

Bruce Finch: Copywriter

Medium length copy – Workbook Letters

Every one of around ten events a year held by Success Resources needed a workbook

And every workbook needed a welcome letter from the CEO

Here's a selection from just one event over many years – the National Achievers Congress (NAC)

NAC 2011 Workbook letter

Your decision to attend The National Achievers Congress puts you at the right place at the right time for the right reasons.

A 'congress' is defined as a meeting of like-minded individuals, gathered to share, discuss and take action on common themes. Our common theme today is 'Achievement', and the delegates present are here, I believe, to show that extraordinary achievement comes from taking control over your own life on your own terms.

We have made it our mission to give you access to the world's leading speakers; providing you with the best opportunities to fulfil that goal.

Your presence here today means you are part of a select group that has recognised this opportunity, has stepped up and will make the choices that allow you to make the most of what life has to offer.

Just as the Great Depression of the 1930's or the recession of the late 1980's produced a surge in millionaires and companies that have since gone from strength to strength – to the right people, the current events and economic climate offer massive opportunity.

I'm delighted to be introducing our most prominent new speaker: Mr **Donald Trump** – a multi-billionaire, one-man brand who has proved that pursuing your greatest passions and great success can go hand in hand.

We also welcome back **Anthony Robbins** and **Robert Kiyosaki**, both of whom continually build on world-leading credentials to stay on top of their games.

Now, with the right strategy choice, focus, determination and the action to follow through, you can equip yourself to maximise your achievement.

So, on behalf of the team at Empowernet International, it is my pleasure to bring you what is going to be an amazing 3 days. And whether you measure achievement in terms of health, wealth or an overall sense of fulfilment, I believe you can expect to experience a major launching point in your life.

Wishing you the very best,

A handwritten signature in blue ink that reads "Michael".

Michael Burnett
Empowernet International Pty Ltd

PS: I hope you will stay in contact and tell us what you think about any aspect of the event. You can start right now! Head to www.facebook.com/worldclassevents

NAC 2012 Brisbane Workbook letter

Welcome

We've all seen that the times we are currently living in have been described as "uncertain".

The effect seems to be a widespread acceptance of not knowing what step to take next.

But what we are really experiencing is "Change". And change is a perpetual, positive factor of life, essential for progress.

Change is what drives market economies to deliver our almost continuously rising prosperity.

Look behind the headlines and Australia is actually seen to be enjoying a strong economy.

GDP is up and there's a lot more going for it than just the good fortune of sitting on a lot of valuable minerals.

While some sectors will see income diminishing – in others, massive opportunities, such as the digital revolution, are opening up. The key is knowing how to adapt and capitalise on them.

This is the National Achievers Congress reason for being.

It has been specifically created for those who have embraced the entrepreneurial spirit. Who are driven, resourceful and committed to identifying the next and each progressive step to success.

And recognising Brisbane as an energy centre of this very ethos made it the ideal host city.

You're about to join some of the world's leading exponents to help guide you on your path.

The peerless **Anthony Robbins** will share his latest developments in psychological success conditioning principles.

Australia's own **Mark Bouris** will outline the values and systems needed to realise your personal dream.

You'll also hear from wealth creation experts with specialised vehicles for success from all corners of the globe – each with unmatched track records in their fields.

NAC Brisbane 2012 continues a proud 20 year history, and on behalf of the team at Empowernet International, it is my pleasure to bring you what is going to be an unforgettable 2 days.

We're very excited about the time ahead and really want to hear your responses. You'll all have your smartphones with you - so join the conversation, tweet, share, post your thoughts and comments.

Success has been defined as the meeting of opportunity and readiness – we've created the opportunity – are you ready, Brisbane?

To your best



Michael Burnett
Empowernet International Pty Ltd

NAC 2013 Workbook letter

Welcome

In every era, indeed every year, we have the sense of living in volatile times.

That we are surrounded by forces outside of our control.

The mining 'bubble', the China 'crisis', the high dollar. How does it all affect the economic climate? Is it worse than it has been? Better than it could have been?

It's all a matter of perspective.

The only unanimous agreement is that of "Change". Change being the perpetual, positive factor of life, essential for progress.

Change is what drives market economies to deliver our almost continuously rising prosperity.

There are some individuals who do have an impact on the bigger picture. Who can read the signs of change and engineer them to their own advantage and that of the broader community.

More than predictors, they are the shapers of the future.

Presenting these inspiring pioneers is the National Achievers Congress reason for being.

