

MEDIA KIT



REAL WORLD STRATEGIES,
REAL LIFE RESULTS FOR
SMALL BUSINESS.



JANET SWITZER

NEW YORK TIMES
BESTSELLING CO-AUTHOR
of The Success Principles

#1 BESTSELLING AUTHOR OF
INSTANT INCOME®
Strategies That Bring In the Cash

INTERNATIONALLY ACCLAIMED
SPEAKER & EXPERT

ON-AIR BIOGRAPHY

She's generated instant income for celebrity entrepreneurs like Chicken Soup for the Soul, Les Brown and others, but today Janet Switzer (pronounced S-why-tzer) will talk to us about how you, too, can generate incredible amounts of cash in just hours, days or weeks.

She's the author of a new book called *Instant Income: Strategies That Bring In the Cash*. Whether you've got a small business, whether you're employed by someone else or if you just want to be an occasional entrepreneur making a few thousand dollars on the side several times a year -- Janet Switzer has the formula for putting cash in your bank account.

FULL PROFESSIONAL BIOGRAPHY

A 20-year veteran of helping small businesses create fast cash, Janet Switzer is unique among experts as the woman who's developed and executed the day-to-day income-generation strategies of many of the world's top celebrity entrepreneurs: **Chicken Soup for the Soul** co-founder Jack Canfield, financial guru **David Bach**, master motivational speaker **Les Brown**, Internet income expert **Yanik Silver**, America's highest-paid marketing consultant **Jay Abraham**, and *The One Minute Millionaire* coauthor **Mark Victor Hansen**, among others.

Today, she's the #1 bestselling author of *Instant Income: Strategies That Bring in the Cash for Small Businesses, Innovative Employees and Occasional Entrepreneurs* from McGraw-Hill Publishers. As well, she's the **New York Times** and **USA Today** best-selling co-author of *The Success Principles: How to Get From Where You Are to Where You Want to Be*, published in 20 languages worldwide.

Unlike other experts who merely conjure up good ideas, Miss Switzer actually produces the ads, letters, scripts, response devices and other marketing vehicles that transform good strategies into great profits. She's executed countless hundreds of low-cost, profit-proven strategies for companies in the hi-tech, manufacturing, service, retail, publishing and training fields. And she's counseled more than 50,000 companies and entrepreneurs worldwide in leveraging their intangibles and information assets for untold millions in potential windfall revenue.

Miss Switzer speaks annually to thousands of entrepreneurs, independent sales professionals, corporate employees and industry association members on the principles of success and income generation.

Miss Switzer has been a widely published journalist and is a former columnist with Nightingale-Conant's **AdvantEdge** magazine and **Training Magazine** (Asia Edition). She's also been featured in the *Wall Street Journal*, *USA Today*, *the New York Times*, *Time Magazine*, *US Weekly*, *Entrepreneur Magazine*, *Publisher's Weekly*, *Metropolitan Magazine*, *Costco Connection* and countless other periodicals and newspapers.

As one of America's most respected authorities in the knowledge products industry, she also helps achievers who are experts in their field attain worldwide status and million-dollar incomes by building publishing empires around their business strategies, training concepts, industry expertise and unique market posture. Her multi-media short-course *How Experts Build Empires* is the industry's definitive work on the subject of developing and marketing knowledge products.

Miss Switzer makes her home in Thousand Oaks, California.

SYNOPSIS OF THE BOOK, INSTANT INCOME®

You've spent a lot of time, effort, and money to get where you are today. You've hired employees or established outsource relationships. You've developed products or services, advertised, sold, and delivered. Perhaps you work for a small business, sharing the owner's dream for substantial wealth.

Along the way—without even knowing it—you've created something else too: marketable assets. Assets such as your relationships with suppliers, your advertising calendar, your Internet presence, your key employees, your sales force . . . and everything else that affects your business.

