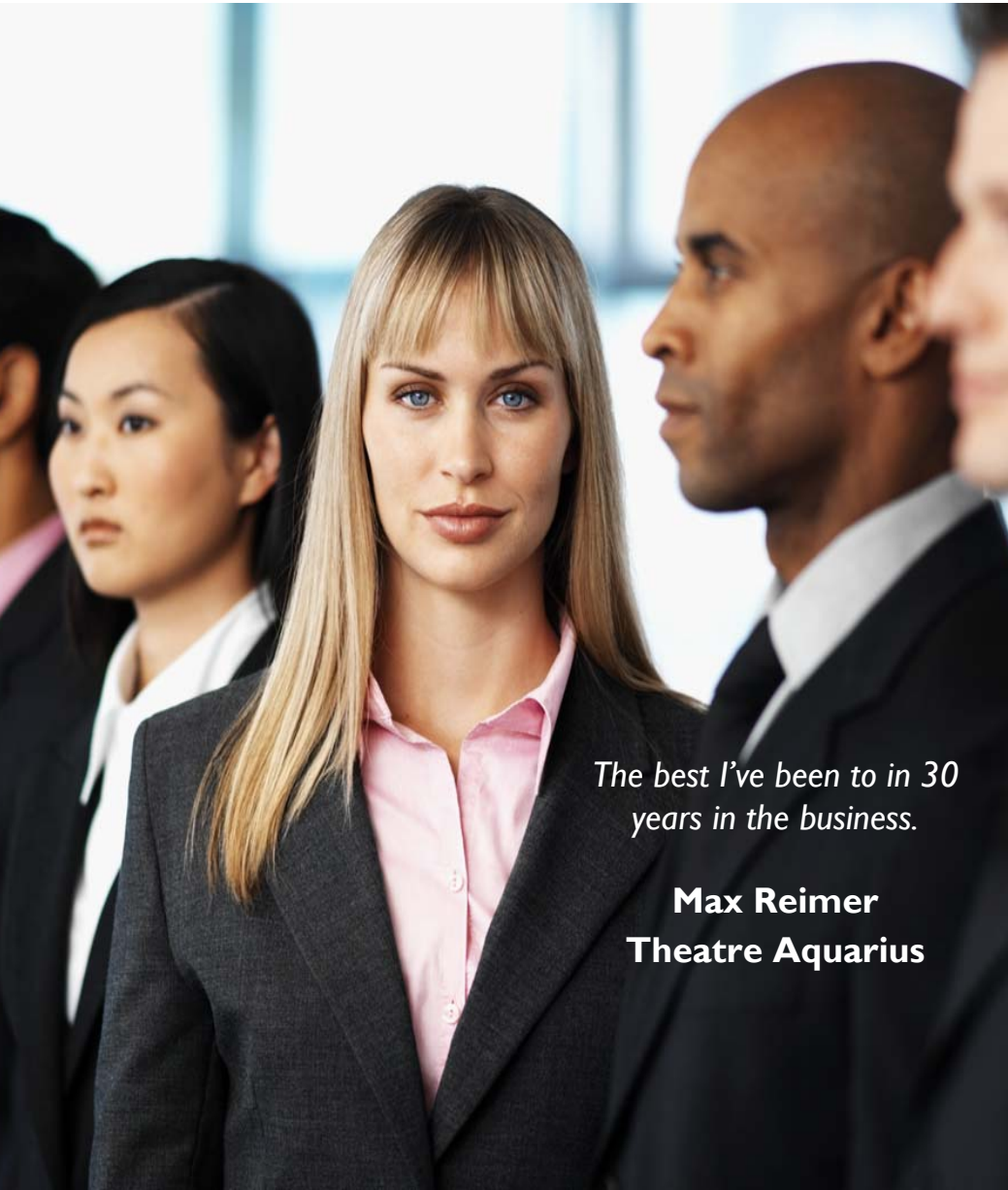


Discover how to Launch your BIG Idea!

An Opportunity for 25 Entrepreneurs



*The best I've been to in 30
years in the business.*

Max Reimer
Theatre Aquarius

Are you tired of making money for someone who does not appreciate your efforts?

Have a **GREAT** idea but don't know where to start?

Do you want to join the ranks of the select few who control their own destiny?

