

A NOTE TO YOU

Why are we doing this? As an entrepreneur, I've had many experiences - some very painful and costly; others breathtakingly great and highly profitable. It is out of these experiences and many questions I've been asked over the years by CEOs of listed companies, senior executives of blue chip companies and fellow entrepreneurs like us looking for simpler ways, that I decided to share my ideas in this way. When I started MRI we made it our mission to spread ideas that push the human race forward.

My goal for the 10X CEO Boardroom Summit and the next weeks together is:

- To help you create a predictable way to attract high-quality leads. These are people you are suitably qualified to serve, people you made it your life mission to serve. These are people whose lives will be better off because of your service and your commitment to their outcomes or success.
- To help you rise above the noise of industry commoditization, and communicate your value offering powerfully.
- To help you close 100% of the deals you are meant to close, as often as possible, while you respectfully uncover and walk away from deals that are not a match for you as quickly as possible.

I hope that you will commit yourself to making the application of these lessons a routine part of your business, that you will take imperfect action IMMEDIATELY and that you will start building super-reserves of cash which will, in the long run, help you build a business for the future driven by a powerful strategy.

Please note that I am NOT a medical, legal or financial advisor. Instead, I am a student of life and a servant of humanity, and I'm merely sharing ideas, insights and practical steps that drive my outcomes in life. My hope is that some of these may help you too. If you need help in the areas of medicine, law and finance I urge you to seek a relevant certified professional.

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Best Wishes
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