Instant Income is the first ever system to show you how to turn uncommon assets into income you can make and use in just hours, days or weeks—and to help you develop entirely new streams of income from unlikely sources. With Janet Switzer's proven secrets, you'll be able to:

- Discover hidden pockets of potential income—at no cost to you
- Sell more to your current customers and generate new clients
- Lower costs, increase prices, and maximize profits
- Get others to do your marketing for you
- Create your own Instant Income implementation plan

This comprehensive guide is packed with ready-to-use campaigns, money-generating guidelines, do-it-yourself financial calendars, and so much more. Best of all, the purchase of this book gives you FREE full access to the *Instant Income* online tools.

These tools include a FREE online audit, FREE sample intrapreneurship template, and FREE e-training program. This is no ordinary how-to guide.

This is *Instant Income*—for you, for real, for life.

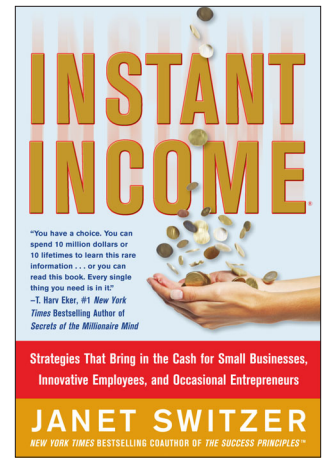
FROM PUBLISHERS WEEKLY

In her first solo book, entrepreneur Switzer (co-author, with Jack Canfield, of *The Success Principles*) offers practical insights for business owners in a fast-paced text jam-packed with useful information and tricks of the marketing trade.

Designed to bring in customers and cash, Switzer's guide builds on small business basics and provides authoritative strategy in an impressive number of areas: customers, joint-ventures, advertising, prospecting, sales, the internet, apprenticeships, negotiating deals and “earning extra income whenever you need it.” Switzer is a firm believer in research, promoting the theory that the best marketing campaigns gather as much knowledge as possible about potential customers—their problems, needs and goals—in order to avoid the “customer complaints, returns, and refunds” generated by “selling prospects something they don't need.”

Packed with advice on everything from “Writing ads that make the phone ring” to “Launching a viral report” to “Going into business with the boss,” as well as endorsements from Switzer's satisfied advisees, this book is a valuable resource for anyone who owns a small business or is interested in making some extra money; media-savvy consumers may also find this book useful in navigating the marketing forces that bombard them daily.

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SOUNDBITES ABOUT INSTANT INCOME®

- Consumers today are overwhelmed with many of the most daunting economic times ever seen. Skyrocketing mortgage payments, massive foreclosures, widespread layoffs and plant closings, soaring divorce rates and overwhelming credit-card debt are quickly creating a personal finance and debt crisis of staggering proportions. These serious economic trends are converging to re-focus consumers everywhere on the importance of creating cash.
- Millions of people will start new businesses in the midst of this cash crunch, and studies show 2/3 of them will be women. In America, these new entrepreneurs will join an already thriving market of 10 million small businesses, 15 million solo entrepreneurs and 112 million *employees* of small businesses— all desperate to earn more cash.
- There are millions of ways to make money in a small business. And then there are just some strategies which are very quick to execute and which bring in the cash very quickly, too...often in just hours, days or weeks. Those are the strategies that make up the Instant Income system.
- Most small businesses run on cash — if there's money left in the checking account, you know the business is still alive. Well, if you're about to close your business on Friday because there's no money in the checking account, these are methods that can put money there by Thursday night.
- You don't have to have a traditional bricks-and-mortar business to use the Instant Income system — you can use these strategies with your home-based business or if you do money-making projects on the side.
- The book details 35 little-known strategies Janet Switzer executes for her high profile clients — many of the best-known celebrity entrepreneurs in the world.
- Janet Switzer tells you how to make more money in the 7 critical areas of any small business — customers, joint ventures, advertising, prospecting, sales, internet and overlooked assets.
- If you're employed, you can actually boost your paycheck by identifying the income opportunities in your employer's business, then go to your employer and negotiate a pay raise or a promotion or percentage of revenue for helping to bring that cash. The book gives you actual negotiating strategies — even a sample deal-point memo.
- Once you learn the strategies, the book provides an online tool that helps you build a complete written plan customized for your business. The plan tells you exactly which strategies to execute first by calculating the exact amount of money you'll make from each strategy. Then, the online planning tool creates a printout you can refer to again and again.
- For entrepreneurs and employees who are really desperate and need emergency cash, Janet Switzer offers a free companion guide called the Instant Income 10-Day Turnaround Program — available at InstantIncome.com. It helps identify how much emergency money you need to make, who can help you bring in that money, which strategies to execute to bring in the cash — plus the exact implementation steps for earning the money and depositing it into your bank account. It takes away the anxiety and puts you into action by telling you exactly what to do every day for 10 days.

