

# ENTREPRENEURIAL INSANITY

## End the Insanity!

A life-changing "boot camp" for business owners who have lost sight of the freedom that owning a business was supposed to bring. **For business owners only. No managers, supervisors or staff allowed.**

End the Insanity! - Part A:

### Resisting Success: The Amazing Truth Behind Business Failure!

Some people think themselves stupid. Others think themselves rich. You actually have a choice! How you view your own circumstance and attitude directly impacts your bank account. Think yourself rich.



Perhaps you have heard about those "head-shrink" weekends where you are dragged kicking and screaming back into your childhood to uncover all of the things others did to you that you can now rely on to be the way you are – and proud of it. Well, this is not one of those.

Perhaps, on the other hand, you know that greater success and freedom as the owner of a business and employer of people is just outside of your grasp -- and just a little insight from the outside might help you make that leap.

Business owners, by and large, fit into a psychographic profile that make many people love them and what they do.

Unfortunately, this "style" can set them up for only modest success as business people. This does not have to be. Love your customers and feel the appreciation – but, make a profit at the same time! This powerful session will turn your world upside down with new ways of thinking that will allow you to be true to your roots, but grow your business ethically and powerfully. This session will be a powerful mirror for you to look into that may very well change your life!

## End the Insanity! - Part B:

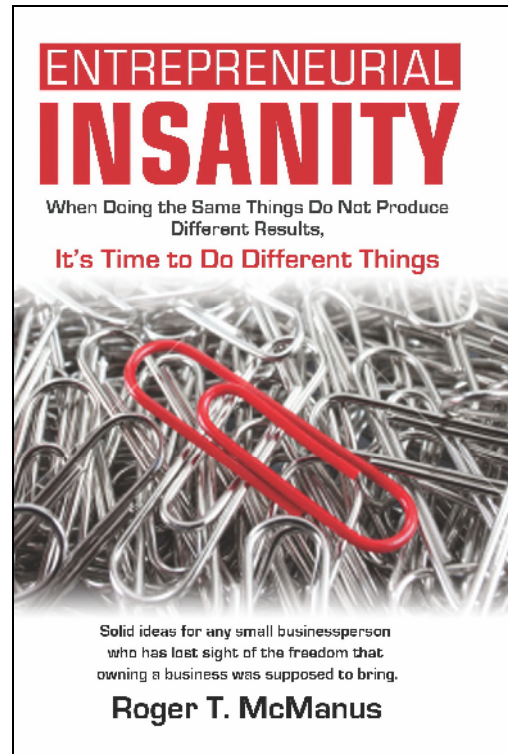
# ***Entrepreneurial Insanity*** in Real Life Terms

An examination of the REAL reason people open their own businesses. And, it's not about the money! Presented by the author, this book comes to life before your eyes. Life-changing exercises in this session!

Ask any truly aware entrepreneur why he or she has his or her own business and the answer always boils down to some variation of the word "freedom". Sure, money buys you freedom, but having money does not make you free. Ask the owner of an amazingly successful retail store who is making money

hand-over-fist, but has to be in his store 100 hours a week to make it happen. Money? Yes. Freedom? Hardly! It's insane!

The idea of owning your own business is intoxicating. No boss to tell you what to do; you're in charge and get to make all the decisions. Until something goes wrong. Then having someone else to handle the headache seems a little more appealing.



Well, things *will* go wrong. That is how it works. Planning for those eventualities separates the entrepreneur from the small business owner. Stated differently, it separates those who own a job from those who own a business. An asset. *If you are vital to the operation of your business, your business has no value.* It's a job!

Stop owning a job and start owning an asset! Every attendee will receive a free copy of *Entrepreneurial Insanity* signed by the author.

## End the Insanity! - Part C:

# Steps Toward Systems

Completely systematizing your business will take a little time. But, to do it at all requires an outline and a picture of what it should look like when you are finished. This session will give you a tremendous boost toward that objective.



Every element of your business can operate on a system. If you cannot visualize that, you will be limited to owning and operating a small business until you pass it on, burn out on it, or die. Chances are very slim that you can ever sell it for a profit

You must have systems because you simply cannot do everything yourself. Even if you delegate and tightly supervise, you cannot manage all the aspects of a business that is growing. Virtually any aspect of every business can be systematized.

To get a quick image of a systematized business, think of how many types of businesses are franchised or have multiple locations under one ownership. You know the founder is not managing everything. How does it all get done?

