

# I HAVE FAILED...

## A Personal Letter From Nigel Botterill

Last year I took the decision that we would run another BIG Entrepreneurs Circle Convention in 2020.

**Why?** Because our massive Conventions are great! They have a huge impact on business owners (and their profits!) and bring out the best that Entrepreneurs Circle has to offer to help you and your business to grow.

We wanted the **Getting & Keeping Customers Convention** to do all of that and more this year and mapped out **the single most amazing event that Britain's ever seen.**

### **BUT HERE'S WHERE I'VE FAILED...**

Despite my best endeavours... **you are not coming to the Convention in March.** You must have heard about it. We've sent you things in the post, showed you ads online, sent you more than a few emails(!) – but so far, you've decided not to come.

**PLEASE READ THIS BEFORE MISSING OUT ALTOGETHER:**

The Getting & Keeping Customers Convention is now

***THE ONLY GUARANTEED\* OPPORTUNITY***

you'll have to markedly transform your business in 2020 and beyond.

**\*Yes, I'm offering to absolutely GUARANTEE the amazing value of the Convention,** and if we fail to amaze, astound and bedazzle you with more magic moneymaking marketing tricks than you could use in two lifetimes, you can take a **100% refund PLUS an EXTRA £100 from me...** my penalty for disappointing you.

**WHO ELSE HAS EVER OFFERED TO SHOW YOU HOW TO TRANSFORM YOUR ENTIRE BUSINESS LIFE UNDER PENALTY OF PAYING YOU MONEY IF THEY FAIL??**

No one. Ever.

I will. And I flat-out dare you to take my money.

Now, please find just **four and a half minutes** to read the rest of this letter.

**PTO**

With just over 30 days to go, I've now exhausted all the tricks I know to convince you to join me, Peter Jones, Piers Morgan, David Walliams, five other world-class industry leading experts and over 1,000 fellow fantastic, passionate, like-minded entrepreneurs at the Getting & Keeping Customers Convention in March – so this WILL be my **LAST AND FINAL LETTER** to you on the subject.

Trust me...

## **The Getting & Keeping Customers Convention will be a 'magical' event...**

Why?

Because when you bring together **over 1,000** smart, switched-on business owners, for 3-days, expose them to the **proven strategies** to GET & KEEP all the customers they can handle, shower them in **inspiration, motivation** and give them **the tools** to achieve what they once could only dream of... it IS like magic.

The world's most famous magician, **Houdini**, famously broke free of heavy chains to escape from the cages he was locked inside.

And MOST small business owners – including YOU – can probably relate to the feeling of being trapped. Stuck in a cage. Unable to break free.

**Most business owners hit a ceiling.** They struggle to break out of the day-to-day of running the business to spend focused time and effort on growing it.

On getting and keeping customers.

Well... struggle no more.

## **Here's How To Break Free Of The Chains That Hold Most Entrepreneurs Back...**

**...AND IF THESE HAVE HELD YOU BACK FROM REGISTERING FOR THE GETTING & KEEPING CUSTOMERS CONVENTION, YOU REALLY, URGENTLY, DESPERATELY NEED SOME MAGIC!!**

# Chain #1:

## I'm Too Busy To Take Time Out Of The Business

Lots of small business owners are running fast, like hamsters on wheels.

**But believe me, it is hard to outrun the competition when you're running on a hamster wheel!**

Look, **everybody is busy.**

Every business owner who's reported phenomenal results from being at Entrepreneurs Circle events in the past were all "too busy" just like you.

**Don't be the woodcutter who had so much wood to cut, he couldn't take time to sharpen his axe!**

You *need* to shift your mindset about this...

# Chain #2:

## The Timing's Bad Right Now...

Guess what?

**There will never, Never, NEVER be an ideal time to spend 3-days in Birmingham equipping yourself with everything you need to get and keep all the customers your business can handle.**

There will always be another 'reason' to put it off.

You might be too busy working in the business. You might be struggling so badly that you can't afford to stop.