INSTANT INCOME SHOW IDEAS TO ENGAGE YOUR LISTENERS & VIEWERS

Foreclosure, Credit Card Debt, No Money for Retirement...Are You Trapped on the Wrong Side of the American Dream? Here's How to Make Instant Income and Put Yourself on a More Solid Financial Footing...

I'm Desperate! What Can Employees Do to Create Cash in the Next 10 Days?

Are You a Stay-at-Home Parent? Here's How to Make Instant Income While the Kids Are at School...

Movie Tie-In: "U R Pre-Approved"...Why Just Cutting Back Can't Always Eliminate Your Debt. You Have to Make More Money, Too.

Baby Boomers With Underfunded Retirements: How to Make Up for Lost Time and Still Retire in Style By Earning Instant Income Now

Celebrity Entrepreneurs: Surprising Look at Who's Making Millions in Instant Income and the Strategies They're Using

Instant Income Trivia Quiz: 10 Mind-Benders Reveal How Everyday People Make Millions...Sometimes in as Little as One Day

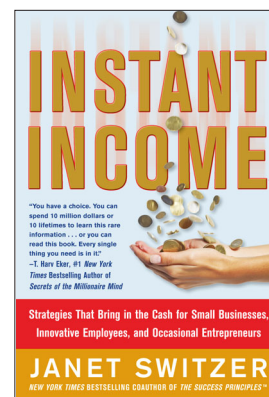
On-Air Diagnosis: What's Not Working With My Latest Ad Campaign... (call-ins)

On-Air Advice: I Want to Start My Own Business...How Can I Make Money Right Away? (call-ins)

INTERVIEW QUESTIONS

To schedule an interview with Janet Switzer, please call Linda Shkuratoff at (805) 499-9400. Linda can also provide a direct-dial phone number for your producer to reach Janet minutes before your scheduled on-air interview.

1. Why write a book called Instant Income? Do we really need another book that helps us focus on our money?
2. I know a lot of listeners out there are pretty skeptical about the idea of instant income — we've seen a ton of get-rich-quick schemes come and go over the years. Can you really make money within hours, days or weeks?
3. How do you determine which strategies to use for any small business you work with?
4. Let's say someone is a consultant or a solo entrepreneur, they don't have any employees, but they want to bring in some instant income what can they do?
5. What's the easiest strategy to execute if someone has a storefront or retail outlet?
6. There are a total of 35 strategies in the book. How does someone know what to execute?
7. You include a lot of sample advertisements, sample sales letters — even negotiating scripts — in Instant Income, but not everyone can write world-class ads and letters like you can Janet. What can everyday folks do if they don't have the training to create the materials and marketing pieces needed to bring in instant income?
8. What can employees do?
9. Some people don't want to run a small business or even a year-round part-time business. What can they do to earn instant income?
10. I know some listeners out there are really desperate for cash right now. But they're thinking, *Wow, I'd have to figure out which strategies to pick, how to implement them and so on. By then, I could be bankrupt.* What can someone do today if they are really desperate for cash?
11. We've been speaking with Janet Switzer, author of the new book *Instant Income: Strategies That Bring In the Cash* available in bookstores now. Janet's website is InstantIncome.com. Janet how can our listeners get the free Instant Income 10-Day Turnaround Program you talked about?



