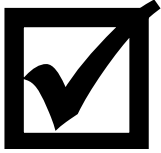


YES! I want More Traffic, More Sales, Better Margins and More Time Off! Please Accept My RUSH Application!



I Understand I will receive All of the following benefits of the Market Domination Implementation Program:

- **Two Coaching Calls Per Month**
 - Fast implementation a **specific strategy that will increase sales and traffic**
 - **Overhaul of your advertising and marketing pieces**
- **Marketing Pieces Already Done For You**
 - **Marketing Pieces, Ads, Promotions and Scripts That Are Proven To Bring Buying Customers Into Your Store...ALL DONE FOR YOU!**
- **Members Only Website**
- **Systems and Programs That Put Your Marketing on Autopilot**
- **Monthly Power Package**
 - **FREE Subscription to the Traffic Guys' Money-In-The Bank Newsletter**
This is a \$599.64 a year Value, Yours FREE with your membership
- Audio CD recording of our monthly Tele-seminars
- Surprise audio CD recording of interviews with industry experts and marketing gurus.
- Free gifts and books when we come across gems that will put more money in your pocket.
- **The *Instant Success* Marketing System FREE; A \$1500 Value!**
 - We usually sell this System separately for \$1500. However, as an added bonus for joining the Marketing Domination Implementation Program, we will **RUSH Ship you a Huge FedEx package with the *Instant Success* Toolkit (weighing over 7.9 pounds)**
- **VETO Your Biggest Competitor**
- **Email Mastermind Group**
 - **Share and mastermind with retailers across the country**

"We've had the best weekend we've had in 6 months (over \$60k on Saturday alone!) Thanks to you guys!"

Belinda Maggard,
Maggards Furniture

"Very Exciting Stuff...**I have had great traffic from marketing last week... much of which was modified per "the traffic guys" input.**

Giff Gates, Gates Furniture,
Oregon

"I did over \$310,000.00 in sales (in less than 2 months) using the marketing piece I put together with Brett and Ethan."

Jim Fisher, Chicago

**Confidential Application For Membership In The Traffic Guys,
Instant Success "Market Domination" Implementation Program.**



YES! Please Let Me Into The *Instant Success* "Market Domination" Implementation Program.

Due to the limited number of membership we can accept, it is highly recommended that you fax or FedEx your completed application immediately to be considered for this program.

Please take care to answer *every* question to the best of your ability. In order for us to fairly determine your compatibility with the Market Domination Implementation Program, thorough and complete answers are crucial.

To SUBMIT APPLICATION: Fax: 480-393-4222 then call 1-800-393-2054 to CONFIRM we GOT it! Or FedEx: Furniture Marketing Systems, USA, 663 E. 5640 S., Murray, UT 84107.

Date: _____ Office Phone: _____ Home Phone: _____
<input type="checkbox"/> Applicant is owner of the retail store
<input type="checkbox"/> Applicant is <i>not</i> owner of retail store please explain: _____
Name of Applicant: _____ Name of Business: _____
Spouse Active in the Business? _____
Store Address: _____

Cell Phone: _____ Fax: _____
Email Address: _____ Web Site: _____

STEP 1: Read through the accompanying letter to understand the scope and nature of the program

STEP 2: Complete the application and Fedex or Fax back. Due to the increasing demands on our time, we are limiting the number of new members in the program. We want to truly help them receive the "Fast Track" to Results with our personal, step-by-step help.

Note: This is an "implementation" program for **Qualified members only**. Please understand that non-acceptance into the program is absolutely no reflection on any individual or company. Our aim is to create a program that will truly help home furnishings retailers get "fast" results. So we need HF retailers with similar goals, ambitions, and attitudes. The information you supply will help assure your highest level of success if you are chosen. **Someone will personally call to discuss the program with the top qualified applicants.**

I have written financial & business goals or I would like to develop goals (and a *system* to *achieve* them)

 I am open to trying just about any Fast Track GEM that Ethan or Brett suggests

 I would like to learn how to raise my prices without the fear of losing customers and revenue

 I am now regularly taking lots of long weekends, vacations, or other time off to spend with family, hobbies, “rejuvenate myself”, and *enjoy* LIFE to the fullest!

