



Special Report

INSIDE SECRETS FROM THE BUSINESS SUCCESS SUMMIT



It's an event so *popular* that it's sold out up to a year in advance.

So *powerful* that the participants willingly pay the \$40,000 ticket price – and over 85% of them pay to return year after year after year.

It's the Maui Mastermind Business Success Summit and for over a decade now a select handful of entrepreneurs and investors have been coming to Maui to participate in this transformational week-long mastermind experience.

Discover what *really* happens in Maui and why participants return again and again...



Have you ever wondered what it was that *really* held you back from reaching your ambitious business and financial goals? This report is your chance to learn...

How to Blow Through the Three Biggest Obstacles to Reaching Your Wealth Goals

Dear Friend,

What's stopping you from enjoying all the wealth and freedom that you've always wanted?

What have been the *real* roadblocks keeping you from achieving more, enjoying more, sharing more, and creating more?

More *wealth*... more *time*... more *impact*... more *freedom*...?

Over the past decade, I've worked with over 200,000 clients, helping them to grow their companies and create wealth. I've worked with some of the country's wealthiest individuals, and I've worked with some of its "down and outers." Over this extended time, **a distinct and surprising pattern has emerged** about what it *really* takes to be wealthy.

"I used to think it was..."

You see, once upon a time, I thought that the amount of wealth you created was determined by your level of education. But it's not. I could tell you about dozens of Maui Mastermind® clients who barely made it out of high school. Their lack of education didn't stop them from achieving their financial dreams.

For example, one of my clients who has a net worth over \$50 million recently shared with me that he barely graduated with a 1.9 GPA. And yet today, he is in the top 1% of 1% of wealthy individuals in the world with a 7-figure passive, residual income.

Not bad for a guy whose school peers thought he'd never be successful.

I'm not knocking formal education. We've had plenty of highly educated participants attend our Business Success Summit. People like Adam, an eye-surgeon with years of formal education and training. Adam is a 4-time Business Success Summit graduate who runs a highly lucrative

surgical practice that has multiple profit centers. Plus, he is also a successful real estate investor.

My real point is that **formal education is in no way predictive of financial success.**

Also, once upon a time, I thought financial success was dependent on picking the right industry or profession to go into. But it's not. I could tell you about hundreds of clients who made their fortunes in mundane, ordinary, and even "looked down upon" businesses.

For example, I've got a Business Success Summit graduate, Tom, who's made a *fortune* selling scrapped computer parts. Dahlia, another Business Success Summit graduate, has made millions fixing up run down houses with her husband.

You see, none of these things are the real root of why some people are able to create massive wealth and other people work hard all their lives, only to end up financially mediocre.

After analyzing over 20 years' worth of client results, and testing my findings to verify them, I have found that there are three major obstacles that you must overcome in order to reach your financial goals. If you don't successfully deal with these three obstacles, you'll be forever locked into settling. Settling for less than you can earn, settling for less than you deserve, and settling for less than you were meant to have.

In this special report I'm going to boil this pattern down into a simple, concrete format so that you can learn what these three wealth obstacles are. More importantly, you'll be able to use these insights to create wealth breakthroughs and enjoy lasting financial freedom.

If you take nothing else from this special report, please take this: **my wealthiest, happiest clients all found ways to effectively overcome these three wealth obstacles.**

Failing to effectively deal with even one of them can relegate you to a life of financial mediocrity and struggle.

But before I lay out all three obstacles, I need to ask you a very important question:

Are You Ready to Be Wealthy?

Are you ready to start enjoying large infusions of cash and the accumulation of a vibrant and expanding balance sheet?

Crazy as it seems, most people I meet aren't ready to be wealthy.

They make excuses, not money.

They prefer to hide from their problems rather than face those problems head on.

They hold everyone but themselves accountable for their current financial situations.

And because of this, they never build wealth.

They may make a lot of money, but they spend that money on an ever-increasing lifestyle cost, never actually growing their net worth.

Over the last decade, I've seen how the Business Success Summit graduates became wealthy by digging deep and taking full ownership of their lives.

I'm going to make the assumption that you are this type of person—that you take responsibility for your life. You don't make excuses. You make decisions and get results.

If that's not you, then please don't read any further because you'll only find this blunt, direct information frustrating. You just wouldn't be ready to handle it.

If, and only if, you're the type of person who is a doer—who looks life squarely in the eye and does whatever it takes within the parameters of your deep values to reach your dreams and achieve your goals—only if you're this type of person do I recommend you keep reading. For you, this report will confirm what in your heart of hearts you know to be true about building wealth.

You'll be able to take these three obstacles and use them as stepping stones to reach your financial goals. Because, unless you find a way under, over, or through these three barriers to financial success, you're doomed to a life of financial struggle.

Think about it for a moment. Most people never reach even halfway to their financial dreams... not even a quarter of the way...they end up settling for so much less than they deserve...

But you're different, and now is your chance to prove it by how you face...

The Three Biggest Obstacles to Becoming Financially Free...

Obstacle One: Isolation

The first obstacle that you face when building wealth is isolation. Without question, one of the biggest things I consistently hear from all the Business Success Summit grads is that before they went to Maui they were isolated in their wealth building. They had to do it all on their own.

They couldn't share their successes or failures with friends or family. Too often, sharing their successes incited financial envy. And sharing their failures didn't get them actionable and useful help to solve these challenges.

Before Maui, they didn't have a core mastermind group with whom they could openly share their challenges, brainstorm ideas, leverage contacts, or celebrate their successes.

As you can imagine, this really made it difficult for them to enjoy the level of success,

connection, and financial freedom that they knew in their heart of hearts they could attain, if, and this was a big if for them before Maui, *if* only they could find an upgraded peer group of ambitious, positive, like-minded, supportive doers to help each other succeed.

How Isolation Held Me Back Financially...

I know that for me this has been a very big challenge for me to face.