ENDORSEMENTS



The first strategy Janet developed for me turned a \$572 expenditure into \$31,000 in just six hours. Her second turned \$1,280 into \$105,000 in just six weeks. It's no wonder I've sought Janet's day-to-day expertise over the years...she makes me tons of money, she brings valuable new products and services to my customers, she enables me to do positive things for people — and she accomplishes it all with modest outlays, keen judgment and bullet-proof insight. I regularly recommend her to others.

JACK CANFIELD

originator of the blockbuster book series **Chicken Soup for the Soul** and featured teacher in **'The Secret'** motion picture



Janet Switzer is one of the best marketing minds on the planet with a unique talent for producing profits I can bank. She's easily made me hundreds of thousands of dollars with her simple strategies, including one that makes me over \$100,000 every time I use it. She educates my staff on how to leverage these programs for even greater gains. And I know she does the same for companies in all sorts of industries. She can do the same or more for you.

MARK VICTOR HANSEN

co-founder of the blockbuster book series **Chicken Soup for the Soul** and the New York Times bestseller **The One Minute Millionaire**



For nearly 12 years, Janet Switzer has worked directly or indirectly for my companies. From marketing development, core copywriting, re-packaging materials into new product offerings... she is highly capable, extremely dependable and conducts herself professionally and credibly. A valuable resource... I recommend her with confidence.

JAY ABRAHAM

America's Legendary Marketing Guru and Author of **Getting Everything You Can Out of All You've Got**



In a world that echoes with the dubious claims of thousands of so-called marketing experts, Janet Switzer doesn't just talk — she delivers. She's savvy, practical and reliable...and the profits she creates are nothing short of extraordinary. Her programs make companies tons of money, while they leave business owners saying, "Why didn't I think of that?" She takes a little money, combines it with a lot of expertise and creates profits beyond your wildest dreams.

MICHAEL HUTCHISON

Former Vice-President of Sales & Marketing, Robbins Research International and Developer of **Anthony Robbins' Mastery University**

In just 20 minutes on a Tuesday evening, Janet Switzer gave me a complete strategy for boosting revenues in my company. By Thursday afternoon, we had brought in an extra \$332,650. The *Instant Income* system works so well, the results will take your breath away.

LES BROWN

Legendary motivational speaker, talk-show host and author of **Live Your Dreams**



Brilliantly simple and masterfully explained, the *Instant Income* formula can add substantial new cash-flow to anyone's financial future. If you are looking to finish rich in your business, stop what you are doing and read Janet Switzer's revolutionary new book.

DAVID BACH

#1 New York Times bestselling author of **The Automatic Millionaire**



Lots of books will tell you how to invest your money. *Instant Income* shows you how to get the money in the first place. Janet Switzer's well written guide truly delivers the first part of the wealth-building equation.

BRIAN TRACY

Author of **The Way to Wealth** and **Getting Rich Your Own Way**



You have a choice. You can spend 10 million dollars or 10 lifetimes to learn this rare information...or you can read this book. Everything you need is in it.

T. HARV EKER

#1 New York Times bestselling author of **Secrets of the Millionaire Mind**



Janet Switzer is a wordsmith of exceptional talent and insight. She goes the extra mile to assure that people catch the essence of what you have to offer, and her words make them want it! I heartily recommend her to anyone.

Laurie Beth Jones

bestselling Christian author of **Jesus CEO** and **Jesus in Blue Jeans**



I once saw Janet produce a fully articulated strategy—even dictating the beginning of a direct-mail letter—within eight minutes of meeting a business owner and hearing about his business. She's the most skilled marketing strategist I know. And her practical marketing programs boast an enviable record of success.

NELSON H. DODGE

Former Director of Marketing & Communications **Xircom**, the \$200 million mobile networking leader