Please rank each of the following marketing-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale, 1 = insignificant, to 5=Very Significant. ALSO, number the ten most important items to you 1-8, 8=most important of all.

<u>No.</u>	<u>Ranking</u>				
<u> </u> Advertising effectively	1	2	3	4	5
<u> </u> Generating sufficient QUANTITY of clients	1	2	3	4	5
<u> </u> Controlling costs of advertising, client acquisition	1	2	3	4	5
<u> </u> Client retention	1	2	3	4	5
<u> </u> Stimulating repeat business from clients	1	2	3	4	5
<u> </u> Stimulating referrals from clients	1	2	3	4	5
<u> </u> Clarifying my USP, Positioning, Marketing Messages	1	2	3	4	5
<u> </u> Taking advantage of new opportunities, technologies	1	2	3	4	5

Please rank each of the following business and financial-oriented items according to the difficulty or challenge they currently represent to you; rank EACH ONE on a 1-5 scale, 1=Insignificant, to 5=Very Significant. ALSO, number the ten most important items to you 1-6, 6=most important of all.

<u>No.</u>	<u>Ranking</u>				
<u> </u> Finding time to implement	1	2	3	4	5
<u> </u> Getting employees and/or associates “on board”	1	2	3	4	5
<u> </u> Hiring/training/managing employees	1	2	3	4	5
<u> </u> Setting, selling and commanding premium	1	2	3	4	5
<u> </u> Taking a satisfactory amount of time off	1	2	3	4	5
<u> </u> Having a long-term retirement/exit strategy	1	2	3	4	5

LIST 5 BOOKS THAT HAVE HAD A PROFOUND IMPACT ON YOUR LIFE, AND DESCRIBE MOST SIGNIFICANT INFORMATION AND IDEAS GAINED FROM ONE OF THEM:

#1: _____

#2: _____

#3: _____

#4: _____

#5: _____

DO YOU REGULARLY OR FREQUENTLY USE:

Direct-mail	___ YES	___ NO
Broadcast VOICE	___ YES	___ NO
Web Site	___ YES	___ NO
E-Mail	___ YES	___ NO
Print Media Advertising, Local	___ YES	___ NO
Radio/TV Advertising, Local	___ YES	___ NO
Publicity/News Releases, Local	___ YES	___ NO
Newsletter	___ YES	___ NO
Personal Networking	___ YES	___ NO
Tele-Marketing	___ YES	___ NO

Currently how much money do you spend or budget for advertising a month? _____

DESCRIBE 3, 4 OR 5 MAJOR GOALS YOU ARE WORKING TOWARD:

#1: _____

#2: _____

#3: _____

#4: _____

#5: _____

HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY GENERATE NEW BUSINESS FOR YOU? _____

HOW MANY MARKETING STRATEGIES OR SYSTEMS DO YOU HAVE IN PLACE THAT CONSISTENTLY STIMULATE REPEAT BUSINESS, LOCK IN CONTINUING OR RENEWABLE INCOME AND/OR STIMULATE REFERRALS? _____

If you are chosen, specifically what do you hope to get of your “Market Domination” Membership?

Please tell us why you believe that you and your store would be candidates for the Market Domination Implementation Program:

(Continue on back if needed)

Store Information

___ Number of years as HF business owner ___ Number of staff

Our Inventory Software is: _____

___ Average number of days you work each week ___ Number of vacation weeks you’d like / year

___ Number hours your work each day _____ Sales Volume over the Past 12 months

_____ Net Income to owner last 12 months.

Check ONLY *ONE* regarding your personal written financial plan, and the *predictable* probability of your having the option to **retire at above your current lifestyle** (based on increased supply and dramatically low demand)

For my current age, and the total portfolio value I'll need to amass, I am currently:

 RIGHT on or ahead or track to retire to the life I've dreamed, at the age I've chosen

 In need of a little better guidance and/or annual profits from which to fund my portfolio

 Not on track YET to be assured of my present lifestyle at *my* chosen age (HELP!)