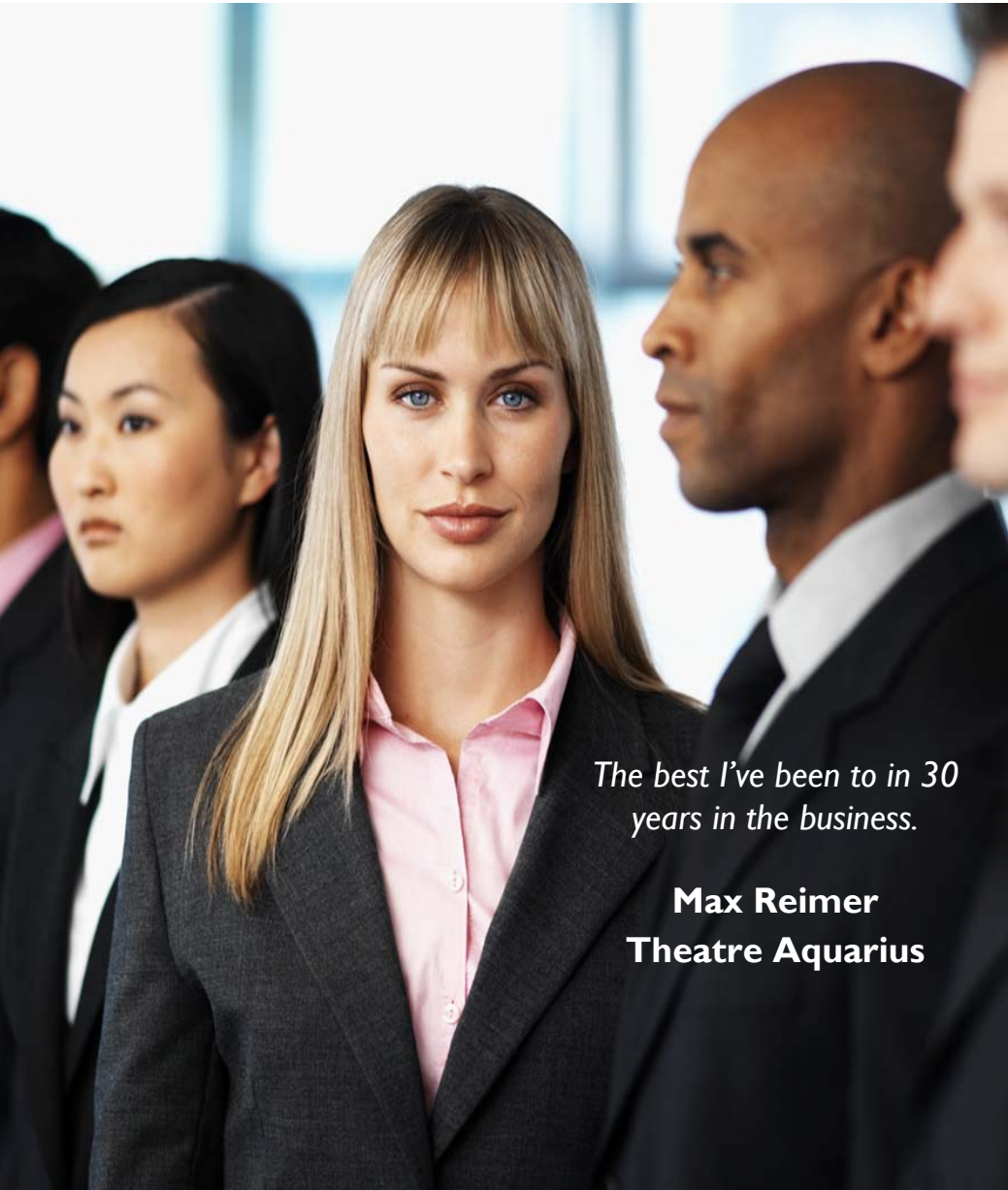
Well, now you have the perfect opportunity.

Learn everything you need to know to really jump start your ideas and how to explode your growth.



Discover how to Launch your BIG Idea!

An Opportunity for 25 Entrepreneurs



*The best I've been to in 30
years in the business.*

Max Reimer
Theatre Aquarius

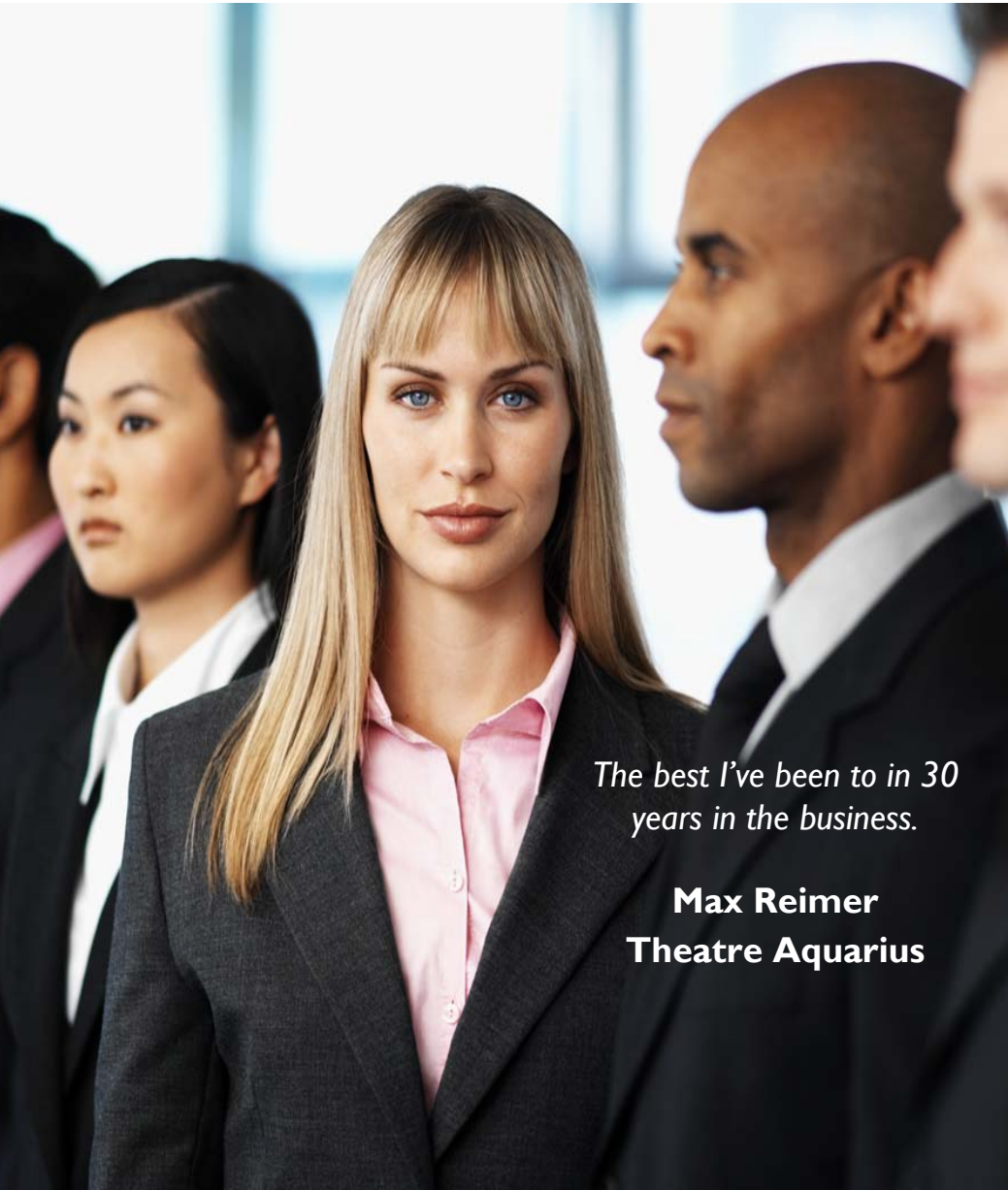
Before I tell you all about the Ignite Idea Centre Business Boot Camp, let me tell you who I am and why you should listen to me.

