFFIC and you are going to spend money on the traffic, this can give you the highest-performing webinar possible – so you can bid more for traffic, get it from more sources.

#5: IF YOU HAVE A LOCAL PROFESSIONAL PRACTICE SUCH AS HEALTH CARE OR FINANCIAL SERVICES: this can be the basis for in-office group selling events that leverage your existent patient/client base and create referrals as never before. I guarantee you can add $20,000 to $100,000 to monthly income in just hours.

I could drag on, and name situation after situation, opportunity after opportunity. Again, NOTHING CAN HELP YOU SELL MORE, SELL MORE EFFICIENTLY AND SELL FASTER than the right application of a well-crafted One-To-Many presentation.

Now, do you need to brace yourself, for the fee?

The fee for this day will, admittedly, by some, be noted as a little stiff. For a day. But looking at it that way is small-thinking indeed!

I make no apology, but offer this explanation: we aren’t selling my insider information and experience by the pound, hour or day. This is exceptionally high value, practical value information, of a very specialized nature. A few notes from this day can easily
Craftsmanship of One-To-Many Selling Presentations

equate to tens of thousands, hundreds of thousands or even millions of dollars to anybody doing One To Many Selling, or who could be and should be. Some attending may be enabled in new ways, to use One To Many Selling. Many will already be doing it, and will leave here with improvements they can’t wait to employ. This day, more directly and clearly than many days of my training, is basically a big box of money. A very big box.

Last year, by special request from a long-time client I can’t identify, I did this same training for a group of just seven people. They each paid $10,000.00 to be there. Of course, they got some customization you won’t get. But you can pay almost 90% less. The fee for the day is just a tick above $1,500.00

If your One To Many Selling activity is important to you and an integral part of your business OR if you could enhance your business with such activity, then this fee is a no-brainer bargain. Obviously, owning a powerful One To Many presentation built from scratch or even marginally improved by being here can repay a measly $1,500.00 toot-sweet. (I could have stretched it to 2 or even 3 days and commanded $5,000.00 or more and had a lot of takers.)

Oh, and a quick word about the folks out there charging you a lot more than this to park you in a conference room for a day and put together a presentation to cookie-cutter template, sort of like playing the game Mad Libs. “Give a man a fish, feed him for a day. TEACH a man to fish, feed him for life.” This is a sophisticated art and science best learned and applied on a customized, situational, personal basis. It’s also an enormously valuable thing to actually understand. Of course I’ll send you home with plenty of good reference material. But I’m not manufacturing robots here, all using the same presentation with blanks filled in.

I promise you this: whether your opportunity is with One To Many Selling with 18 people in your office on a Wednesday evening or 180 people in a hotel meeting room or to 1,800 people via a webinar, or you can profit by sending a sales DVD or CD to prospects…..you can harvest a great deal more from any such opportunity if you really know how to craft those presentations. Further, I’ll wager the ‘Opportunities & Applications’ section of this day reveals opportunities for you, in your business, for One To Many Selling that haven’t even occurred to you. So, if you want an off-the-shelf template or two, save your time, money and trip. I’m not your guy. If you want to be empowered to craft top-performing
presentations for on-stage or by-media One To Many Selling, don’t miss this.

**WARNING:** I am doing this once. This is it. And, we already have a significant number of the available spots bought and paid for, by VIP Early Registrants who requested and were sent a way-in-advance opportunity. The discounts offered now expire December 22nd, but we may be entirely SOLD OUT! even before then.

Take a look at the relevant “resume” notes of mine, and some additional “bullets” about what I plan to cover at this Training. Then, if this is for you, register IMMEDIATELY. **Your value is guaranteed.** I never want unearned money. Stay the day, still take a fee refund at the end, if you find “nothing new under the sun”, if you feel I let you down for any reason.

DAN

PS: Did I mention, in all my experience, **NOTHING CAN HELP YOU SELL MORE, SELL MORE EFFICIENTLY AND SELL FASTER** than the right application of a well-crafted One To Many presentation.

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**Now you can profit from**

**A BILLION DOLLARS OF SUCCESSFUL EXPERIENCE WITH ONE-TO-MANY SELLING**

- Zig Ziglar said I was the best platform salesperson he’d ever seen – high praise from one of the all-time greats. But I was certainly not the best speaker. **My effectiveness has always been rooted in the craftsmanship** of the presentations themselves. • I have been paid as much as $100,000.00 in royalties from a speaker for re-crafting a platform selling presentation. “Fixing” speakers’ presentations and preview seminars has been an area of work over nearly my entire 40 years in info-marketing.

- Extensive, successful, high-paid work in TV infomercials for 20+ years, including involvement in crafting more than 150 shows. One of my independently produced infomercials set and still holds the longevity record for a pure lead generation show: 8 consecutive years on air nearly every day. My work with Guthy-Renker included contributions to infomercials for Think And Grow Rich, Tony Robbins/Personal Power, Victoria Principal, Pro-Activ and others.