As you may know, over 20 years ago, I sold off my half of a series of multi-million dollar businesses that I had spent the previous eight years building. But you know what I missed most after I sold those companies? The mastermind teams I had spent so many years cultivating inside those companies.

I walked away with a lot of cash, but, for the first time in years, I was utterly alone. I didn't have a group of like-minded mastermind partners who could help keep me grounded and counsel me to make smarter, healthier, better financial decisions. And that lack of a peer group really hurt me financially. I made some dumb, painful, and totally avoidable financial mistakes because I was flying solo, with no one to ask me the tough questions and challenge my thinking.

That's why over the past 20+ years I've focused on building a new mastermind team and expanded peer group of powerful, proven achievers that I could tap into for energy, feedback, and contacts. Today, my mastermind group is my personal board of directors. They challenge me, encourage me, and—when needed—give me a big kick in the rear to do what needs to be done, even (and especially) when I'm scared or intimidated of taking that next big step.

How about you? Who do you turn to for outside perspective on your toughest business and financial challenges? Who knows you so well that they actively step in to challenge you when you're about to make a major misstep, even if you didn't ask for their help?

Who do you have beyond your family that is part of your inner circle, who are your personal board of directors?

Let me ask you: if you sold your company tomorrow, who could you celebrate and tell the exact amount you sold your company for – without fear of judgment or jealousy?

This is a tall order, and it's why most people don't reach their financial dreams. They simply don't have access to a rolodex with even 5 big players who are committed to stepping up and playing full out together. And yet, it's essential that you build a mastermind alliance with at least that many people, if not more. If you aren't able to do this, you'll always struggle and won't ever be able to reach the highest level of wealth and happiness that you are capable of.

Over the years, I've made this point in dozens of different ways. And I've seen how it's been the single greatest determiner of whether people achieve massive success or total failure.

When you're alone, you are vulnerable, and you will never reach your fullest potential. But when you connect with the right mastermind group, the chemistry will literally propel you to heights you never dreamed possible.

In fact, the biggest reason why people attend the Business Success Summit is to get plugged into the Maui community and develop an *instant peer group* of movers and shakers.

Andrew Carnegie, who was the world's wealthiest person during his lifetime, once said, "*No man is smart enough to project his influences very far into the world without the friendly cooperation of other men. Bring this thought home in every way you can for it is sufficient unto itself to open the door to success in the higher brackets of individual achievement.*"

Hidden in Carnegie's words and example is the real edge that allows some people to out-earn others by a factor of 10,000 to 1.

When you have the right peer group around you... supporting you... encouraging you... challenging you... inspiring you... and holding you accountable... then anything becomes possible. And what's more—it becomes easy to succeed financially on the scale you want.

Trying to build your business and investments in isolation is always going to be a struggle because when you're alone, you are vulnerable. It's only when we're connected that we can reach our fullest potential.

Take the example of Tom Santilli. Tom came to his first Maui event in the summer of 2006. (His wife Lee actually was the one who discovered a smaller, mainland "Mini Maui" charity event we were hosting and bought his ticket and booked his travel.)

At the time, Tom owned and ran a successful \$5 million per year online business, but he was working 80 hours a week. The business was impacting his health and his family. Sure, he made a lot of money (about \$1 million a year) but at the expense of time with his family and health.

His obsessive focus on his business just wasn't sustainable. In fact, it not only put his health and family life at risk, but his business too. Back then, if something had happened to Tom, his business would have crumbled.

Tom had such an amazing experience at the Mini Maui event that he applied for and was accepted to participate in the 2007 Business Success Summit event.

That first year's event changed his financial life forever. It gave him a powerful model to grow his business and wealth, and put him into immediate access to an upgraded peer group.

In fact, that first Business Success Summit experience had such an impact on Tom that he signed up to come back again... and again... and again...

Over the past ten years, Tom has become a 10-time graduate of the Business Success Summit event (yes you read that accurately – TEN-TIME GRADUATE).

The event and community have helped him grow his company to over \$20 million a year in sales—and to step back to own the thriving business *passively*.

Without the peer group from Maui, he never would have been able to make this leap. We all need people in our lives who push us to be all that we truly are. And it can't be people who work for us—the power imbalance is too great. We need outside peers who can challenge and encourage us.

That's one of the main reasons why so many of our Maui grads come back to Maui year after year after year: they've made it a priority to reconnect with their upgraded peer group and deepen those powerful relationships.

Obstacle Two: Fear

The second obstacle that prevents people building all the wealth they can is fear. Fear takes on many forms, but at its most basic level, all Maui grads have learned that in order for them to live the life of their dreams they have to **learn to take action in the presence of their fears**.

Most people let their fears rob them of their futures. When they give in to their fears, they give up on their dreams, and they settle for so much less than they are capable and deserving of enjoying.

The saddest part is that their fear doesn't just hurt *them*, it also hurts the people they love most. It impacts their relationships with loved ones. It diminishes them as role models for their children. It saps so many opportunities from their families.

So What's the Fear That's Stopping You?

Maybe you're like Shirley Scholfield, who, along with her husband Keith, owns a group of very successful Montessori preschools in California.

When Shirley and Keith attended their first Business Success Summit event back in 2014, Shirley felt overwhelmed by the operational needs of running two schools, managing 50 employees, and looking after hundreds of students and their parents.

She wanted to grow and open another school, but was scared to death of the cost. After all, she said to herself, she was already working 90 hours or more a week. Adding another school would mean she would never see her family. She felt stuck.

Maui challenged her thinking and gave her the practical tools she needed to blow past her self-imposed limitations.

Today, Shirley and Keith own three thriving preschools, serve hundreds of kids, earn more money, and work at least 20 hours *fewer* each week.

It's no wonder that she and Keith are coming back for their 11th Business Success Summit event this year.

How about *you*?

What are *you* going to do when you are confronted with something standing in the way of your dreams?