My name is **Gerry Visca** and I have been where you are right now. I know what it is like to start a business from scratch. I have learned through trial and error what it takes to run a business and some of the things you should never do in business – no matter what business you are in. I did not learn these lessons in the classroom. I learned them in the business world ... where mistakes are expensive and there are no free lunches. I am willing to share all my experience with you in this very special two day boot camp.



Discover how to Launch your BIG Idea!

An Opportunity for 25 Entrepreneurs



*The best I've been to in 30
years in the business.*

Max Reimer
Theatre Aquarius

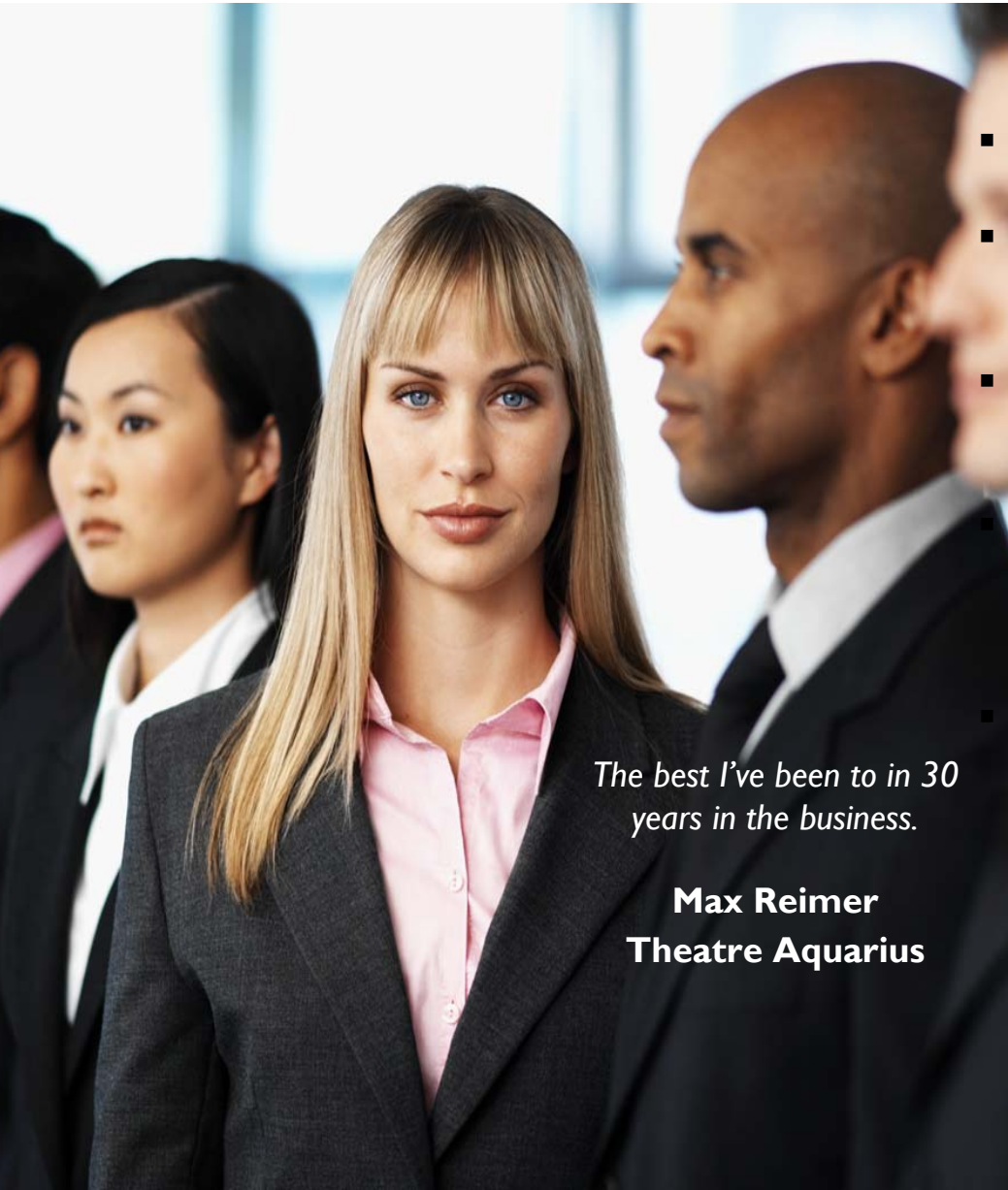
Here is what you will learn:

- A dollar's worth of research and planning on the front end will save you ten dollars down the road.
- All businesses are not created equal. Learn the businesses to avoid at all cost.
- Learn why some businesses make money and others delivering the same product or service struggle. It's all about positioning.
- Learn the 5 mistakes most business people make and how you can avoid them.
- That as much as 75% of all hiring decisions are wrong. Learn how much that can cost and how to avoid these costly mistakes.



