



advertising kit

RETHINK YOUR

SUCCESS MINDSET



How Entrepreneurs,
Salespeople & Leaders
Shift from Stuck to
Successful
...Fast!

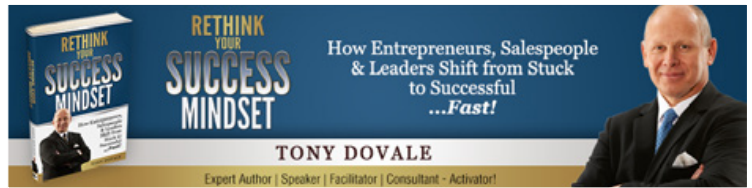
TONY DOVALE



YOUR AD HERE



EXTEND YOUR REACH



Book Retailers

(These books will be sold via national book chains such as Chapters, Barnes & Noble and Amazon.com)

Logo Placement

(Whenever anyone sees this book, they will see your logo.)

Author Appearances

(Where appropriate you will be invited to participate when author makes appearances.)

Author Speaking Engagements

(Logo placement on all press releases for TV, Radio, Newspaper, Magazine interviews.)

Author Public Seminars

(Banner + exhibit at author speaking engagements and seminars.)

Book Tour

(Exhibit at book tour event.)

National Sponsor Events

(From speaking engagements, trainings, book launch tour, promo events marketing.)

Author Website

(Your ad and logo linked from author and publisher websites.)



Massive PR Campaign

(Logo placement on all press releases for TV, Radio, Newspaper, Magazine interviews.)

Social Media Campaign

(Logo placement on all social media sites such as Facebook, YouTube, Twitter, Slideshare.)

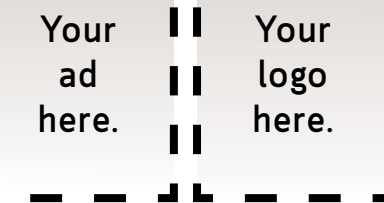


Postcard Campaign

(Premium logo placement on front of promo postcards.)

Email Marketing

(Once an author builds their list, they can send 40,000 - 60,000 emails per month, which means you are receiving 720,000 impressions every year just from the emails going out to the author's list.)



Sweepstake

(Your ad features prominently on our Sweepstake website.)

FREE Book Giveaway

(Premium logo placement on front of FREE Giveaway postcards.)

Red Carpet Wall

(Premium logo placement wall at all launch events.)

How Much Does All This Cost?

Just buy between **50-150 copies** of the book!
(It's a self-funding advertising program.)

iPhone & iPad App

(Logo placement and link within the authors mobile app.)



THE BOOK

DESCRIPTION

Everyone wants to be “successful”. 2 Problems: Actually getting to take action, and the second problem occurs when you get your success, only to discover that it has all been a waste of time and effort!

Tony Dovale has invested most of his life exploring, testing and developing a fool-proof strategy to ensure true success. He will:

- Show you how to ReThink success and build a winners heart-mind-set.
- Help you to discover what’s keeping you from achieving your dreams.
- Show you how to remove your invisible Limiting Beliefs and Negative Self Talk.
- Reveal how distractions and automated avoidance actions are stealing your success.
- Share how you can use the 4 levels of inspiration to transform your results.
- Uncover how you can be 7 times more valuable than others in your business or team.

He shares his wisdom of Means-Goals versus Ends-Goals, and how failure is success with the right mindset. His powerful Mindset Mastery system stops the lies that prevent you from delivering optimal efforts and achieving exceptional results. Tony steps you through the Success Ensurance process to ensure success with greater self-esteem and a new Identity via his LifeShift Formula Won Success Ensurance system that works every time!

Tony shares the secrets to the first inner-war that you must win to ensure true success, and how to get the drive to ensure you focus and take SWIFT Action to neutralize and counteract Learned Helplessness. His wisdom includes why making decisions can be dangerous to your success, and the importance of your mindset, emotional and energetic state because Mindset really matters.