You could wait until you employ that new member of staff. Until you've paid off that big outstanding bill. You can delay taking any action to GROW your business until you've got your website sorted, found the right accountant, perfected your business card...

**You can wait and wait. Or you can find a catalyst**, a pushing off point. A trigger that will markedly improve how your business works, how much money you make and the lifestyle you live.

I've had business owners whose businesses have literally burnt to the ground... partners steal their money... six figure tax bills just thrown at them from nowhere. You name the disaster, and even in THOSE circumstances, they've made the trip to our event to discover the strategies they can implement to get and keep all the customers they need and skyrocket their profits and income.

**The timing will never be perfect. But that shouldn't stop you.**

# Chain #3:

## But My Business Is Different...

Every business owner desperately wants to believe there's something so unique about their business, or town, or customers that they somehow can't apply the content, strategies and tactics we'll be sharing at the Convention to their business.

### **This is NOT TRUE.**

The PROVEN systems and strategies that we'll be sharing at the Convention cover every depth and breadth of the small business world. From B2B to B2C. From industrial equipment to impulse buys. What we'll be sharing in March are **proven tactics** to get and keep customers that work anywhere, and everywhere for everyone. Period.

# Chain #4:

## Blaming Others For Your Frustrations...

The last place any of us want to look for the cause of our problems is in the mirror!

But there's no skill or power to be had by blaming your employees, the government, Brexit, or anyone/thing else.

### **The only way to achieve your heartfelt goals is to take responsibility for them.**

And the first step is to **take responsibility for the solution** to those frustrations...

Be honest. Think.

**Think of all your current frustration, angst, stress and pain – how much of it would just drift away into nothingness if you and your business could reliably, and consistently GET and KEEP all the customers you wanted?**

ANSWER: **All of it!**

You need to take responsibility for your frustrations – and, crucially – for the SOLUTION to them as well.

The first step in that solution?

Joining us at the Getting & Keeping Customers Convention in March.

# FACT:

**Successful people do NOT look at their families, their businesses, or their finances as they are today.**

**They do one simple (but profound) thing...**

**...They look at life as it CAN be, not as it is.**

They picture life as it will be after they put in the persistent, intelligent work that's needed to get them there.

**What does your life look like when you can get and keep customers at will?**



Keith Crockford (*left*) attended the last Entrepreneurs Circle Convention and was struck by a spark of inspiration from just one session that spawned an entirely new business for him.

Just a few years on, he now has a multi-million pound business that would never have existed if it weren't for the Convention.

**THAT'S WHY YOU MUST MAKE THE DECISION TO ATTEND. WHY YOU MUST NOT MISS THIS EVENT.**

**This is THE place where ALL the lightbulbs go on.**

Where people discover previously invisible opportunities, supercharge their creativity, find solutions to their toughest problems and yes, **GET & KEEP ALL THE CUSTOMERS THEY NEED!**

At this point you might be thinking:

**“NIGEL, I’D LOVE TO BE THERE BUT IT COSTS TOO MUCH...”**

ARE YOU KIDDING!?

Hey, look I know cash can be tight - so what if I made the Getting & Keeping Customers Convention effectively **FREE** for you?

**In fact, I will guarantee it...**

If you leave the Getting & Keeping Customers Convention at its end, without a definitive action plan for what you need to do to get and keep all the customers your business can handle... **OR for that matter, cannot specifically map out how what you are leaving with will add thousands to your business’ bottom line** --- all you have to do is say so, **and I’ll refund every penny of your ticket PLUS hand over £100 of my own money as a penalty for disappointing you.**

Tickets to the Getting & Keeping Customers Convention are £499<sup>+VAT</sup>.



**But keep reading, because you’re about to see that you won’t need to invest that full amount today, or possibly ever!**



**You Only Pay AFTER You’ve Had Results!**

Yes, you read that right.

**All you need to do to get your ticket for the Convention is put down a deposit of £199 +VAT.**

You then have a full 90 days AFTER the event to implement and profit from everything that we show you during the three days in March and if you haven’t made AT LEAST £5,000 within those 90 days (i.e. 10x your investment!) you’ll never be charged the remaining balance.

