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December 6, 2005

INVOICE

TO: _____

FROM: DO YOU ZOOM, Inc.

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| Attendance at Seth Godin day-long seminar | \$1650 for one person |
| | \$ 4950 for four people |
| | \$ 9900 for nine people |

Payment must be received in advance. Do not send payment until you've got an email confirmation that you have seats held for you. Write to sethgodin@yahoo.com to get your invite. Tell me who you are and what you do.

There are ten free seats available for non-profits, available by application (see next page). You must be accepted for a free seat before sending your deposit.

In order to hold your seat, I must receive your payment within ten days of your invitation. Send it to the address above, with a check payable to Do You Zoom, Inc. along with the names of those attending. Sorry, we don't take credit cards, but PayPal is fine (and they take credit cards... inquire with Seth first). If you heard about this seminar on a blog, please tell me which one.

There is a money back guarantee for anyone who attends and finds that the seminar isn't as promised.

APPLICATION FOR NON-PROFITS

There are a limited number of free seats available for non-profit organizations, by application. If your application is approved, I'll let you know by email. Then, send in your payment (as on the previous page). After the seminar, I'll mail you back your payment. I do this because the last free seminar I did for non profits, four of your peers reserved seats (taking the space others could have used) but, since no money was at stake, didn't bother to show up. And these were execs from nationally-known charities. It really irked me. This is more fair.

The application:

Tell me by email (sethgodin@yahoo.com) the answer to these four questions:

1. What does your non profit do?
2. What is your job there?
3. How much money do you spend each year on marketing or outreach?
4. How many people do you impact?

These seats are always the first to go (probably because they're free...) so I apologize in advance if you're disappointed and can't get in.

DETAILS

It's back.

By popular demand, the day-long Seth Godin Whiteboard Seminar is going uptown.

Last year, I only ran four seminars, so if you've been waiting, here's your chance. No promises about when it might happen again—they take a lot out of me.

On Thursday, January 26, you're invited to attend an all-day seminar with me in New York. It will be held in the beautiful The Harold Pratt House located at 58 East 68th Street, New York, NY 10021. As you can see from the picture, this majestic brownstone is totally upscale. Most days, it's the headquarters for one of the most prestigious thinktanks in the world.

WHO IT'S FOR:

Brand managers, CEOs, entrepreneurs... Actually, anyone who's working to spread a big idea about a product, a service, an organization, a rock group or an open-source piece of software. Anyone with a website. And especially for people frustrated with the status quo.

The seminar is about the way you market, it's about managing people in times of change, and most important, helping great ideas spread.

In the past, senior managers from Fortune 100 companies have sat next to solo entrepreneurs and even ministers. Non-profits in a hurry to grow have benefitted, and so have long-time marketers from traditional industries. The man running one of the world's most successful book publishing companies has participated, as did the deputy campaign manager for a nationwide presidential campaign.

Some of the people who have written me the nicest letters afterwards have been CEOs of very tiny businesses. I've also been privileged to watch huge companies embrace some of these ideas and run with them. One thing is certain: it will change the questions your colleagues ask, which is the point.

Bring your boss. That's the big win.

WHAT'S COVERED:

The morning is devoted to a blazingly fast, high impact overview of several of my books. The purpose is to give you the ammunition to sell these ideas to the people you work with.

The afternoon is nothing but riffs about *your* organization and *your* problems. By taking them one by one and talking them through, you not only get direct feedback on your issues, but you quickly see how there are only a handful of answers to just about all that

ails everyone's marketing challenges. In other words, once you hear other people work through their issues, it's a lot easier to handle yours.

THE FORMAT:

It's interactive, but it's very much my show. I talk a lot, push you a lot and end up exhausted in a heap at the end of the day. The more you bring with you, the more you get back. The best seminars are filled with people with big issues, provocative solutions and a desire to speak up.

THE GUARANTEE:

If you don't think it's worth what it costs, send me a letter when you get home and I'll refund your money. Alas, no refunds for no-shows.

HOW MUCH?

There are ten slots for non-profits. These are available by application (see this file for details). It's free to the ten accepted, but you pay in advance and I send you a refund if you show up.

A standard seat costs \$1,650 for the day. Coffee, lunch and snacks are included. I promise you'll get to ask your questions and talk about your organization.

If you buy three seats for your colleagues, the fourth is free. Buy six and get three free. Feel free to round up friends and come as a group if you like.

It's sort of by application, but applying early increases your chances I can find you a slot.

We don't bill, you have to pay in advance. See this file for details.

THE DETAILS:

Feel free to arrive as early as 8:45 am at the venue. The event begins at 9:15 sharp.

We work all day, right through lunch until 4:30 pm.

It's in mid Manhattan, in the fanciest neighborhood in North America, so hotels and cabs and airlines should be easy to identify and book. You're on your own.

Please don't call me and tell me you're late or you're lost!

BLOG REFERAL BONUS:

If someone mentions your blog when they register, I'll pay you \$100. One blog per registration, of course, but no limit on bonuses per blog, naturally.

FULL?

When the seminar is full, I'll edit this post and tell you. Until then, feel free to submit your registration info.