Discover how to Launch your BIG Idea!

An Opportunity for 25 Entrepreneurs



*The best I've been to in 30
years in the business.*

Max Reimer
Theatre Aquarius

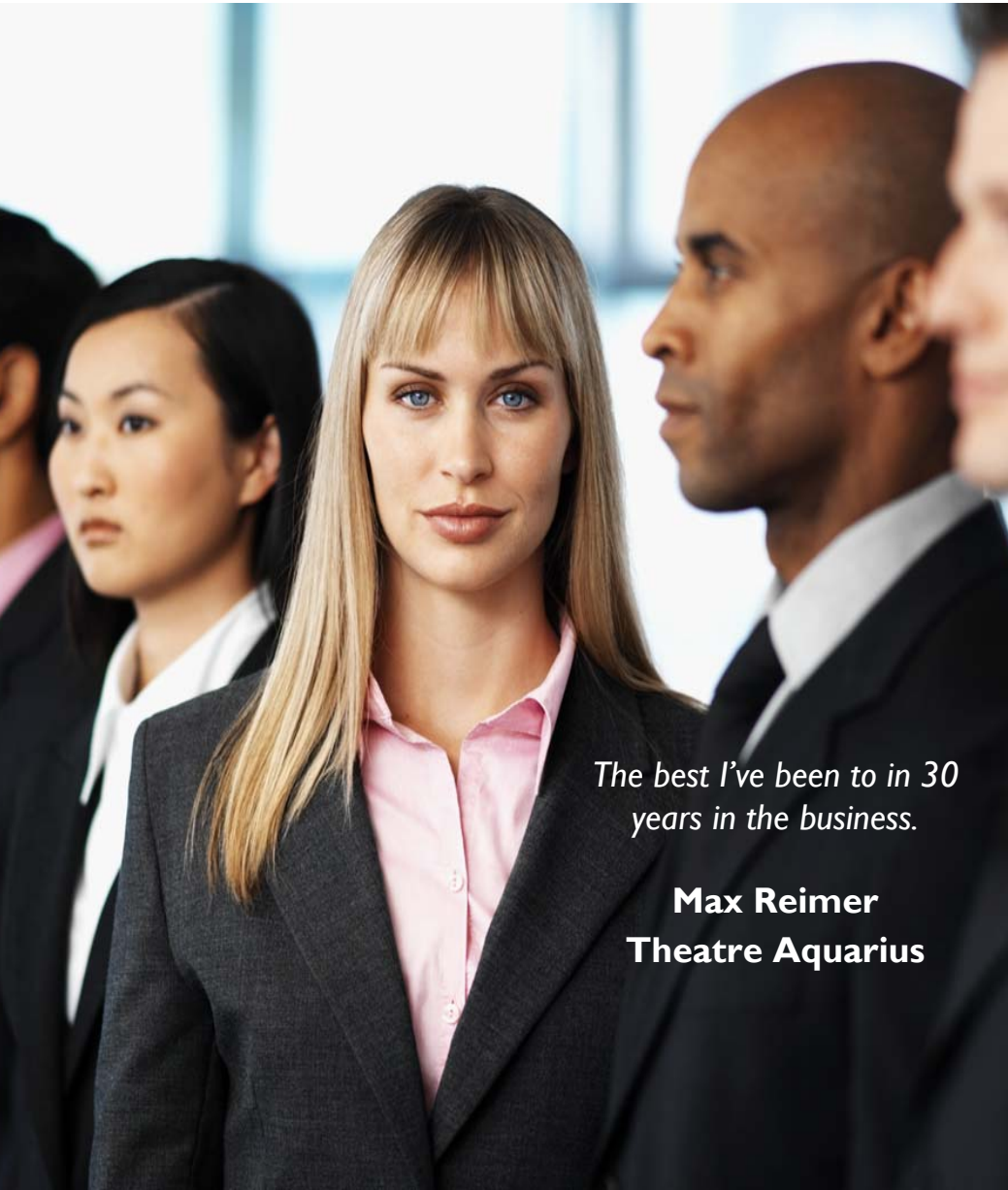
In these two days we are going to teach you:

- The life time value of a customer.
- Why it is more important to market to your existing customers than always struggling for new ones.
- How to set prices for your products – *hint: it is not the lowest price product that makes the most money.*
- How to set up the key indicators for you business and monitor them so you always know what is happening. Ignore this lesson at your own peril.
- Why most advertising is worthless to the small business.



Discover how to Launch your BIG Idea!

An Opportunity for 25 Entrepreneurs



*The best I've been to in 30
years in the business.*

Max Reimer
Theatre Aquarius

- The difference between marketing and selling ... and if you market properly you really don't need to do any selling ... just take the order.