I’ll say it again to make sure you’re clear:

# ***Invest £199 on your ticket today and the remaining balance will only be charged if you personally EARN at least £5,000 within 90 days of leaving the Convention.***

In other words, if you don't make money (*fast!*) as a result of what you learn at the Convention, then you're not required to pay the remaining balance.

And here's the best bit: **we're invoking the 'Honour System'.**

## **Honour System Rules**

The only way we can collect on the remaining balance is when you email or call in and tell us...

***"Great news, I've already earned £5,000 as a result of what I learned at the Getting & Keeping Customers Convention, please feel free to charge my card with the remaining balance of £300".***

That's it.

**If we don't hear from you, you'll never be charged the remaining balance.**

Now look, **we're not stupid.**

We know that some attendees will make a LOT more than £5,000 and never let us know about it. And we're OK with that – unfortunately for them, however, their success will probably be short-lived due to their scarcity minded attitude.

But we also know that 'those people' will be few and far between and we're looking forward to hearing lots of great success stories from all the people who make big profits within 90 days.

The only question now is... **will you be one of them?**

The deadline to get your tickets to the UK's best business event of the year is the 29<sup>th</sup> February 2020 – if there are any tickets left after then you'll need to pay the full price (£499) in FULL immediately. So don't miss out...

To claim your 'deposit-only' ticket, go to:  
**GKCC.co.uk/offer**  
**RIGHT NOW - Before 29<sup>th</sup> February 2020**

# THERE IS NO MAGIC IN SAYING "NO" OR "I CAN'T"

Anybody can say "No" to opportunity or "I can't" to new ideas and strategies. Even lazy people. People who aren't smart.

## **The magic in life comes when you say "Yes"...**

Obviously, for you reading this right now, there's an elephant-sized temptation to just say "no".

It is infinitely easier for you to do nothing. Put this letter down and continue with your life as it is rather than book your ticket and come to Birmingham for 3-days.

There are lots of possible excuses...

*"I can't be away for 3-days..."*

*"I can't afford to go..."*

*"I won't be able to find the time to implement what I learn anyway..."*

## **I know exactly how you feel.**

### **Because 16 years ago, I was in your EXACT shoes...**

When I first started out in business, I was invited to an event similar to the Getting & Keeping Customers Convention over in the USA.

For weeks I flipped and flopped as to whether I should go or not.

I did the maths and worked out that with the tickets, flights and hotels it would cost me around £2,000 to go.

I was VERY hesitant... That £2,000 was a LOT of money for me at the time.

So, I did what I always did when facing a tough decision – I called my dad – who gave me some exceptional advice:

***"That money isn't going to make or break your business...  
...but what you learn at this event just might..."***

Smart guy my dad. So I booked the flight, the tickets, the hotel... and went.

### ***And that trip completely changed my life.***

Without exaggeration, what I learnt at that event was the trigger to all my success in business.

Genuinely, if I hadn't attended that event, I wouldn't be where I am now; EC wouldn't exist and probably neither would many of my other businesses.



**To think I almost decided to save the money, the hassle and do nothing – to keep ‘plodding along’ as I was...**

**...it still makes me shudder 16 years later.**

Thankfully, my dad set me straight.

And I am now presenting YOU with the same offer made to me all those years ago.

## **The good news?**

The event I went to that changed everything for me was (*literally!*) 10x the cost of the Getting & Keeping Customers Convention (*and I can tell you, it was nowhere near as useful and practical as the Convention will be for you!*).

**Please, do not underestimate how life-changing attending this event can be for you...**

- If you think you **can't be away for 3-days**, you've got some pretty big problems that need a fix, fast, before the ulcers, headaches, fatigue and family arguments they produce will kill you(!).
- If you think you **can't afford** to make this kind of investment in your business (and your life!) just once a year, then you're grossly underpaid, you have financial failure on your hands – and it ain't gonna magically cure itself!!
- If you think you **can't find time**, you are guilty of working too hard making a living to make any real money.

