

UNLEASH YOUR BUSINESS DNA

2-Day Masterclass Surgery, June 30 & July 1, Dubai

A Highly-Practical, Hands-On and Complete Program on Creating, Launching & Growing a Profitable Business
You Will Discover Over 500+ Proven Tactics for Getting Maximum Business Growth Results in 10 Full-Hours
This Program is a Must for Anyone Serious about Starting a New Business or Growing an Existing Company

HOW TO MAKE US\$100,000.00 OUT OF THIN AIR or YOUR MONEY BACK!



Masterclass Surgery Objective: A 2-day program to equip you with highly-practical learning which is relevant in today's tough times and based on real-world entrepreneurial business knowledge that's proven to get results. To help you learn how to create, launch, build and grow a successful business during a recovery economy.

Masterclass Surgery Results: For each program participant to leave the room with a 'Business DNA Blueprint' and required entrepreneurial know-how, to 'create a business' or 'launch a business' or 'grow an existing business' into a money-making machine, then position it to sell one-day and exit with cash in your bank. Furthermore, if you are currently employed and thinking about setting-up a business, this program will help you reach a major decision – as to whether you should or shouldn't do it and whether you have what it takes to become prosperous.

Our Guarantee: "If you do not learn how to make US\$100,000 out of thin air for your business or unsatisfied with the program in anyway by lunchtime, we will give you 100% of your money back, with no questions asked."

Masterclass Surgery – 10 Mega-Modules Covering 500+ Proven Business Tactics:

1. Understand the process of innovation, brainstorming and testing ideas
2. Understand the nuts and bolts of what makes a business really work
3. Understand cash-flow principles and the methods used to attract it
4. Understand why getting paid, finding finance and getting credit is a must
5. Understand the secrets of highly-successful entrepreneurs and businesses
6. Understand why 97% of people fail in business within 9 months or 7 years
7. Understand why starting a business in a recession is easier and a smart option
8. Understand the bootstrapping habits of successful small business owners
9. Learn how to prepare and write a simple business plan that gets results
10. Learn how to get clarity with your business idea and brand positioning
11. Learn how to present your ideas to anyone, anytime and anywhere
12. Learn how to launch your business successfully with little or zero capital
13. Learn how to acquire profitable customers, partnerships and dream teams
14. Learn how to build management, marketing and operational strategies
15. Learn how to assess your entrepreneurial profile and the best way of using it
16. Learn how to assess business models and why most fail to make profits
17. Develop your ability to spot winning ideas and lucrative business markets
18. Develop your ability to create winning strategies, processes and best practices
19. Develop your ability to sell and market your ideas, products and services
20. Develop your ability to create opportunities out of thin air that make money
21. Develop your ability to market your ideas to thousands of people quickly
22. Develop your ability to overcome any future adversity or tough times
23. Develop your ability to use business social networks to your profitable advantage
24. Develop your ability to spot the right buyer for your business and retire



“Reg Athwal is a business sage for our times. Whether you are an employee, entrepreneur or a leader of a major business you need to find a way to connect with Reg to hear his rare blend of wisdom and practical advice. A seasoned businessman himself, his work with clients consistently achieves rapid bottom-line results. Reg travels the world sharing his proven ideas with energy and enthusiasm, with those wise enough to secure his services.”

Matt Crabtree, Managing Director, Positive Momentum Limited, UK

Masterclass Surgery Program Leader - Bio:



Reg Athwal, IFFPS, FPSA is the Founder of RAW Group LLC with offices in London and Dubai, and Co-Founder & Chairman of OneTVO. He is also the Past President of the 'Professional Speakers Association' of the United Kingdom, and Founding Chairman of the 'Professional Speakers Association' of the Middle East. Prior to becoming a strategic advisor to CEOs and a world renowned professional speaker, Reg has built numerous start-up and fast-growth businesses since the age of 17, and bounced back from bankruptcy at the age of 21 to build his first million-dollar company by age 26. One of his ventures was established with only US\$14,000 and built into a US\$20million company in 4.5 years. He is the creator of the 'Unleash Your DNA' brand that has impacted over 1 million people, with over 30,000 CEOs having been through his 'Unleash Your DNA' private sessions and listened to his talks in 40 countries since 2002. He is also the creator, organizer and regular host of the non-profit 'Unleash Your DNA' Community gatherings and seminars in UAE, which have impacted over 3,000 lives.

Reg is an approved expert resource and speaker to the world's most influential and private CEO organizations to include: Vistage International, The Academy for Chief Executives (ACE), The Entrepreneurs Organization (EO), The Young Presidents Organization (YPO) and The World Presidents Organization (WPO) and The CEO Clubs. His personal success story, business case studies, best practices, methodologies, tools and extensive research have been shared at Oxford University, The University of Chicago, Hult Business School, Cranfield University, SP Jain Institute of Management, MIT College of Management and hundreds of other schools and colleges. He is a world-class expert advisor, keynote speaker and professional moderator for prominent events.

Reg is also a USA bestselling co-author, writes regular articles for leading business publications and is frequently inspiring people on radio talk-shows. Athwal in 2008 became a producer and host of numerous TV shows on 'OneTVO' including 'Talking Tycoons' interviewing billionaires. Athwal at present is investing majority of his time building his latest venture 'OneTVO' into a global company, whilst continuing to educate, inspire and inform millions of people with his 'Unleash Your DNA' books, speeches, masterclasses and non-profit gatherings.

Visit: <http://www.rawltd.com> to watch 10+ videos and read over 100+ client and participant testimonials
30 people graduated from our last masterclass; you'll also receive **\$500.00** worth of **FREE** e-books after graduating

Masterclass Surgery Investment:

- **Only 5,500AED (USDS\$1,500.00) for the full 2-Day Program; June 30th & July 1st 2010; 10am to 6.30pm**
- **Special Offer:** Book before **16th May** and receive a **25% Discount** + you can bring a **GUEST for FREE**
- Payments can be made by Cash or by Cheque (AED) in advance, with cheques payable to 'RAW LLC'
- Payments can also be made by all major Credit Cards via PayPal – a Payment Request can be emailed to you
- Once a Seat is Booked and Confirmed by Email and Invoice sent, a 100% cancellation policy will apply
- Venue: Holiday Inn Express Hotel, Dubai Internet City; Investment includes Full Refreshments and Lunches



10% of our Profits will be donated directly to the Giving Africa Charity – www.givingafrica.org

PLEASE NOTE: We will not be selling or promoting any other products or services at this event. This is a 100% all-inclusive one-off learning event with no additional investment required.

BOOK NOW: TO RESERVE YOUR SEAT(s), EMAIL: REG@RAWLTD.COM WITH YOUR NAME(S)

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