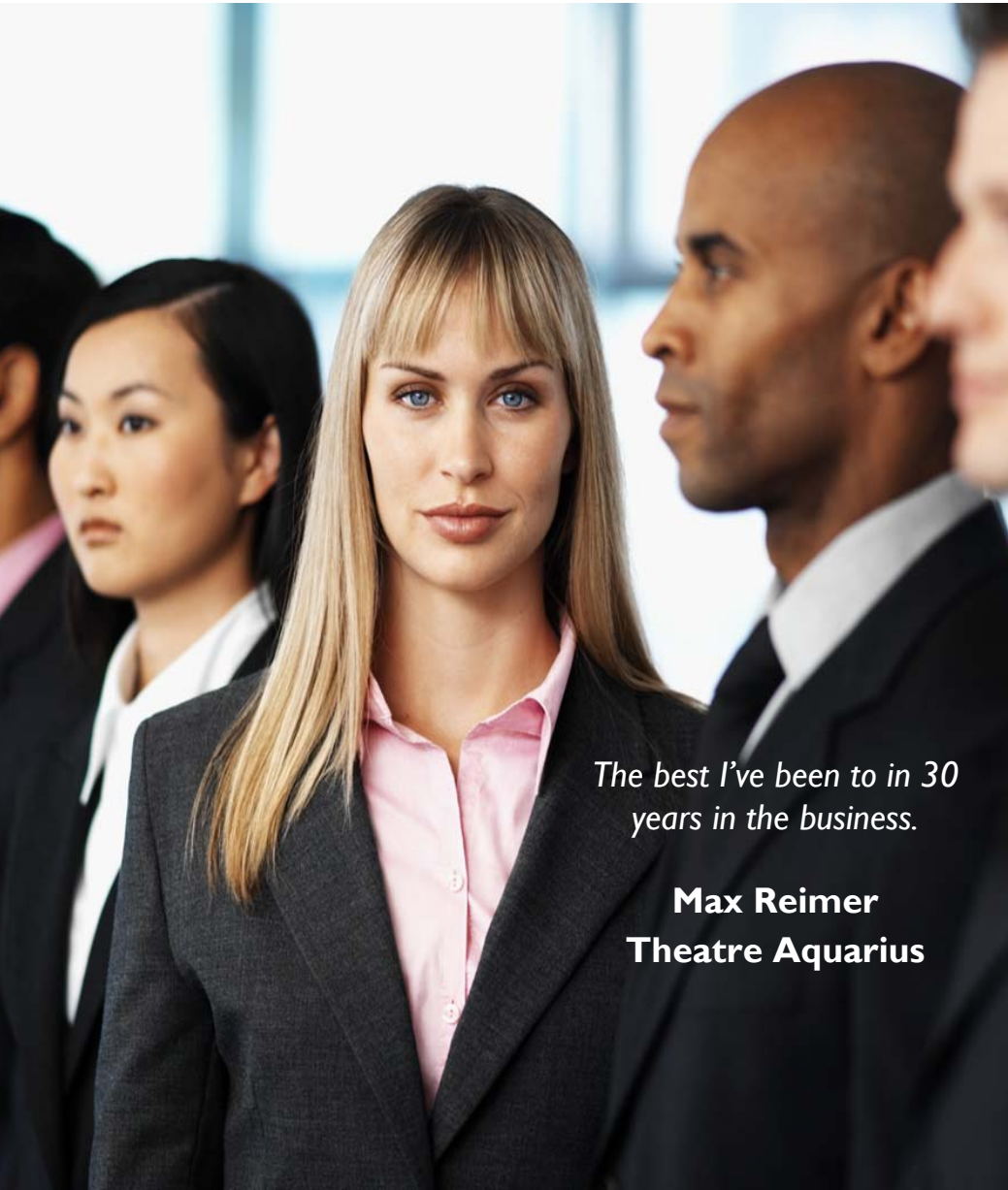
So what is all this worth? Well if you hired me to teach you this one on one, it would cost you over \$4,000.

But that is really not the cost you should worry about. I've seen people who went into business without the proper tools and quickly lost many thousands of dollars. You simply cannot afford to go into business without being thoroughly prepared. It could easily cost you \$50,000 or even more.



Discover how to Launch your BIG Idea!

An Opportunity for 25 Entrepreneurs



*The best I've been to in 30
years in the business.*

Max Reimer
Theatre Aquarius

Don't let your dreams become your nightmares. **Start prepared.** You will get all the tools you need to start and run your business.