Are you going to hang your head low and slink away? Or are you going to acknowledge your fear **and then step up and take action?**

What would you do if you were not afraid? What one dream would you dare to dream and go after if you knew you could not fail?

What are you waiting for? You will get no better chance at life than *this moment!*

Obstacle Three: Hesitation

The final obstacle holding you back from all the wealth and financial freedom you desire is hesitation.

You've gotten so much conflicting financial advice over the years that you quite simply don't know which direction to move in.

If you could just have a clear and straightforward plan to follow to get you to your financial goals, you'd put in the time, talent, and creativity. It's just that you are afraid of putting in all the work and finding out later that you followed the wrong plan.

One of the things that our graduates value most about Maui is that it simplifies the complex world of wealth building, giving them a crystal clear, specifically defined, ready-to-implement plan of action to build their wealth.

Plus, it gives them a peer group to help them troubleshoot and tweak that plan along the way.

Take the example of Dina, a three-time Maui Business Success Summit grad. Years before she attended her first Business Success Summit, Dina built a highly successful telecommunications company. But because she didn't know a few key principles on how to build a *saleable* business, when she wanted to get out of the business to start her family, she just let the successful business go. It wasn't marketable as a business.

This is what Dina shared with me: *"If I had gone to the Maui Mastermind Business Success Summit 10 years ago—if I'd have known then what I've learned since from Maui about creating a Level Three business—I could have sold for millions."*

From her time at Maui, Dina has learned *exactly* how to build a business that not only generates huge cash flow for the owner, but also is saleable as a business. She no longer has the blind spot that literally cost her millions of dollars ten years earlier.

This brings up a very important question...

What Are Your “Blind Spots” Costing You?

Take Ami, a two-time Maui Business Success Summit grad. About one year **before** Ami came to Maui, she made a poor investment decision that literally cost her over \$1 million.

This loss was completely avoidable if only she had understood how to better structure the investment to secure her interest more effectively. I remember talking with her about the key lessons several months later when Ami joined us at Maui. We took a detailed look at how to avoid those mistakes in the future. Understandably, Ami felt real pain about the financial loss.

Can you imagine what it would feel like to lose a million dollars?

Every day, I meet people whose financial ignorance and blind spots cost them tens of thousands to millions of dollars. These are perfectly avoidable losses—if only they had clearer information and knowledge about how to invest their wealth.

As the world’s greatest investor Warren Buffet says, “*Risk is not knowing what you’re doing.*”

Thankfully, Ami now knows what she is doing—she has learned her lessons and is on the path to revitalizing her investment portfolio.

What If You Are One Mastermind Group Away From Everything You’ve Ever Wanted in Life?

I was sitting down at a private mastermind session with six business owners. We were three blocks away from one of the prettiest beaches in the United States, sharing the intimate details of our companies, our investments, and our personal lives. And the feedback we gave each other was priceless.

This is why for over 20 years now, I’ve regularly taken time away from my family and business to get on a plane and meet up with my mastermind group partners. They are an extraordinary group of individuals.

Collectively, they’ve built hundreds of millions of dollars of businesses in very different industries, raised households of children, and known the joys and struggles of keeping a marriage vibrant and alive over a lifetime.

As we were sitting there, one of them said to the group, “I think the biggest thing for me in terms of financial and business success has been to see how much of the game of money happens in the head of the entrepreneur.”

That sparked forty-five minutes of discussion, with each of us sharing our experiences about precisely how we saw this simple truth play out in our own lives and the lives of the people we knew.

For example, one mastermind partner shared that most people in his profession can’t see the economic value in their own businesses beyond the large salaries and active incomes that those businesses provide. He just shook his head in bewilderment because he’d personally increased his net worth by millions as he grew and matured his company in excess of the very healthy active income it generated each year.

He said, “It’s almost like they took a course in their professional training that said the business had no value other than the income it generated.”

This hit home for me because of what I watched my dad go through when he retired from medicine eight years ago.

He literally walked away from his 7-figure practice without collecting on all the final receivables he was owed. He just turned over his practice to his three former partners without compensation. Crazy!

Now, my dad is an honorable, intelligent man who was a very gifted physician—the kind of doctor we all want when we’re dealing with a health challenge and feeling scared and vulnerable. He just never understood the concept of his practice having a business value, and he was uncomfortable discussing money and financial matters with his partners. So instead of negotiating a buy out for the practice value, he just walked away.

From the perspective of life satisfaction, you could say how wonderful for him that he could just exit the business and move on to the next stage of his life. And that’s certainly true. But from a financial perspective, the way he left his practice was an expensive mistake, and he left quite a bit of money on the table—money that he had done thirty-four years of hard work to earn.

But he just couldn’t see the possibilities. And his own mental limitations literally cost him millions of dollars.

So let me ask you a question:

What Are Your Mental Limitations Costing You?

Take the case of Bill Issler, a 9-time Business Success Summit graduate who is coming back to his ninth Business Success summit this November.

Bill was introduced to Maui through his brother Klaus, a divinity professor and part-time real estate investor who has attended Maui twice now. Bill tagged along with Klaus to a workshop we were holding back in 2010, and he had such a good experience that he joined the business coaching program. In fact, he's still a coaching client today.

During his first three years in the coaching program, the accountability and structure helped him double his business. But he knew he wanted to go faster, and he had seen the rapid growth of other coaching clients—the ones who made the leap to join us in Maui at the Business Success Summit.

So in 2015, he made the leap and signed up for big Maui.

That first year was a fire hose for him. It exposed him to new ideas and a higher order of thinking about his business and financial life. But he stayed with it, and by the second and third years of attending the Business Success Summit, he found that he had stretched his beliefs about what was possible. Three years ago, he sold his software company for several times what he thought he ever could before his first Business Success Summit event.

What made this possible?

Sure, he picked up some important skills over his years of participating in the Business Success Summit—skills on negotiation, preparing a company to sell, and the like. And he grew his advisor network so that he had the legal, tax, and investment banking help he needed to get this deal done.