You will learn how to push past procrastination and rational resistance with your CORE driving passion fueled by your Soul that will ensure greater freedom, love, abundance, peace and joy when you become your own Success Alchemist.

To achieve this you must learn how to manage and protect your CORE energy and mindset; remove your hidden though- viruses that are stealing your dreams, and use the power of The Gladiator Activation Protocol that will SEAL your SWIFT actions, and destiny to ensure Success. This includes Tony’s new 5 step system to activate your PURPOSE, and how to build a winners growth-oriented mindset to RE:THINK Success.

"The key to true success is... to RETHINK and transform your existing limiting beliefs and goals' values into a dynamic mindset that ENSURES... SWIFT action and true success."

Tony Dovale



THE BOOK

"90% of people will never achieve true success unless they discover the Wisdom and Success Ensurance process developed over 35+ years, that I share freely here in my LifeShift True Success Ensurance System."

Tony Dovale



DISCOVER

A growth-oriented mindset that is bullet-proof ENSURES SWIFT action and true success.

- How to enhance your value to your business by 7 times more than others.
- Beat procrastination & take SWIFT action to create true success in every area of your life.
- Learn to THRIVE with awe-inspiring resilience and optimism during difficult times.
- Increased mental awareness and choice, dramatically increasing your leadership abilities and success potential.
- STANDOUT by dramatically improving self-confidence, self-esteem with Gladiator Activation Protocol and SWIFT action.
- Radically enhance your energy, decision making and focusing ability.
- Greater ability to make clear decisions, choices and ENSURE SWIFT action.
- How to permanently eliminate fear, anger, frustration and anxiety.
- Dramatically increase your overall self-mastery, success, peace and happiness.
- Corporate Soul Surgery to transform mindsets, teamwork, leadership effectiveness, organisational culture and actions.
- Discover & release - what's been holding you back all of your life.
- Tools and strategies to transform your mindset forever.

REACH YOUR TARGET AUDIENCE

Advertise In a Published Book

We are offering an opportunity for you to benefit from all of the publicity that will be generated when we launch this book and a way for you to advertise in the book itself putting your company directly in front of the readers of this book.

You've NEVER seen anything like this before! Advertising in the back of a book! You will be shocked about how little this costs compared to the numerous benefits.

We are doing a section at the back entitled, "Resources The Author Recommends" and you can place an ad for your company in the back of the book, be seen at every point when the book and/or author is promoted or publicized.

This is NOT for everyone. Dozens will apply but we are only taking one (1) company per industry so if this interests you please be in touch as soon as possible to see if your industry is still available.

If you want to position yourself and your organization in front of smart People who are active and proactive in developing themselves and changing the world for the better, then this proposal will be very exciting to you.



CONNECT

WITH ASPIRING ENTREPRENEURS,
ENTREPRENEURS, LEADERS, PROFESSIONALS
AND SUCCESS ORIENTED PEOPLE



"80% of people who embark on their success journey are doomed to fail dismally until they move past their old Mindset and Means-Goals focus. Anyone can become truly successful in less than 30 days by ReThinking their rules of success."

Tony Dovale

2014 RATE CARD

	BRONZE	SILVER	GOLD	PREMIERE
	Buy 50 Books	Buy 75 Books	Buy 100 Books	Buy 150 Books
Full Page Advert Placement for the Lifetime of the Book	✓	✓	✓	✓
Banner & Exhibit Booth at Book Launch Gala	✓	✓	✓	✓
Link on Campaign Website	✓	✓	✓	✓
Marketing Materials Co-Branding (Logo Placement)	✓	✓	✓	✓
Inclusion in Ongoing Social Media Campaigns	✓	✓	✓	✓
Link Placement in Promotional Email Marketing		✓	✓	✓
Industry Exclusivity		✓	✓	✓
Banner & Exhibit Booth at Public Speaking Events			✓	✓
Banner & Exhibit Booth at Author Public Appearances			✓	✓
Be Interviewed By Author & Have Comments Included In The Book			✓	✓
Product Placement within Book			✓	✓
Logo Placement in TV/Radio/Magazine/Newspaper Press Releases			✓	✓
Logo Placement & Link Within Author iPhone & iPad App				✓
Author Endorsement from Stage				✓
1 Hour Author Keynote Speech/Workshop (Value \$7,500)				✓
Investment	Buy 50 Books (R14,750)	Buy 75 Books (R29,500)	Buy 100 Books (R44,250)	Buy 150 Books (R59,000)
Inquire about "Feature Profile" and/or "Chapter Contribution."				