It has been specifically created for those who have embraced the entrepreneurial spirit. Who are driven, resourceful and committed to identifying the next and each progressive step to success.

You're about to join some of the world's leading exponents to help guide you on your path and help you gain an understanding of forces that are within your control.

The game-changing Virgin Group founder, **Sir Richard Branson**, shares the philosophies and strategies that have grown Virgin into one of the world's most recognised and respected brands.

Australia's own **Mark Bouris** will outline the values and systems needed to realise your personal dream.

You'll also hear from wealth creation experts with specialised vehicles for success from all corners of the globe – each with unmatched track records in their fields.

NAC 2013 continues a proud 21 year history, and on behalf of the team at Empowernet International, it is my pleasure to bring you what is going to be an unforgettable 2 days.

We're very excited about the time ahead and really want to hear your responses. You'll all have your smartphones with you - so join the conversation, tweet, share, post your thoughts and comments.

Success has been defined as the meeting of opportunity and readiness – we've created the opportunity – are you ready?

To your best



Michael Burnett
Empowernet International Pty Ltd

NAC 2015 Workbook letter

Welcome to NAC2015

I don't believe there has ever been a more rewarding time to be an entrepreneur, not just financially but on a personal level.

This is a time for new ways of thinking and doing. Where re-energised levels of passion, social conscience and innovation are all playing key roles in an ever-evolving model for success.

Agile and fast growth businesses are disrupting the status quo in ways unimagined even 10 years ago. Disruption was the new black. Engagement is the new gold.

"Do more of what you love" is the by-line of 2015's National Achievers Congress and the massive, 1 day program you're about to experience features leaders who have firmly embraced this philosophy.

For many of you, I'm sure, **Sir Richard Branson** is a shining example. The belief that there's more to life than simply escaping 9 to 5 to be your own boss. As he puts it; "Entrepreneurship is a lifestyle not a career."

In the day ahead, you'll meet outstanding experts who have forged many diverse paths to success - including several members of BRW's Rich Lists.

Right now Australia is among the top 10 countries for entrepreneurs – and #2 in the world for women entrepreneurs. You have access to the world's best speakers, those you'll hear from today hail from several corners of the globe.

Education remains a critical component for today's successful entrepreneur. Recent exciting developments mean you can now be qualified with a certified entrepreneur's degree supported by the government.

This is a time of unprecedented advantages and opportunities to change our world and the world of those around us.

What you learn here is just the beginning; the real learning is in the doing.

Get ready to step into rare company – and enjoy yourself!

To your best

A handwritten signature in blue ink that reads "Michael." The signature is written in a cursive, flowing style.

Michael Burnett
Success Resources

NAC 2017 Workbook letter

Welcome to The National Achievers Congress 2017, back in Australia after over 20 cities worldwide in 2016.

In its 23 year history NAC has helped launch and grow more successful entrepreneurs' careers around the world than any other seminar. Success in an ever-changing economic environment requires confronting new challenges that demand new ways of thinking, new ways of doing, new attitudes, new objectives and new outcomes.

Every one of the headline speakers you are about to meet has proved themselves by achieving spectacularly through applying mindsets and methods that fall way outside and ahead of the status quo.

They haven't just been happy to prod the hornet's nest, they've demonstrated that, in order to separate from the competition, it's necessary. Whether via the power of the internet, the 'power of broke' or the power of fearless passion, **Gary Vaynerchuk, Daymond John** and **Lisa Messenger** will ignite your imagination.

We also showcase a forefront technology that will be new for a lot of you – Gary will appear for us as a life-size 3D HumaGram. We premiered HumaGrams in Australia at Tony Robbins' Business Mastery to overwhelmingly positive feedback and a world record. We believe them to be an extraordinary, future focused tool to bring learning opportunities to a growing world with a growing demand.

But what else can you expect today?

Well, we won't have fulfilled our role unless we offered an holistic program of achievement. You'll hear from specialists across a broad spectrum of success – from starting a business, growing a business, setting up wealth pillars outside of a business, protecting your wealth and developing the mindset to make it all happen.

While you'll learn about growing real and lasting success and profitability, you'll also be made aware of what real wealth is – your fulfilment and quality of life.

To quote Maya Angelou; "Success is liking yourself, liking what you do, and liking how you do it"

Because in the end it is all about you and your unique path to becoming an achiever on your terms

Make the most of the day ahead, and enjoy yourself!

To your best



Michael Burnett

Success Resources Australia