But the biggest thing for him was the subtle shift in his thinking about what was possible. Maui raised his internal bar for what he could do.

Just like I shared during my mastermind by the beach, Bill learned that the biggest financial gains are born when we make a mental leap forward.

And Bill isn't alone. After three, four, or five years of being at the Business Success Summit, many Maui grads have grown their mindsets and their companies to the point that they were able to enjoy either a massive cash sale, or a transition from actively running their companies to passive ownership roles.

Which brings us to the question, *How does Maui work?*

The 5 “Secret” Ingredients that Combine to Make the Business Success Summit Such a Powerful Event

Ingredient One: Your Wealth Map

Let's face it: most Americans have been culturally conditioned to believe in a middle class

financial model that says, “Save and build a nest egg, and then, in retirement, eat into that nest egg and hope you don’t run out of money before you die.”

That’s a horrible model. Essentially, it puts you in a race to die before you consume your nest egg in retirement.

What you’ll learn in Maui is the wealth model that the financial elite use—a model whereby you build an asset base that not only allows you to retire, but also generates the passive, residual income you need to support your desired lifestyle. And it does all this off the return of your net worth—not the principal.

This model helps you continue to *grow* your net worth throughout your entire life. Not only will you have more than enough assets, but you’ll also enjoy the knowledge that, upon your passing, you’ll have carefully designed plans for sharing your good fortune, blessing the people and causes you care about.

I’m not talking about lifestyles of the rich and famous here—most Maui grads are incredibly humble and have simple tastes. Still, the hidden framework of money and wealth that you’ll be exposed to will help you tailor your actions to be more effective as you build a financial base to fuel your dreams and passions over the next five years.

This is real financial freedom – an ever-growing net worth that kicks out a consistent stream of passive, residual income more than enough to support your desired lifestyle, with a real margin of safety.

Ingredient Two: Your Business, Financial, and Wealth Skills

These are the mechanical skills you need to implement your wealth plan and successfully scale your company.

These skills include the investment tactics, tax savvy, and offensive and defensive moves that every successful business owner and wealth builder must make in order to blow past their financial goals.

One ingredient of the Business Success Summit is to give you the most important skills – the transformational 5% of your financial and business moves that will generate 90% or more of your business and financial success.

Ingredient Three: Your Advisor Network

Building wealth is not a solo sport. You need a team.

But – and this is an awful big but – you need to be able to judiciously select and lead your wealth team or you’ll be at real risk of being led astray, putting yourself and your family at peril.

Let's be clear – no financial, tax, business, or legal advisor will ever care as much about your goals and interests as you do. You need a great team. But you also need to grow yourself enough to effectively lead that team.

The Business Success Summit will not only give you key insights to help you find, hire, and deploy a great advisor team, but it will also introduce you to some of the top advisors in the country—all experts in their respective fields. From tax strategy, to asset protection, to business growth, you'll meet some of the best of the best and leverage their direct expertise to grow and thrive financially.

You'll get meaningful time —both one-to-one and in a small, intimate group—with the advisor team. This will allow you to get to know the Maui Advisors, and most importantly, for the advisor team to get to know you. Your situation, your goals, your business, your challenges, and your opportunities. That way, they'll be able to give you their best insights and ideas to help you take your business and your life five levels higher in the easiest, fastest, surest way possible.

Between them, the Maui Advisors have seen it all before, and will advise you based on their extensive, real world experience.

This isn't "theory" or armchair quarterbacking, but rather boots-on-the-ground, hands-in-the-soil, been-there-done-that wisdom gained from a lifetime of experience.

This is priceless. You literally couldn't pay these advisors to share this kind of intimate, authentic time with you outside of the Business Success Summit.

They do this both as a personal favor to me, and because they sincerely believe that this is one way to show gratitude for all the gifts they have received in their lives and pay it forward.

Ingredient Four: An Upgraded Peer Group

We all rise (or fall) to the level of play of those people we surround ourselves with. And yet, most business owners are stuck as lone wolves. They are the most successful of their current peer groups. And they wonder why they feel stuck on a plateau.

After listening to the direct experience of dozens of past Business Success Summit grads, I can say with confidence that one of the most important parts of Maui is the way it instantly gives you an upgraded peer group – both at Maui and when you return home.

Not only does the event price tag screen out the "wannabes" and "talkers," making sure that only the doers attend, but the culture of the event and community draws a magical mix of participants.

Somehow, over the past 20+ years that we've been doing this, we've stumbled across just the right mix of seasoned business owners, young and hungry entrepreneurs, talented professionals,

business executives, and just a few “reluctant” spouses who graciously allowed themselves to be brought along.

And it's this mix that is part of the Maui magic. Everybody has something to add; everybody has something to take home with them.

In fact, we place every participant into a functioning mastermind group right there at the event, and teach you exactly how to run your group so that you can extend the magic, accountability, and support from Maui back home during the year between Business Success Summit events.

This mixture of participants catalyzes an incredibly rich learning environment that helps you grow your skills, understanding, and—most importantly—your beliefs about money, wealth, and financial success.

This brings me to the final layer of the Business Success Summit...

Ingredient Five: Your *Wealth Operating System*®

If you were to ask me what I think is the most powerful part of Maui for first and second year participants, without a doubt I'd say it is the way the event is designed to upgrade your Wealth Operating System (WOS). Your WOS is the sum total of your beliefs about money, wealth, and your ability to earn and enjoy it.

I've been teaching clients about wealth for over twenty-five years now and I've seen first-hand how your WOS impacts your business, your net worth, and your life enjoyment.

It is one of the biggest yet best-hidden wealth leverage points. You've probably never actively worked to upgrade it, and, if by chance you have, you've probably tried to brute force its improvement through hard work, therapy, personal growth workshops, and the like.

But think about where you originally picked up your WOS to begin with. It wasn't from conscious, left-brained, intentional “classes.” Instead, you passively absorbed your WOS as a kid through your family, culture, and environment.