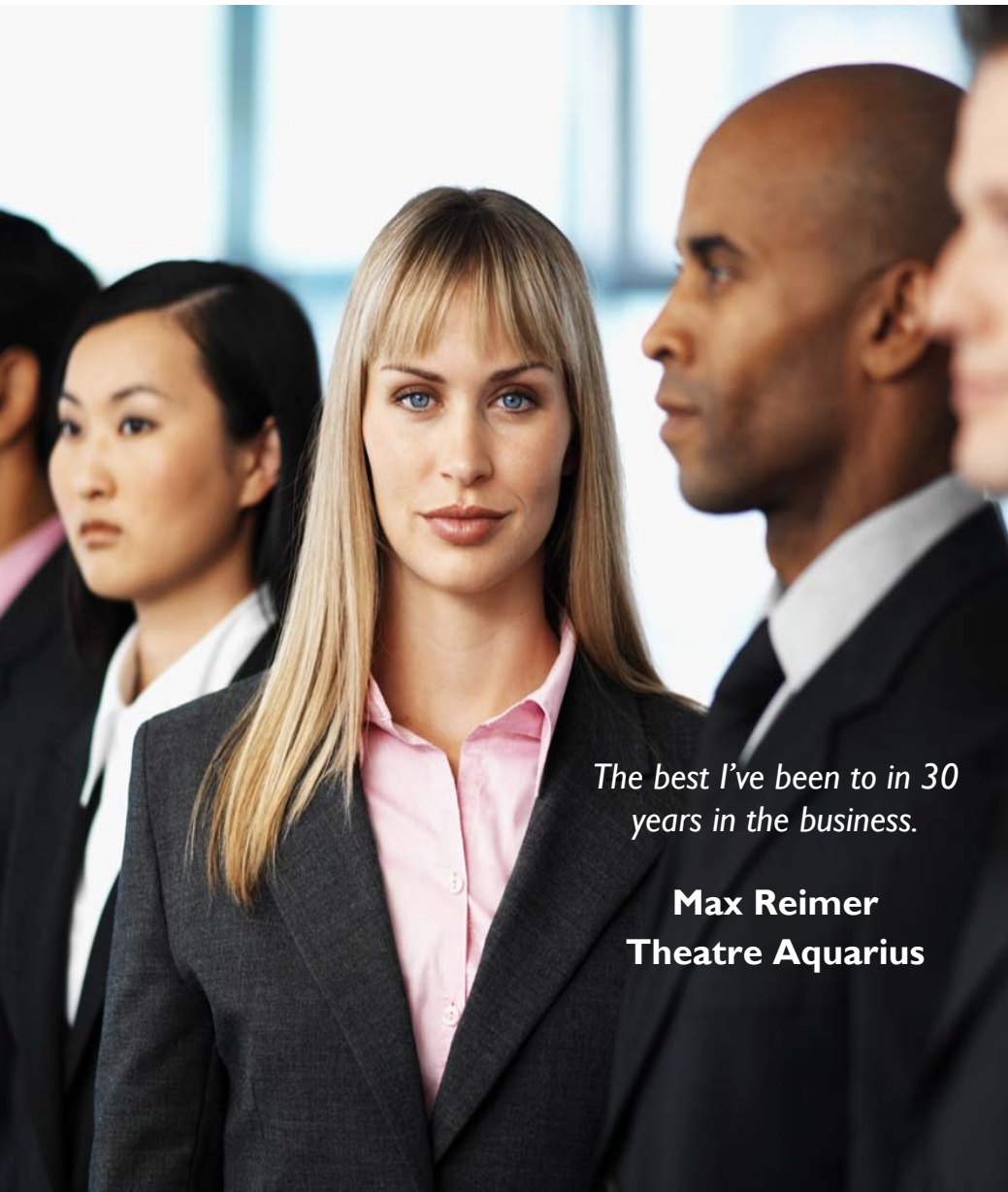
This information is so valuable ... the insights and tips will save you weeks of time and many times the cost of this seminar.

I want you to succeed. I could easily charge \$2,500 for this two day seminar. In fact, if I charge what these lessons cost me, you would not be able to afford it. But for a select 25, I am holding the cost down to \$998.



Discover how to Launch your BIG Idea!

An Opportunity for 25 Entrepreneurs



*The best I've been to in 30
years in the business.*

Max Reimer
Theatre Aquarius

Now in addition to the 2 day seminar, I will give you a private email address for 90 days follow up by email. I will also give you four 15 minute coaching/mentoring sessions that you can use during the same 90 day period.

And I will provide the following bonus material worth over \$500.

5 one hour tele-seminars that will cover:

- Measuring results
- Hiring and keeping the best and brightest
- Advanced marketing
- Leveraging your business
- Managing your time



Discover how to Launch your BIG Idea!

An Opportunity for 25 Entrepreneurs



*The best I've been to in 30
years in the business.*

Max Reimer
Theatre Aquarius

And as a special bonus – How to set and achieve goals.

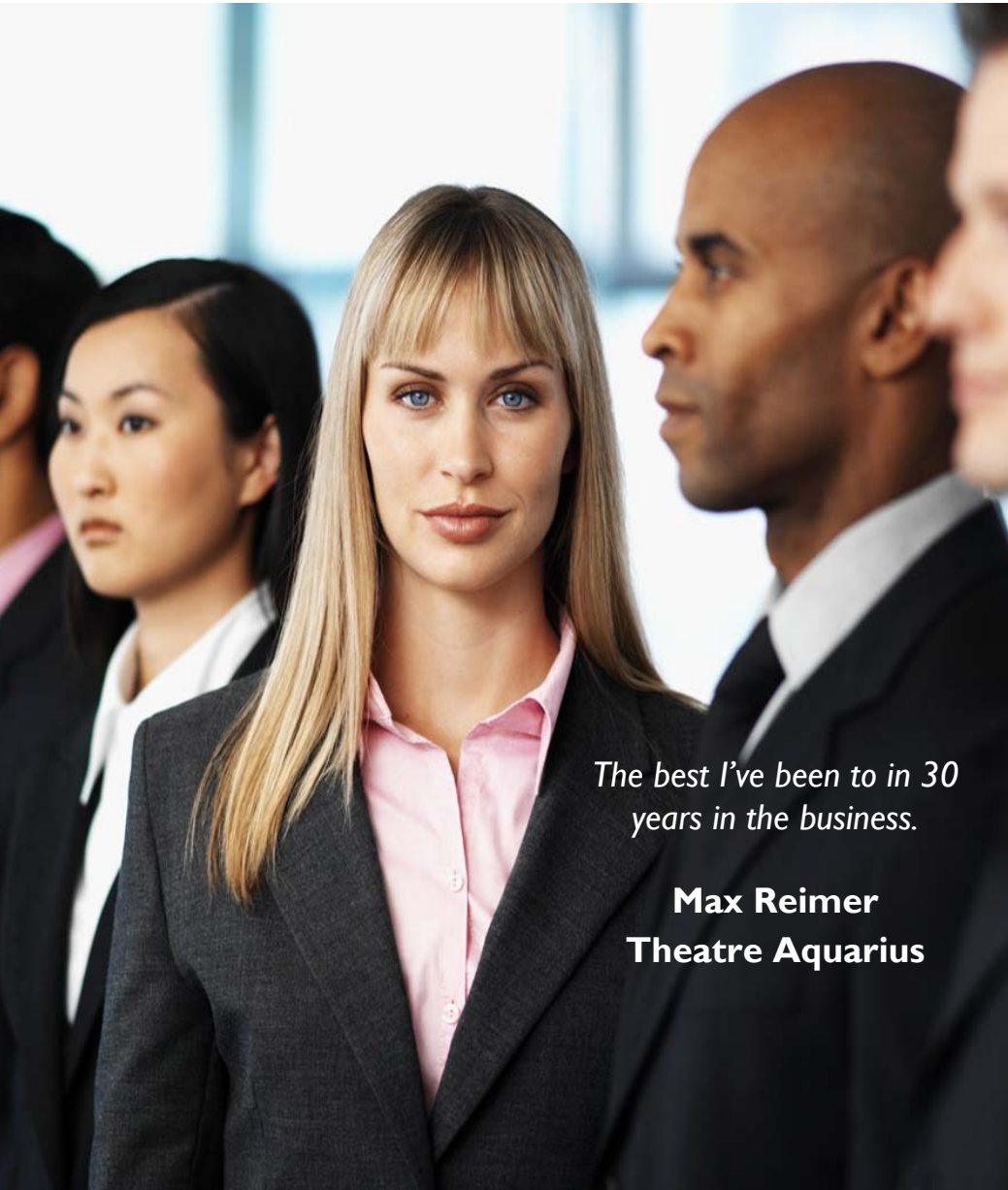
When you add it all up, this seminar and all the bonuses are worth over \$3,000.

