

Living the LSS Legacy: We Need You!

“Ask not what your country can do for you.
Ask what you can do for your country.”
—John Fitzgerald Kennedy

Back in the 1960s, President Kennedy called for the nation to step up and be a part of the future. JFK needed the entire nation’s support in order to meet the challenges we faced as a country. The future was exciting, and he wanted us to embrace it together.

As the executive director of Life Success Seminars, I am in a similar position. And I need to deliver the same message that JFK delivered. LSS is faced with many challenges, and we need the entire grad base supporting the organization. LSS’s future is exciting, but we need to embrace it *together*.

LSS is at a critical point. We have done everything we can to serve our grads and keep costs down. LSS needs your help.

Unless the entire LSS community pitches in for the next two years, we may not have a future.

Many people have been faithful champions for LSS, but their burden has become too heavy. They are feeling the strain of carrying the weight of the masses. They need your help.

My message is clear: It’s time for everyone to step up

and do their part to support an organization that has given us all so much. LSS needs your help.

What can you do for LSS? Securing a brighter future for LSS is actually very simple!

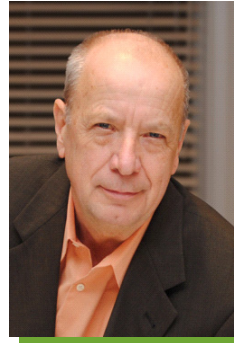
The Push–Pull Plan involves many people making small contributions instead of a few people making major sacrifices.

Push: Legacy 1000

For more than 25 years, we’ve been pushing people into our seminars, and it’s been a challenge. We need 1,000 people to champion one new person to Basic each year for the next two years as part of our Legacy 1000 program. We currently have 340 champions, which is less than 2 percent of our 12,000 grads. It’s not fair for 98 percent of the grads to let 2 percent of the grads do the work. Call the LSS office today at 513.874.0555 and become part of a Legacy 1000 team. LSS needs your help.

Pull: National Attention

In the future, we will pull people into our seminars. How? LSS needs a national marketing platform, something that attracts people to the life-changing programs we offer. The LSS Board of Trustees is



*Mike Monahan
CEO and executive director*

focusing on my soon-to-be-released book, *From the Jungle to the Boardroom*, as our national marketing strategy.

We have one goal for the release week: Land the book at #1 on The New York Times bestseller list. To do this, we ***must*** sell 15,000 copies of the book before or during the release week of April 11. This will attract much-needed attention to LSS and share what we do with thousands of people.

Our goal is to sell 100,000 copies of *From the Jungle to the Boardroom* in one year. If 1 percent of readers participate in Basic, that’s 1,000 new people experiencing LSS. Please visit www.amazon.com or www.800ceoread.com and buy as many copies of the book as you can. Give the books to your friends, your family, your business associates. LSS needs your help.

The Push–Pull Plan results will be significant:

- Push = 1,000 new people in Basic

- Pull = 1,000 new people in Basic
- 2,000 new people each year in Basic = 40 Basic seminars
- 40 Basic seminars = 700 people each year in IPI = 25 IPI seminars

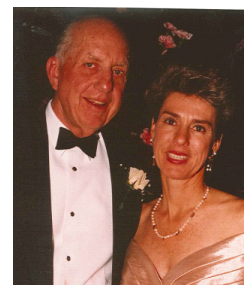
As you can see, this shifts LSS from struggle to success! ***But this plan only works if we all are involved.*** LSS needs your help to continue changing lives for the next 25 years and beyond.

To paraphrase President Kennedy, “Ask not what LSS can do for you. Ask what you can do for LSS!”

LSS’s future is exciting. And I want us to embrace it together! This is a call to action. If you think someone else will take care of it, nothing will happen.

Will you be part of the solution? As Jim Quinn would say, “I’m for that. How about you?”

Mike



*Therese and Jim Quinn
at an LSS Event*

LSS Enters the Second Quarter

The game of football is divided into four quarters, with half-time and over-time periods. Life is often described the same way, with 25-year periods, including mid-life crisis at half-time (age 50) and “I’m-blessed-to-be-alive” over-time (over age 100).

LSS is currently in its 26th year, and we’ve moved into our second quarter of growth. But for us, we’re simultaneously in our mid-life crisis and “blessed-to-be-alive” periods.