We use the same approach at Maui to upgrade your WOS by designing the event to work beneath the surface to help you upgrade your WOS while the event unfolds.

We've built this layer into the DNA of the event—layer upon layer—so that the environmental cues and group interactions effortlessly do the work of upgrading your WOS for you, in the background.

How can I be so confident that these five ingredients will work for you? Because I've watched the Maui magic impact hundreds of lives over the past 20+ years. The results of our participants speak for themselves.

Here are just some of the results past Maui grads have enjoyed:

- A business owner sold his company using ideas he learned in Maui for 30-times EBITDA.
- Another Maui grad ten-folded her net worth within six years of participating in her first Business Success Summit event (she's been to a total of five Business Success Summit events).
- One online reseller of computer equipment grew his sales from \$5 to \$20 million, and still owns his \$20 million per year company today *passively*, working just a few hours a week.
- One manufacturer scaled her company and then sold it for over \$40 million. She's currently three years into her new startup, and it has a valuation of over \$100 million.
- A retired corporate executive grew his passive residual income by several hundred thousand dollars a year, and now gives away over 20% of his income to charity, and his net worth is still growing year after year.
- A surgeon doubled his already-successful practice, and at the same time, reduced his working hours by 20 hours per week.
- A retailer expanded from five to over twelve store locations, built out his management team, and now enjoys a 7-figure residual income.
- A real estate investor reduced his cost of capital by 30%, and now maintains his current million-dollar income while taking 6-8 weeks off every summer and three months off every year.
- And the list goes on and on...

My point is that we've gotten to know the power of these five ingredients of Maui by observing our Maui grads for over a decade now.

This is the reason why over 85% of Maui grads pay to come back year after year after year.

The striking thing is that the biggest wealth breakthroughs rarely require "hard work."

Take the example of Rob and Patrice — a pair of two-time Business Success Summit grads who have come back twice more as Maui Advisors.

Rob shared with me that the biggest "aha" he had was at his second Business Success Summit event a few years ago. We were eating lunch looking over the gorgeous ocean setting and he, Patrice and I were having a candid conversation about their company. As I listened to them share about their business and life together I shared with him a simple observation on his business/life balance. That observation fundamentally altered how he runs his \$40 million family of companies.

I asked him why he and Patrice were building their lives around their businesses when they had earned the flexibility to build their businesses around their lives.

Well, that simple question was a light-bulb moment for them. They've since found ways to get infinitely more freedom and enjoyment from their five Level-Three businesses. That's why they've become an inspiration for their Maui peers.

My point is that the real wealth breakthroughs most often come when we stop pushing so hard at the door of success and instead allow ourselves to be open to other pathways to reach our hearts' desires.

This is why so much of the Maui experience is the informal time with your fellow participants in a stunning resort location. It's the direct question or simple aside that ends up hitting you right between the eyes.

Sitting in a workshop is great to learn "content," but content will not give you the biggest breakthroughs. For those, you need a combination of three things: the right people, the right environment, and the right formula for mixing and focusing the two.

This is exactly what the Business Success Summit has been proven to do for over a decade now. It just works. (Don't just take my word for it. Look at the data: for over a decade now, over 85% of our participants have come back again and again and again.)

Real Wealth Is About Much More than Money

With all this talk of making money, I want to make sure we step back for a moment and look at the bigger picture. We all know that money is only one layer of real wealth and that it's certainly not the most important.

One of the most gratifying moments I've had in the past several years came during a trip I took to Juarez, Mexico. Heather and I went down there with a dozen Maui Business Success Summit grads to spend the weekend helping several local orphanages. The highlight of the trip for me was the full-day party we threw for 100 children from 4 orphanages. I can't describe how moving it was for me to listen to the laughter and cries of joy as these kids, who had had their childhoods stripped away from them, were able to just play.

Looking around at the orphanage Casa de la Nueva Vida, I felt chills. You see, five years prior to us arriving, the orphanage was being evicted from its building. Sergio, who runs the place, had no money and no visible means of raising the funds to keep the orphanage going. Can you imagine what that would have felt like if you were Sergio, knowing that you'd have no choice but to put the kids back out onto the street?

That's when Rob, an attendee at that very first Business Success Summit, convinced a group of Maui Masterminders to help. From that single seed and the \$10,000 that Maui donated to the cause, Sergio was able to actually buy the building materials he needed and build a new facility for the kids.

Fast forward five years. Our Business Success Summit grads have raised over \$200,000 to support four orphanages in Juarez.

Plus, Business Success Summit grads have raised money and given time to other kids' causes, battered women's shelters, environmental groups, micro lending programs, victims of the Gulf Coast hurricanes, St. Jude Hospital, World Vision, Rwanda support organizations, and many other deserving charities.

If you ask me, this is the real wealth that is coming out of Business Success Summit—these seeds of goodness that have gone on to touch tens of thousands of lives.

The Business Success Summit keeps on stretching its giving muscles every year, and we are totally committed to making this year's Maui a wave of light that touches the world in healing and powerful ways.

That first year in Maui, we raised \$110,000 for charity. The next year, we raised \$560,000 for charity.

To date, the Maui community has raised over *\$5.1 million* for worthy causes around the world. Plus, we raised thousands of hours of talent and time for these causes too.

Is this something you can get behind and believe in? Making a ton of money and sharing your wealth in ways that bless the lives of other people? Because ultimately, this is what Maui is all about.

Real wealth must be about more than just the money. It must include the relationships, the faith life, the health, the freedom, and the lasting legacy of giving that goes on well beyond our short time on earth.

“How Can I Be a Part of the Maui Mastermind Business Success Summit?”

If my intuition is accurate and you're still reading this special report, you might just be the kind of person we want to invite to join us for this exclusive week-long mastermind event.

If you are, in fact, the kind of committed, caring, success oriented, generous doer we are looking for then this will be your chance to meet and build deep relationships with some of the most amazing people on the planet.