- I have crafted, for myself and for clients, **more than 100 platform sales presentations, seminar presentations, audio**
cassette/CD’s, videos/DVD’s and webinars that have produced from $1-million to $25-million each. • I am currently paid no less than $18,800.00 to ten times that much to write these scripts and sometimes produce the audio or video recordings. • Several of my audio presentations were distributed to over 100,000, to, in one case, over 500,000 prospects. When a major network marketing corporation ran afoul of the FTC with an audio cassette it was relying on, I’m the guy who got the “9-1-1 call” to craft a replacement. • I have crafted successful group sales presentations for: chiropractic MUA (manipulation under anesthesia), chiropractic, dental, cosmetic surgery, investments, financial services, business opportunities, franchises, coaching programs, area exclusive coaching programs, business services, personal defense products (chemical deterrents), countless info-products, and more…..for consumer and B2B environments.

• On various occasions, for my own use, I have crafted one-time-use group presentations of critical importance – such as a presentation to a “leadership council” of franchise owners which produced a $2-million contract; a presentation to a select group of financial advisors that locked in over $3-million in revenue.

• I have been crafting presentations and speaking to sell since 1977. My most famous presentation, for The Magnetic Marketing System®, delivered for 9 years at all the SUCCESS events as well as in association, corporate, and niche boot camp environments, sold over $1-million a year for 11 years. • I haven’t lost my touch. In 2011, I crafted a speak-to-sell presentation for use at a client’s annual event, and generated almost $600,000.00 in 90 minutes. In 2012, I crafted and coordinated a live speech plus an online video series for a client that topped $500,000.00.

• My methods have translated to webinars and online product launch videos with great success. GKIC has had a succession of multi-million dollar launches, with my involvement in the crafting of the presentations.

• My “Discovery Day” format and strategies, applied by a number of clients, has generated over $56-million in the past 48 months alone.

In total, it will, I believe, actually be IMPOSSIBLE to find anybody who has crafted successful one-to-many selling strategies, formats and presentations for as broad a diversity of products, services and propositions, in every media and venue. If you can find and produce such a person, I will donate $5,000.00 to any charity of your choice or $10,000.00 to charities of my choice. For this One Time Only Training, I am synthesizing everything I’ve learned and developed from all this work with varied One To Many Selling situations, products, services, price points, and applications. Nothing like this Training has ever been done by anybody. It is unique. And uniquely valuable.
TO LOOK FORWARD TO, AT THE ONE-TO-MANY SELLING TRAINING

Lessons from The Amazing Kreskin and Houdini, and the “magic ingredient” most marketers FAIL TO INCLUDE in their video presentations – and I’ll show you actual examples

The “call to action” decision to be made regarding every video, webinar, etc., that most marketers get wrong

Why “perfect” is the enemy of optimum response: two examples that prove beyond any doubt that too polished of a video presentation damages the most important reaction required from viewers

There are FIVE CHIEF ERRORS made in video-taping testimonials. I’ll discuss all five.

The one “scene” mandatory for all successful infomercials in a certain product category….that should be copied by more marketers in more diverse categories

When you use a “panel” of testimonials on stage, live, in front of an audience, THE ONE THING you can do too multiply their effectiveness 10-fold VS. the one most common mistake that lessens their impact. (This is screwed up royally at most seminars!)

The best way to legally and safely present exceptional results of your best “champions” as claims of achievable results. (A tactic that has held up for 20+ years)

How I use “The 3-Act Play” for platform selling and sales presentations, webinars, audio CD’s, videos, etc.

The Surrogate Skeptic: why, when, where and how to use him – and why you NEED him

THE FACT THAT CANNOT BE IGNORED: all the top direct marketing companies driving prospects into stores, showrooms or sales appointments send out well-produced DVD’s – and do NOT drive people to webinars. These companies include Sun-Setter Awnings, Sleep Number Beds, Lifestyle Lift, 4-Hour Gym, AAG Reverse Mortgage, etc., etc. How you should respond to this fact.

The Content Mask: how to disguise development-of-demand as educational content and satisfy audiences as you sell to them
Craftsmanship of One-To-Many Selling Presentations

The 7 Things Your Audience MUST REALIZE AND KNOW As A Result Of Your Presentation, Before They Will Buy
(This list alone is worth twice the price of admission! It is my Governing-Law for EVERY one-to-many presentation in any and every media. It is adhered to by “giants” selling BILLIONS of dollars of goods and services annually with one-to-many presentations.)

The Secret of “Progressive Acceptance” and The Secret of “Stacking Benefits”

How to structure and use the Summary & The Signature Story

How to make the Act of Buying an Act Of Validation of Superiority – with a lesson from Zig Ziglar

Why, When & How To Make The Act of Buying an Act Of Rebellion – with a lesson from Glenn W. Turner (Dare To Be Great)

Offer & Upsell Structure

Three Things To Do, When Presenting To “Peers”

Three Different (Free) TESTS To Give Your Crafted And Planned Presentation – before you actually use it & Cheap ‘n dirty “Dry Tests” you can run with a presentation – before you actually use it

The Momentum Factor & Trial Closes: pros, cons, benefits, hazards and successful manipulation thereof

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