But seating is limited and we cannot add any seats. So register now and reserve your seat by visiting www.redchairbranding.com



Discover how to Launch your BIG Idea!

An Opportunity for 25 Entrepreneurs



*The best I've been to in 30
years in the business.*

Max Reimer
Theatre Aquarius

Frequently asked questions:

Can you guarantee my success?

We can and will give you all the tools necessary to start and run your business. Your success will depend on how much action you take and whether you follow the best practices business models we will provide you. We cannot do the work for you. So to a large extent, your success depends on your ability to implement what we teach.

What are the dates and times?

This Boot Camp is delivered over 2 days on October 18 & 19, 2007 and they start at 9:00am and end at 4:00pm. Included with your fee is lunch and all day coffee breaks.

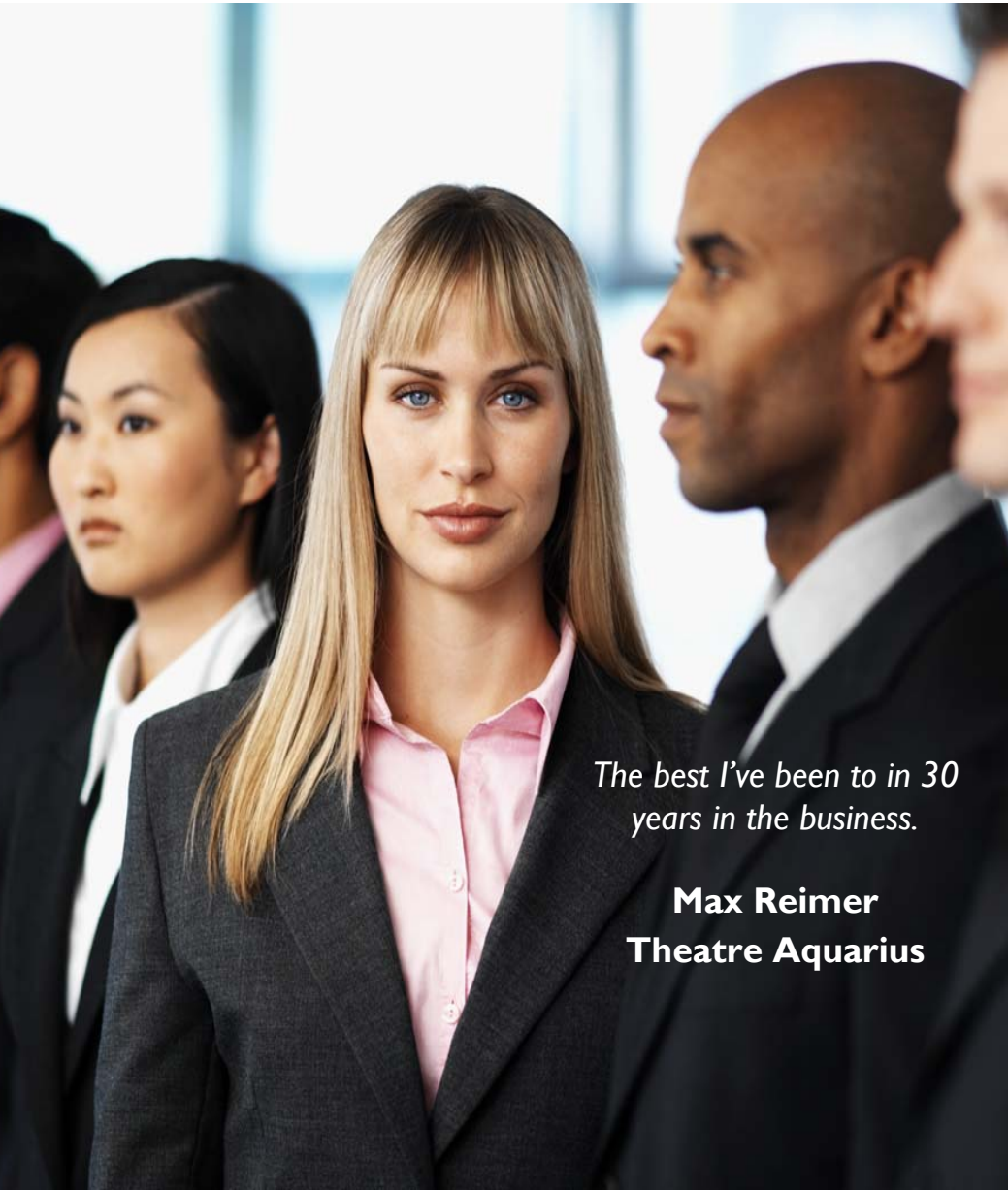
Will I have written materials that I can take with me?