If these excuses are real for you, then **you're a slave**, enslaved by your business, not a business owner, not an entrepreneur. And it's time to change that once and for all.

No matter what your business does, no matter what situation you are in... you will leave the Getting & Keeping Customers Convention not only with a plan of attack, but with clear instructions on HOW to go out there and grow your business to where you've always wanted it to be. **In fact, I guarantee it.**

Say "yes" to this opportunity in front of you. Let something magical happen to you in March at the UK's best business event – the Getting & Keeping Customers Convention.



**Nigel Botterill**  
Founder & CEO, Entrepreneurs Circle

**To claim your 'deposit-only' ticket, go to:**

**GKCC.co.uk/offer**

**RIGHT NOW - Before  
29<sup>th</sup> February 2020**

**P.S – Don't be undecided.** That's no way to go through life! **Be DECIDED** to get every possible resource, use every great idea, meet every brilliant person, do everything you can to build the most magical business and life for you and your family.

**To claim your 'deposit-only' ticket, go to: [GKCC.co.uk/offer](https://GKCC.co.uk/offer)**

**P.P.S –** Some people are not coming to the Getting & Keeping Customers Convention in March because **"they think they've heard it all before"**.

# OMG.

We're not churning out the back catalogue here.

This is not some 80's boy band reforming.

This is as cutting edge as it gets, and it will put you light-years ahead of your competition.

Just look at how quickly marketing is changing... and not just the new, modern, technical ways of marketing your business – but changes and advances in what's working right now with 'old-school' methods too.

And because of the way we've structured and ordered this event, it's all going to be packaged up in a way that is accessible, deployable and useful to you.

You ain't heard all this before, I promise you.

**Go to: [GKCC.co.uk/offer](https://GKCC.co.uk/offer) RIGHT NOW!**

**P.P.P.S – Planning on watching the LIVESTREAM instead?**

Sorry if I haven't made this clear enough, but...

## The Convention will **NOT** be livestreamed.

The only way to access the content is by being in the room where it happens.

The only way to get the injection of clarity, of enthusiasm, even of motivation, that all of us running a business need from time to time, is to be there in the room when it happens.

There really has never been an event like this one (and there may never be one again!). It would be a crying shame for you to miss it for this or any other reason.

**Go to: [GKCC.co.uk/offer](https://GKCC.co.uk/offer) and claim your deposit-only ticket now.**

## **P.P.P.P.S – YES, you can bring your colleagues with you!**

As long as you book your tickets before the end of February, you can also bring guests with you to the Convention for just £199.

This is actually a **very smart move** and I strongly suggest you bring EVERYONE who plays an important role in your business.

This is also a great opportunity to bring your husband, wife or partner to the event, even if they're not directly involved in the business so they can see what our world is all about! *(Plus, they'll have a great few days meeting some famous faces and wonderful people at the same time!).*

## **P.P.P.P.S – Skipped right to the end of the letter?**

Oh, you rebel ;)

I highly recommend going back and reading the letter in full – but if you've skimmed straight to the back, here's the skinny:

- We're hosting the Getting & Keeping Customers Convention in March.
- It will be, by a country mile, the single most useful, practical, eye-opening, revenue-boosting, income generating event in the UK this year for ambitious small business owners like you.
- 3-days completely immersed and focused on one thing: Getting & Keeping customers for your business – the single most important thing for any small business owner!
- Tickets are just £499 each (a steal!)
- But all you need to pay now is a £199 deposit. You only pay the remaining balance (£300) if you personally make more than £5,000 within 90 days of the event i.e. you only pay AFTER you get results!
- It's a crazy deal (which I explain in full in this letter!).

## **What To Do Next:**

**Step #1:** Read this letter

**Step #2:** Go to **[GKCC.co.uk/offer](https://GKCC.co.uk/offer)**

**Step #3:** Claim your deposit-only tickets before the offer expires on 29<sup>th</sup> Feb

# Got Questions?

Give the team a call on: **0121 765 5551**

OR you can Live Chat with us here: **[GKCC.co.uk/offer](https://GKCC.co.uk/offer)**

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