Actual teaching time aside, can you imagine what you could learn hanging out for the afternoon with the other participants and advisors, and getting their one-to-one input on scaling your company and building your wealth?

We've already had the lion's share of the limited spaces taken up by the 85 percent of graduates who signed up and paid to come back again this year.

We have a few remaining spaces for this soon-to-be sold-out event. (Each space includes you and your guest/partner.)

Here are the **three bottom line facts** about the Business Success Summit:

- **First**, the Business Success Summit is an *exclusive* week-long event that is only available to a select handful of our best clients and their partners. That's it. And once these few remaining spaces are gone—and that will be *very* soon—then your window of opportunity will be gone.
- **Second**, the week isn't cheap. At \$40,000 per couple, it's the most expensive, five-star event that we do, and we want it to stay that way. It's the single best way we know that **ALL** of the people at the event are **100%** committed to playing at the highest levels.
- **Third**, it's only for the real doers out there who are committed to building something special out of their wealth building. This isn't going to be a "seminar." It will be an intensive networking and masterminding event during which we will actually be focusing on large breakthroughs.

You might ask why we're limiting it to so few people, especially considering the fact that over 85 percent of last year's Business Success Summit participants paid to come back again?

We're being so careful to keep the event small because we understand, just like you do, that an event like this will be a huge success and produce incredible results **ONLY** as long as we restrict attendance to a small and carefully-selected group of high achievers.

In fact, while there will be advanced workshop sessions each day, I personally think the biggest benefit that you'll get will come from the mastermind sessions with the other participants.

That's what the past Business Success Summit participants have told me again and again.

Remember, this event isn't just about learning more "how to" techniques for building businesses and investing. Instead its about bringing just the right mix of people together, in a rich environment, to actively focus on building the relationships and game plan to build, enjoy, and share great wealth.

Ultimately, this is why we will only be inviting a few more people. We are only able to spend this time with the best of the best.

It's not going to be cheap, but you wouldn't want to be around people who couldn't afford the \$40,000 investment. **That price tag ensures that every single person in the room will be serious about creating lasting wealth.** This way you'll only be with the real "doers" who make things happen.

In the words of one three-time Business Success Summit grad, *"The money was a big hurdle to get over initially, but the whole point of Maui is to really stretch yourself and get outside of your normal boundaries so that you can get to the next level. That [\$40,000] is just one of the first stretches. The bottom line is that we met 80 people in Maui who were instant peers who had achieved a certain level of success. It was such an amazing experience that we signed up for the next year and will be back again this year too."*

When I asked Wendy, a former architect turned entrepreneur who's been to Maui's Business Success Summit four times now why she keeps coming back year after year she said, *"Where else on earth can you hang out with such amazing people with such huge hearts wanting to make an incredible difference in the world?"*

Christy, a four-time Business Success Summit grad from the South said, *"It was worth every penny, and we have gained and given in many ways we never imagined."*

Or listen to another Maui Business Success Summit grad, Andy, when he shared his reaction to first hearing about Maui: *"I hesitated when I first read about the event. I thought the price was extortionist. But after being there and experiencing it I now know it's dirt cheap. The rewards are exponential. You just have to take the jump."*

Let Uncle Sam Pay His Half!

Knowing my CPA Kevin like I do, I'm sure he would tell you and his clients who are attending that it's fully tax deductible for most of them.

Think about it, **by having your corporation or business pay for the event, you'll literally save close to half of the cost of the event.** It's like you get a tax deductible vacation along with getting some of the most powerful business networking and consulting available!

This is actually one of several reasons why a part of me thinks the price should have been much, much higher.

Actually, the biggest reason it should have a price tag of \$50,000 or \$100,000 or more is

because I KNOW the real outcome of the five, concentrated days will be to help our Maui participants make an extra \$250,000 or more in the next 12 months—EASY.

How can I be so sure of myself? My confidence is based on working with hundreds of thousands of clients over the years. I know that the only thing that holds people back from making \$500,000, \$1 million, \$5 million or more each year is the lack of a consistent peer group of even wealthier and more successful role models to spend time with. That will be the real gift myself, the Maui Business Success Summit Advisors, and the connection with the other participants will give you.

We've arranged to have this be a FIRST CLASS affair. In fact, if you are one of the special few people selected, **your tuition will include resort accommodations and all your meals for you and the guest of your choice** so that you can both fully participate in the experience.

How the Selection Process Works

Invitations to join us at the Business Success Summit are given out only after two detailed selection interviews. The first interview will be with one of the event team members.

I will personally conduct the final selection interview to make sure we carefully select the best blend for the event. Since I'll have the final say over the program, all acceptances are provisional on this final interview.

To be fair, we'll do the interviews on a first come, first serve basis. Once the remaining spaces are gone, that's it. (*Please understand our need to make this so cut and dry in order to ensure that no one gets their feelings hurt when we run out of room for the event.*)

I know it may seem like we're going overboard on this, but you need to understand that the only way this event will be as powerful as we are committed to making it is by being VERY careful whom we let attend. Character and financial status are contagious. By carefully selecting the best of the best to invite to join us in Maui, we know that each of the participants will reap huge returns from being at the event.

Who We Are **Really** Looking For

Most of all we are looking for people who are willing to step up to the challenge and commit to taking their business, their investing, and their lives to the highest level.

Do you want more from life? *More wealth... deeper relationships... greater health... a more fulfilling spiritual life...* Then Maui's Business Success Summit is the place for you.

If my sense is accurate right now and your gut is screaming at you to make sure you get one of the remaining spots, I *urge* to talk with our team about this live event. We'll never have a better chance to spend the time talking and getting to know each other than we will at this specific event.

After that initial interview, if appropriate, my team will set up the final selection interview with me personally.

For Those of You Who Have Been Dreaming about Joining Us in Maui For Years Now...