## End the Insanity! - Part D:

# Taking it Home

Seminars are great at motivating the attendees. Unfortunately, as soon as they get home, reality hits. Things to do, emergencies to address. Reality! All of the energy the seminar attendee accumulates during the process suddenly dissipates as soon as he or she gets home. Few seminars address this. This seminar is not one of them.

The processes you will learn at **End the Insanity** may not make you more popular back in the workplace. Some of your loyal employees will not seem so loyal as you make hard decisions, institute new rules and demand accountability. Others will understand and relish the responsibilities with which you (must) now trust them.

This session will give you the strength and resolve to use what you learn; put into practice what you experienced. You will preserve the value of everything you wanted to accomplish by attending. And, it will be difficult. You see, your managers and employees did not attend. But, you will go home with the tools necessary to make it work; end the insanity; achieve the freedom you sought when you opened the business to begin with.





## BONUS SESSIONS

The evening between Sessions B and C will allow participants to get together in discussions about what they learned and how they will apply it to their own businesses. This is the time to establish friendships with other business owners from around the country. These sessions will also form the basis for post-seminar Mastermind Groups to keep the process energized and the commitment to achieving entrepreneurial freedom alive.

## SEMINAR DETAILS:

**SCHEDULE:** All Seminars in the Series will follow the same pattern:

**DAY 1:** Session A: 9:00 – 12:00  
Session B: 2:00 – 5:00  
Bonus Sessions 7:00 – 8:00 and 8:30 – 9:30

**DAY 2:** Session C: 9:00 – 12:00  
Session D: 2:00 – 5:00

**VENUE:** All Seminars will be held at high quality Airport Hotel properties with free pick-up service and free Internet service in sleeping and meeting rooms. All properties will have room rates between \$79 and \$89 each per night. Meals are on-your-own, but may be organized for greater interaction.

**THE COST:** The price for this life-changing seminar is **\$497**.  
(**\$100 discount** for **ICE** Members -- see below)

# 2010 LOCATIONS:

## CHICAGO

July 25 & 26

Four Points by Sheraton - O'Hare

Room Rate: \$79

Reservations: (847) 671-6000 Request rate code ICE

[Register for CHICAGO by clicking HERE](#)

## PORTLAND

August 19 & 20

Holiday Inn Airport

Room Rate: \$79

Reservations: (503) 256-5000 Request rate code ICE

[Register for PORTLAND by clicking HERE](#)

## HOUSTON (Hobby)

Sept. 11 & 12

Hilton Hotel Airport

Room Rate: \$89

Reservations: (713) 645-3000 Request rate code ICE

[Register for HOUSTON by clicking HERE](#)

## MINNEAPOLIS

October 2 & 3

Holiday Inn Suites at Mall of America

Room Rate: \$85

Reservations: (952) 854-9000 Request rate code ICE

[Register for MINNEAPOLIS by clicking HERE](#)

## ATLANTA

October 23 & 24

Hilton Garden Hotel Atlanta Airport

Room Rate: \$79

Reservations: (404) 477-6600 Request rate code ICE

[Register for ATLANTA by clicking HERE](#)

## PITTSBURGH

November 5 & 6

DoubleTree Hotel Pittsburgh Airport

Room Rate \$89

Reservations: (412) 329-1400 Request rate code ICE

[Register for PITTSBURGH by clicking HERE](#)



## JOIN I.C.E. TODAY & START GROWING TOMORROW !

**I.C.E.** is the acronym for Dedicated Independent Collaborative Entrepreneurs. As the name implies, the group consists of committed business owners who make decisions independently and who share ideas with others in their situations. They are committed to growing from small business owners to true entrepreneurs.

Benefits to **ICE** members only start with the discounted seminar registration fees. Add to that **Mastermind Telephone Coaching Sessions, News Bulletins** about developments or software that may speed you to your objectives, an ongoing **Forum** with both general business growth topics and industry-specific subsets and an **Annual Conference** that will bring business owners from across the country together for powerful exchanges of ideas. In addition, business owners will be invited into **SIGs (Special Interest Groups)** to collaborate with owners of similar businesses on an on-going basis..

Oh! And, you get a discreet **ICE** lapel pin to create curiosity among your local friends and business associates -- and to identify fellow ICE members at business gatherings.

Getting involved with **growth-oriented small business owners** from around the country will make **ICE** the best business investment you have ever made.

**ONLY \$17 per month!** To apply for membership, click [HERE](#).

No contracts or long-term obligations. If, in the unlikely situation you are not benefitting from **ICE**, there is no obligation to continue.

### **Ensanity Press Seminars**

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