YOUR SCHEDULE

Number of hours you work, average week _____

Number of hours you'd prefer to work, average week _____

% of work-time you rank as productive _____

No. of hours per week you work "on" vs. "in" your business _____

No. of weeks of vacation taken: 2004: _____ 2005: _____ 2006: _____

No. of weeks of vacation you'd prefer taking: _____

READINESS ASSESSMENT

Rank Yourself In Desire To Make Quantum Leaps in the next 12 months: (Mark one)

 Very serious; I'll do anything to reach my goals

 Somewhat serious; I'm pretty happy where I'm at, but always looking to improve

 Somewhat serious; I'm just not much of an implementer

 Very little desire to make Quantum Leaps in my store

If I could help you make yours a more "perfect world", what three changes would you like to make?!

What is THE number one thing most likely to awaken you in the middle of the night in a cold sweat?
(could be business, personal, or financial, etc. etc.)

REFERENCES: Please list 3 people with *phone numbers* who we can contact to determine your acceptance to the program.

1. Name _____ PH _____

2. Name _____ PH _____

3. Name _____ PH _____

Please check the following box:

"I'm 110% dedicated to getting the results I want and deserve for myself and my family. I'm willing to do just about anything to get there!"

Date: _____ Applicant's Signature: _____

SUBMIT YOUR APPLICATION *Either* by:

Fax: 480-393-4222 then *call* 1-800-393-2054 after faxing to **CONFIRM** we *GOT* it!

or **FedEx:** Brett & Ethan, Furniture Marketing Systems, 663 E. 5640 S., Murray, UT 84107 USA

Now let's recap and take a look at the *complete* list of all benefits you will receive in the Market Domination Implementation Program:

- | | |
|---|---------------------------------|
| ➤ Two Teleconferences Per Month | Included |
| ➤ Monthly Marketing Pieces Already Done For You | Included |
| ➤ Members Only Website | Included |
| ➤ Systems and Programs That Puts Your Marketing on Autopilot | Included |
| ➤ Monthly Power Package (loaded with newsletters, CD's, and money making stuff) | Included |
| ➤ Mastermind Group | Included |
| ➤ On going constant support | Included |
| ➤ Retailer of the Year Contest | Included |
| ➤ VETO Top Competitor | <u>Free Bonus</u> |
| ➤ Instant Success Marketing System FREE | <u>(\$1497.00 Value)</u> |

The program is \$297 per month. There is **no long term contract** and you can cancel at any time. If you apply by the deadline, we will send you out the Instant Success marketing FREE. **Only getting one or two more paying customers in your store, you will more than pay for the monthly investment** (that *is* what this is. It is an investment in your store, and business education).

WARNING: Please DO NOT send in an application unless you are sincerely interested in joining the program. We only have time to review and consider retailers who are ready to join and get results.

Your credit card is required and will not be charged the first monthly investment until you are accepted and we have confirmed your acceptance (with you) into the program. If you do not include payment information below, your application will not be reviewed. (Due to problems with collections in the past we do not accept checks. Sorry for the inconvenience.)

Join The Market Domination Program Two Payment Options – Save \$600!

Option 1: Get 12 Full months of Market Domination Membership for the price of 10.

___ Full Pay of \$2970 (Refund is pro-rated if cancelled prior to the 12 month period) **Save \$600!**

___ **Option 2:** Monthly Payment of \$297

Name: _____

Billing Address on Card: _____

City: _____ State: _____ Zip: _____

Credit Card Number: _____ **Expiration Date:** _____

Security Code (3 digits on back of card) _____ **VISA** ___ **MC** ___ **DISC** ___ **AMEX** ___

Signature: _____ **Date:** _____

Secondary CC Number (not required): _____ **Ex Date:** _____

Security Code (3 digits on back of card) _____ **VISA** ___ **MC** ___ **DISC** ___ **AMEX** ___

Shipping Address (If different than billing address)

Street _____

City: _____ State: _____ Zip: _____

FAX: 480-393-4222

If you have questions feel free to call TOLL FREE 1-800-393-2054 and a member of our staff will be happy to help you.