BOOK ORDER FORM

Tony Dovale

Expert Author | Speaker | Facilitator | Consultant-Activator!

BUSINESS INFORMATION

Name

Address

City Suite/Apt #

Prov/State Country

Telephone Postal / Zip Code

Fax

Email

PARTNERSHIP PACKAGES

Bronze
R14,750

Silver
R29,500

Gold
R44,250

Premiere
R59,000

Price R

Tax R

TOTAL R

PAYMENT DETAILS

EFT Check Visa MasterCard American Express Other

Name on card

Credit Card # CVV

Expiry Date

Signature Today's Date

- I agree to supply print-ready black and white artwork for my advert.
- I will receive all of the benefits listed on the previous page for the level I select. This also INCLUDES _____ FREE books which I can sell and keep all the money without royalty to the author.
- I understand that the book will not be printed until TBA.
- I authorize **Tony Dovale** to debit my credit card for the option selected above.

Signature Today's Date

THE AUTHOR

Like many leadership experts and business success authors, Tony Dovale has seen the words leadership and success defined numerous ways. Is it all about the situation, or being a leader or Greeder? Is REAL Leadership and true success meant only for a "chosen few" who are allowed to rise, like cream, to the top? Or, could you make it a different story that transforms and transmutes your life? With over 3 decades of executive/business facilitation, coaching, speaking, and more importantly, real-life-hands-on-in-the-trenches business experience, Tony Dovale's view is radically different from the fossil descriptions of leadership and success.

Tony appreciates, and shares with participants, that leadership is a moment-to-moment deep consciousness, mindfulness and choice. Leadership is definitely not about titles, occupations or position. SWIFT Leadership is for everyone, everywhere, on every level, every day. It's how we should be living our lives - moment to moment. Heart to heart. Mind to mind and Soul to Soul.

"Corporate Soul Surgery"

Tony, is sometimes referred to as the "Provocateur" or cage-rattler, for his aptitude to shift perspectives, performance and results. He is also titled the "Soul Surgeon" for his deep personal transformation and mindset activation skills that unleashes and engages the best in people, teams and companies. Tony's approach is experiential, action-learning focused, practical and street-savvy. Tony fuses real-life experiences and stories together with his profoundly impactful techniques to connect and commune with his participants in an intimate, intense and inspiring manner. This takes you to the next-level of possibility in your success: Life, leadership and team efficacy.

High Performance Organisations & Leadership

In recent years, Tony had firsthand experience of the real impact that engaged, happy, resilient and

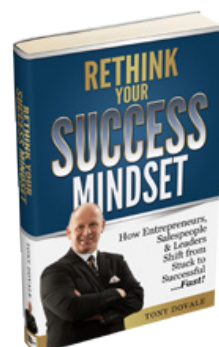
inspired employees and effective leadership can have in creating High Performance Organisations (HPO). He is a certified coach & facilitator of the Science of Happiness@work™, and continues to work with the best and most powerful tools available in the High performance Organisations and effective leadership development field. These include Neuro Science Leadership, Tribal Leadership principles, High Performance Organisational Framework (HPO), Appreciative Inquiry, Mindset Mastery, Psycap and Blue Ocean Innovation.