You will be provided with a work book to be used throughout your Boot Camp.



Discover how to Launch your BIG Idea!

An Opportunity for 25 Entrepreneurs



*The best I've been to in 30
years in the business.*

Max Reimer
Theatre Aquarius

Key Note Speaker

Gerry Visca, Chief Creative Officer
redchair™ Branding
International Award-Winning Agency

When + Where

The Coffee Office
3310 South Service Rd.
Burlington, Ontario

Register Today

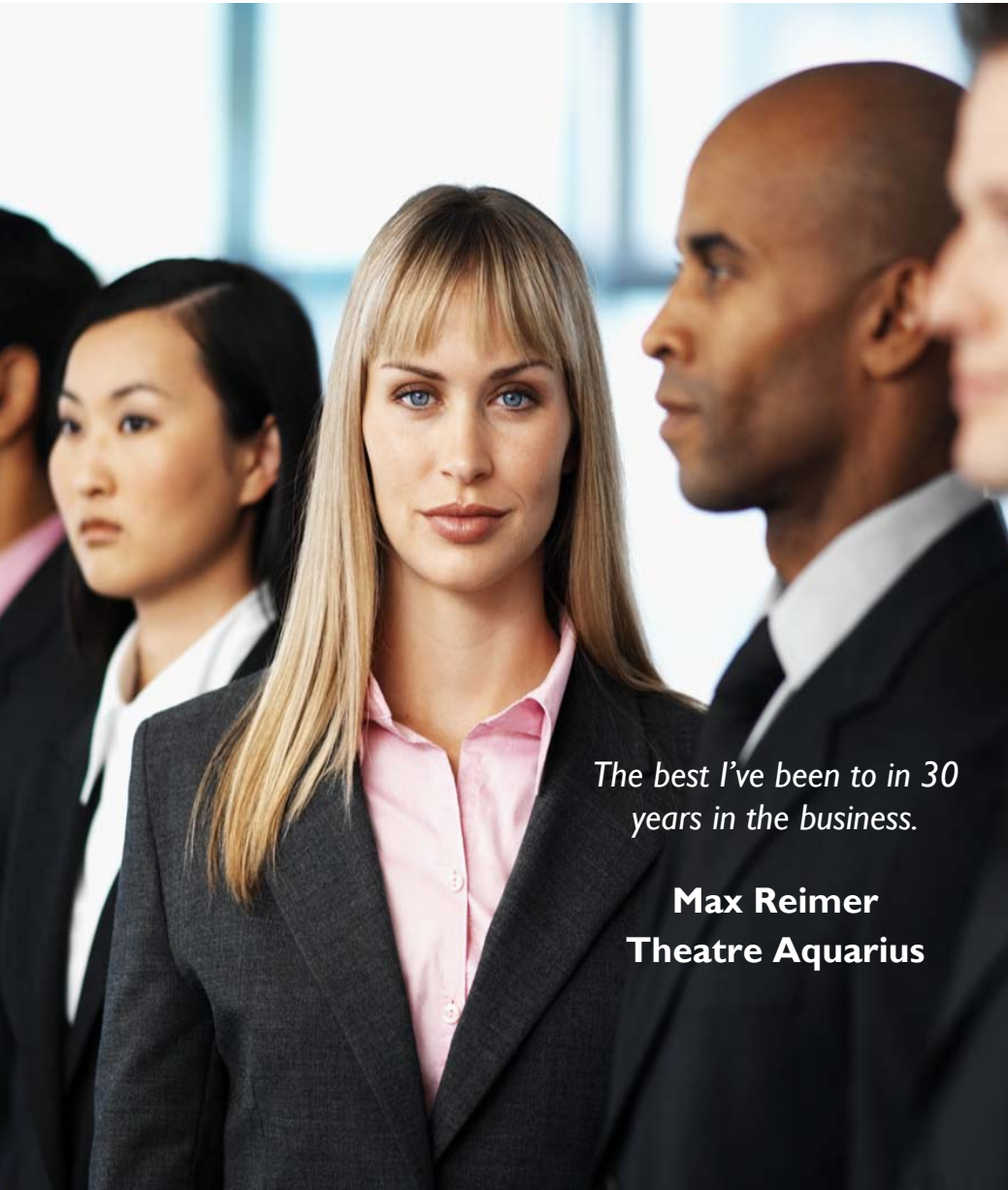
This is a 2 day Boot Camp.
Seating is limited for this Exclusive Event
Visit www.redchairbranding.com
1-866-811-FUEL (3835) Ext.114

First 15 registered, will receive a free copy of
Gerry Visca's Audio CD, What Have You Got To Win?



Discover how to Launch your BIG Idea!

An Opportunity for 25 Entrepreneurs



The best I've been to in 30 years in the business.

Max Reimer
Theatre Aquarius

Gerry is a real dynamo! His redchair Boot Camps truly delivers inspiration, as promised.

Heather Bennett, University of Western Ontario

The best I've been to in 30 years in the business.

Max Reimer, Theatre Aquarius

*The **redchair**™ Boot Camp was by far the most interesting and interactive workshop I've ever been too. Gerry has the ability to keep the audience excited and engaged all day.*

Katerina Chrysostomou, Aviva Canada Inc.

"The seminar was a fantastic experience for me. It gave me the opportunity to focus on what's important both personally and professionally. I would highly recommend this seminar to anyone willing to look at things with an open mind."

Adam Scher, Sales Associate, Commercial Marketing