Some of you have been reading about Maui's Business Success Summit for years now, and you've dreamed about joining us there but haven't yet stepped up and thrown your hat into the ring.

You've heard stories about so many of our grads. In fact, you might have met several of them at other events we've held. But you've held yourself back.

If that's you, I have to ask you an important question: What is really holding you back? What is keeping you from stepping up and taking ownership of your life? Is it fear of failing or is it really the fear you feel of stepping up and succeeding on a massive scale?

We've been holding this life-changing, one-of-a-kind event for over two decades and each year over 85 percent of the participants pay to come back the next year.
Why do you think that is?

One reason and one reason only—it works. It works to help them reclaim their dreams. It works to help them earn more money. It works to help them develop a peer group of some of the most incredible people you could ever imagine meeting. And it will work for you too.

So when do you want to start enjoying your dreams? When do you want to start having a real impact on the world and playing full out with a peer group of other doers?

If your answer is anything other than "**now! Now! NOW!**" then the Business Success Summit isn't for you. In fact, I respectfully request that you stop reading now and give this letter to someone else you know who is ready to step up—who is ready to take action, who is ready to play at a whole new level. Because that is what Maui is all about.

If that's you and you're truly serious about reaching your financial goals and having a deeper

impact on the world, then please talk with my staff right away because these few remaining spaces will be taken in no time.

Now Is the Time for You to Step Up and Seize the Opportunity.

If you're ready to commit to playing at this level, to spending a full week with a select handful of other doers in an environment that will challenge and push you to even higher levels of achievement and success, then **please reach out to our office and let us know.**



My best to you,

David Finkel

David Finkel
CEO
Maui Mastermind®

P.S. There is so much wealth waiting for you. I urge you to get on the interview list as early as possible so that you'll have a better chance of being selected. Don't wait. Tell your Maui Coach you want to be part of this extraordinary event.

P.P.S. You can also apply online at MauiMastermind.com/Business-Success-Summit



Dear Business Owner,

When David asked me to share my experience with Maui Mastermind with you via a personal letter of course I said yes. Maui's had a significant impact on my business and financial life.

I first learned about Maui Mastermind through my brother Klaus, a Business Success Summit grad. At that time I was a successful, albeit very busy, business owner. My software company, FabSuite, was the typical middle stage Level Two business. It worked well, as long as I was there to actively manage it. I had spent thirty years in an industry I loved, and the last ten years building my business for structural steel fabrication.

At that time, my "exit strategy", if you can call it that, was a hazy dream of one day selling the company for enough money to retire. Back then, I didn't know what selling a company would actually look like, let alone to whom I'd be able to sell it.

I started off with Maui Mastermind as a business coaching client, and have remained a coaching client for over nine years now. The program has been excellent, and has given me the mechanics, accountability, and sounding board to build a better company.

When I first made the leap to attend my first Business Success Summit event back it was a real leap of faith for me. Even after the positive reviews from my brother Klaus, and even after seeing several of my coaching program peers make real breakthroughs in their companies post Business Success Summit, it was still an intimidating step to take.

Looking back from the vantage point of today, I wished I would have gone years earlier. That first year stretched my thinking and exposed me to a much higher level of business and financial thinking. It sparked me to make real breakthroughs in my business.

I went back to the Business Success Summit several years in a row.

Why? Because the event works. It helped me to triple my business, reduce my working hours in half, and upgrade my advisor team. I actually sold my company for many times what I thought I'd ever be able to sell it for, and Maui was a key part of what made that possible.

If you're considering applying to attend, I encourage you to just make the jump like I did. I understand you probably have your doubts like I did years ago, but do it anyway. You'll find on the other side of your fears so many rich rewards from participating.

Sincerely,
Bill Issler



Bill Issler



Tom Santilli

Dear Business Owner,

I attended my first Maui event several years ago because my wife made me go. Seriously. At that time, my company was financially successful, producing over \$1 million of income for my family, but I was literally working all the time – 80 plus hours a week. It was impacting my health, my family, everything. That's why my wife bought my event ticket, arranged my travel, and told me I was going. I told her I didn't 'have time', but since she already bought everything, I was too cheap to not go!

That event, and the subsequent ten Business Success Summit events I've participated in, have been an extraordinary journey and learning process.

Maybe I'm just a slow learner, or easily get bogged down in day-to-day activities, but going back to Maui each year for the Business Success Summit gave me an annual check-up for my business, my financial thinking and planning, and my overall priorities. I was exposed to new ideas and an AMAZING peer group! It raised my internal bar as to what I wanted to accomplish and knew to be possible.

Since that first year's Business Success Summit event I've four-folded my company and stepped completely out of the active management of the business. Today I own it passively. I've exponentially grown my net worth, I work much less, I'm much less stressed, and most importantly, I've grown my personal freedom.

If you're even thinking about participating in the Business Success Summit, my advice to you is to stop overthinking, stop procrastinating, stop thinking you don't have time, and just do it! It's made a huge difference in my business, financial and personal life, and I know it will for you too.

Yours,
Tom Santilli



The results speak for themselves: Last year my business generated 9-times the operating profit it did since that first Maui I went to, and my net worth has increased tenfold.

I have more time off, I'm more relaxed, and I have a much better quality of life.

It's really hard to beat that return on my investment.

Jennifer Lyle



Jennifer Lyle

Dear Business Owner,

I attended my first Business Success Summit all the way back in 2005. At the time, my wife and I owned and operated five gas stations and convenience stores on the west coast. We were successful, earning six figures from the business, but we were working long hours managing staff and the operations of our business.

That first year's Business Success Summit was a fire hose of information and ideas, but by my second Business Success Summit event a year later I felt much more fluent in the ideas and stretched in my thinking, especially about bankers and financing, which in my world was incredibly important.

It was there at the second Business Success Summit that I set what at the time was an audacious goal, "50 by 50". I set the goal of building a \$50 million net worth by age fifty. I was 46 at the time.