Inspiring Author:

Tony is author of SoulShift - Words to Move your Soul, and also, *Rethink Your Success Mindset* book and Leadership Development process. Tony is also the designer and facilitator of the 6 phase Formula Won Success Ensurance System

Prior to his leadership efforts, Tony, a coach and facilitator by study and passion, created, managed and marketed a successful Community Radio Station (CANI 94.7FM), as well as Bop Broadcasting Media Sales for 5 channels. Tony is also an expert Business Speaker, Real Team Building Architect and High Performance Organisation Leadership development facilitator.

Tony has committed the last 36+ years of his life's journey to exploring and discovering the most powerful human potential development and business transformation technologies - enabling him to assist and support people & teams in becoming more of who we truly are capable of BEing.



ADVERTISE IN HERE

BOOK INFO

Title : **RETHINK Your Success Mindset**

Subtitle : **How Entrepreneurs, Salespeople & Leaders Shift from Stuck to Successful...Fast!**

ISBN : **978-1-927892-21-3**

Release Date : **TBA**

Pages : **188**

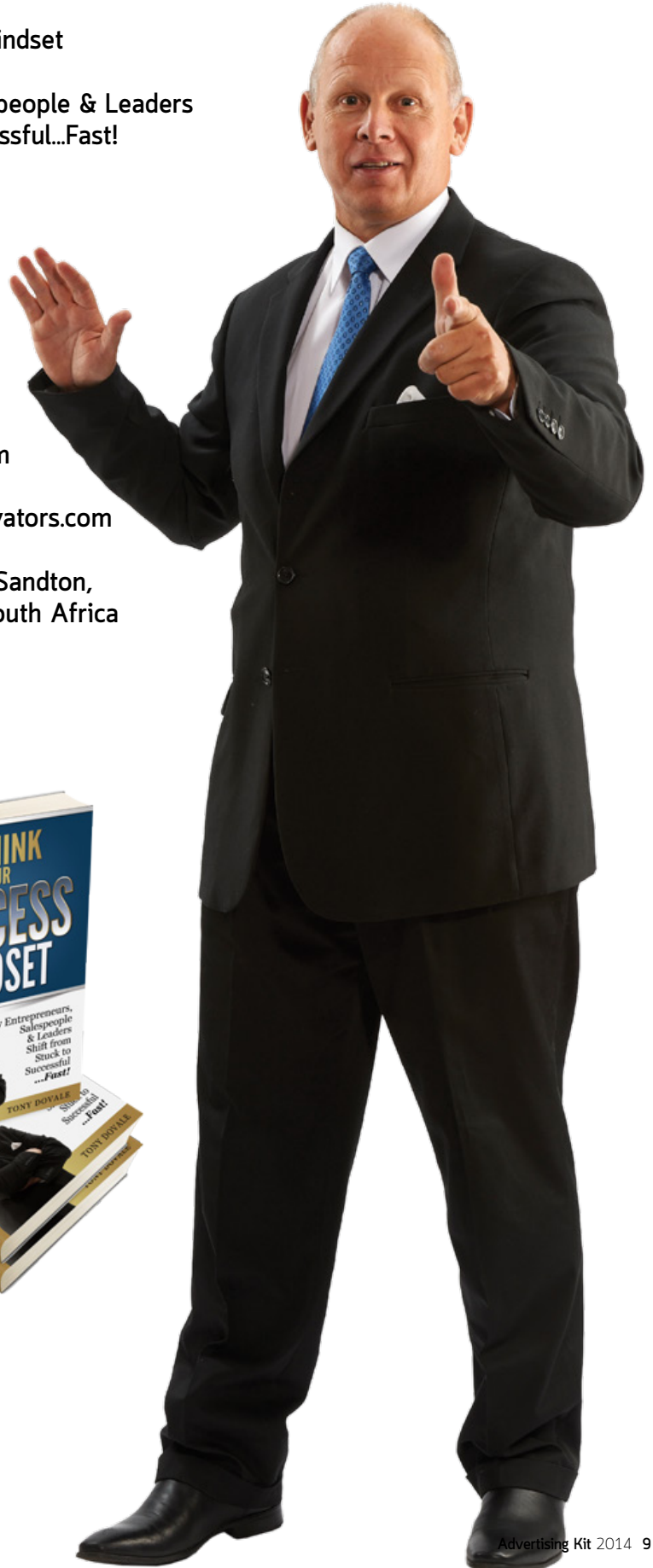
Price : **\$34**

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Publisher

Black Card Books

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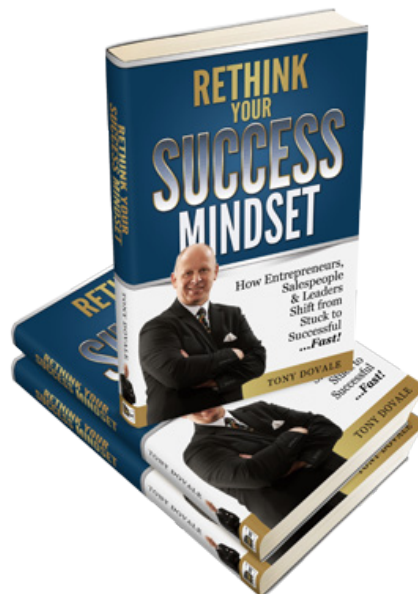
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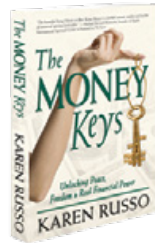
Books Published by Black Card Books and Results

(Small Sample!)

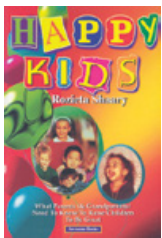


tinyurl.com/annamusson

Author seen on TV, Radio in Australia including



tinyurl.com/author-karen-russo
Speaks to thousands via national speaking at conferences.

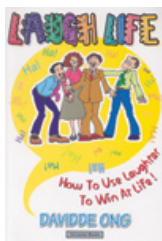