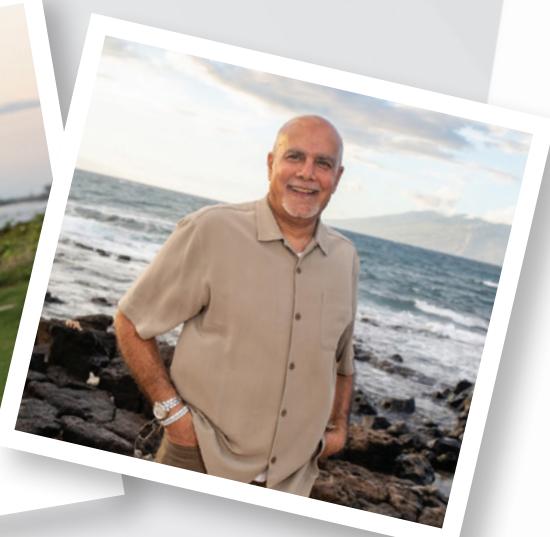
Over the years I've been an attendee at six Business Success Summits, and now participate as one of the advisor team. I missed my 50 by 50 goal by seven years, but you won't hear me complain. Today our sites generate a seven-figure passive residual return for my wife and I, and we only work a few hours a week. It's allowed me time for travel, family, and pursuit of other passions.

If you're considering coming to the Business Success Summit my best advice to you is to go. You'll be introduced to a level of thinking that will stretch you to new levels of success. It worked for me.

Yours,
Kiren A.



Kiren A.



Dear Business Owner,

It's been nine years since my husband Tom, a bariatric surgeon, and I began working with Maui Mastermind. Over that time, we've both been part of the business coaching program and we've also been to multiple Business Success Summit events.

The expertise and insights we've gained have helped more than double Tom's surgical practice, and at the same time, made it easier for him to run. He works less and earns a good deal more. This has proven to be a real blessing, especially when I had a major health challenge and Tom needed to step away from his practice so that he could support me through my rounds of surgery, chemo, and radiation.

But more than that, the Business Success Summit has helped Tom and I get on the same page financially and with the business. Before my first Business Success Summit event, money, taxes, investments, and wealth were intimidating for me. The Business Success Summit has really empowered me to better understand and have a real voice in how we manage our financial life.

I'd strongly encourage you to consider attending. It's made a real impact on our lives and I know it can do the same for yours.

Sincerely,
Holly Umbach



Holly Umbach

My wife Dahlia and I own a very successful investment company in California, and we owe a majority of our success to the techniques that we have learned from David.

Over the years we taken many different workshops, the best of which was with David years earlier. Knowing how good the past events were we decided to take the leap to attend our first Business Success Summit.

It was an incredible experience. Not only did we meet an amazing peer group there, but the ideas I gained from my conversations with the Maui Advisors have already made me over \$100,000.

Essentially, I paid for my next several years in Maui during that first year! Now that's what I call ROI.

As you can imagine, we went back again the next year, and the year after that.

RC Chavez



RC and Dahlia Chavez

I'm a surgeon with a thriving pain management and anti-aging practice. I'm also a serial entrepreneur with two dozen other businesses from restaurants, to medical billing services, to commercial real estate projects. As you can imagine my time is my most precious resource.

Some people might wonder why a person might attend a five-day event, in Maui, and practically never step foot out of the air-conditioned conference room to enjoy the sights, let alone do it annually for four straight years.

Being gone from my busy practice and multiple businesses costs me approximately \$1,600 per hour, but what I get for five days at the Business Success Summit is literally worth *millions*, not just in the fabulous content, but also in the context of the people I have met and been able to create synergistic relationships.

Nowhere else in the world will you find a more entrepreneurial group of people to collaborate with, who actually encourage you to grow.

You are who your peer group is, and most people tend to hangout with people who pull them backwards. Maui is the group that catapults you forward.

You meet people at Maui who may have done amazing projects and businesses, and who can give you insight into how you can run your own projects and companies even better. The synergy created is amazing, and the outside perspectives bring numerous "aha" moments, which can literally catapult your company several million dollars in five or six weeks after you leave Maui.

Dr. Gurpreet Padda



Dr. Gurpreet Padda

Dear Business Owner,

I've been a CPA for over 20 years now. My practice focuses on working with small and mid-cap privately owned companies and the owners of these businesses.

I first met David when a mutual client referred him to our tax strategy practice over a decade ago. Over that time through today I've had the pleasure to not just work with David, but to be one of the advisor team members for the Business Success Summit event and community.

As you can imagine, I'm a numbers guy. I manage my own businesses by the numbers and encourage my clients to do the same. I've seen firsthand the powerful impact that the Maui community, and the Business Success Summit in particular, can have for serious business owners. In most cases this impact is easy to quantify.

Over the years I've had the good fortune to do the tax strategy and financial accounting work for a number of Maui clients and seen the real results they've enjoyed.

The Business Success Summit event has produced some extraordinary business and financial successes. In fact, several of my most successful clients are Business Success Summit graduates, most of whom have been to Maui multiple times.

The event and community of business owners who participate are extraordinary.

Sincerely,

Kevin Bassett, CPA
Founding Partner
Bassett & Associates, P.A.



Kevin Bassett





BUSINESS SUCCESS SUMMIT

Your event tuition includes participation for two at the Business Success Summit, including your resort accommodations and sumptuous meals at an oceanfront resort in Hawaii. You'll be surrounded by acres of lush tropical gardens, cascading waterfalls, and tranquil beaches.



Learn More & Apply to Join Us in Hawaii!

Do you want more from life? More wealth, greater freedom, more time, and greater impact? Then take the next step and schedule a 10-minute conversation with the Maui Mastermind team to explore if we might have a mutual fit for the Business Success Summit.

There is so much wealth and opportunity waiting for you, take this simple next step today online or via email.

Online: MauiMastermind.com/Business-Success-Summit
Email: consult@mauimastermind.com