Author offered the book for FREE in newspaper ads.



tinyurl.com/author-cynthia-barnett

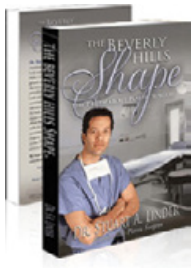
Author appeared in Time Magazine and other national media outlets.



Author uses the book to book speaking engagements for national conferences.



The Washington Post



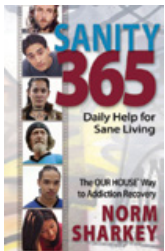
Featured TV Appearances



tinyurl.com/linder-media



tinyurl.com/author-jean-ann-dorrell



Author uses the book as a fund raiser for a non-profit charity.



theguardian

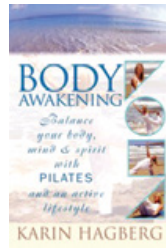


tinyurl.com/author-anita-jackson
Author appears regularly in media in UK. Even received a congratulatory letter from The Queen.





tinyurl.com/author-susan-harley
Susan Harley packages her book with products and sells it in gift and maternity shops throughout Australia.



tinyurl.com/author-karin-hagberg
Karin uses the book to get publicity and also to attract customers.



Uses his book to speak at home shows throughout Australia.

Advertising in a book makes so much sense because...

It's an ad but it doesn't feel like an ad.

When people are reading a book they are in an educational mode; their minds are wide open.

Authors are perceived as trusted experts. Their endorsement is powerful for you.

The promotional possibilities around a book are limitless.

A book is the key to open the door to publicity on radio, TV, newspapers, magazines.

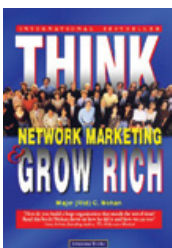
You get instant differentiation.

Books are never thrown out. Your ad will have longevity.

Authors are invited to speak to large groups.



Oddmund Berger uses the book to get publicity. He also gives his book using our "My Mentor" technique.



Used his book to recruit a sales team of over 10,000.