We are blessed to be alive in Cincinnati because some committed graduates believe in our mission and are willing to subsidize tuition costs through donations. The challenge is that they have been helping for several years and are weary. The time is here for *all* of us to be a part of the financial solution.

As a nonprofit, we commit-

ted to keeping our seminars affordable to the greatest number of people. We have kept tuition costs well below industry standards. *Did you know that tuition for Basic covers less than 50% of the costs associated with the seminar?*

LSS grad **Tony Miller** started **The Director’s Club** in October 2005 to provide monthly scholarships for people to participate in Basic. We currently have a dozen members in **The Director’s Club**. Almost 1,000 people have received the life-changing gift of Basic through this scholarship program.

But our graduate donations have not kept up with our increasing costs. And it is essential that we cover what it costs to operate the organization!

LSS has three options:

We can raise the price of tuition, but our graduates have repeatedly asked us to keep tuition affordable for the greatest number of people.

We can continue with the status quo and, in a short time, Cincinnati will join all of the other cities that used to host Basic and no longer do.

We can all commit to be part of the solution. Provide financial support directly to the organization. Or do your

part by inspiring someone to attend Basic.

Are you willing to help LSS score a touchdown in the second quarter so we can reach our third and fourth quarters? We’d like nothing better than to go for over-time and continue to help people change their lives!

Call to action: Contact Coleen at **513.874.0555** or chonold@lifesuccessseminars.com and help LSS *now* with your financial support!

Opportunities!

To help our grads continue to foster their individual greatness, LSS provides free trainings, like *Leadership Training*, and other free events for our grads, including the *Evening of Centering series with Steve Sherwood*.

Legacy 1000: Win-Win!

Legacy 1000 is a movement. It is a movement to cultivate dreams, create community, and inspire people to reach out for assistance while assisting others. **Legacy 1000** is a movement of individuals, families, friends and LSS.

Imagine for a moment that you had a big dream or goal. Would life be more exciting? Of course, your life would be more exciting!

If you asked someone to assist you, would you accomplish what you wanted sooner? Of course, you would finish bigger and better!

If you had 1,000 people who were excited and connected to your dream, would you be more excited? Of course, you would!

Would you be excited if you championed someone to attend Basic each year so they could live their dreams? Of course, it would be exciting—for you and for them!

We’ve found that **Legacy 1000** is just like life—everyone wants to figure it out before they get started! Grads call the LSS office and ask, “What is **Legacy 1000** about?” We have a suggestion for you: Jump in

and be a part of defining what it is!

Legacy 1000 is win-win! It’s good people moving forward with other good people. It’s good people assisting each other and encouraging them to be their best. It’s good people inspiring new people to participate in LSS so we all continue to have a place to practice and develop our greatness.

Trust us! Join a team or start a team. Dream a dream. Just get started! When we get 1,000 people moving, we’ll

have this to say: “Look out world, here we come!”

LEGACY1000

Achieve!

Contact Tony at **513.874.0555** or

tony@lifesuccessseminars.com

and join a

Legacy 1000 team!

www.legacy1000.com

West Chester Conference Center: A Great Place to Gather

You've read about LSS's **Push-Pull Plan** to draw more people to the life-changing work we do. But there's another component to it: **Fill!** *LSS needs your help in filling the West Chester Conference Center.*

We have a fabulous conference center—built by our grads in 2003—that we need to fill each and every day in order to be financially viable. Many of our grads own businesses or work for companies that hold meetings and events. And many of you host parties, receptions and get-togethers. Will you book your events at the West Chester Conference Center? Will you help us keep the center filled?

We want your business! We need your business! Why? Your business supports our mission.

If you've been involved with LSS for more than eight years, you know that before we owned the conference center, we rented space in hotels to host the Basic seminar. And you probably remember the challenges of having a private experience in a public space. If you're a newer grad, we'll share what it was like....

The hot-dog opportunities we faced were many, including: Noise from other groups at the hotel. Kids screaming as they played in the indoor pool. People randomly entering the Basic room. Worn-out facilities. Dirty restrooms. Inadequate parking.

In 1999, we adopted the vision of creating our own home, dedicated to our grads and our mission. An overwhelming number of LSS grads stepped up to the plate in a major way and donated

\$1.5 million to build the West Chester Conference Center. We hosted our first Basic in our beautiful new home in May 2003, and we haven't looked back.

Until now.

LSS can't continue to cover the operating costs for the West Chester Conference Center without grad support.

Imagine a future without our home. If you like being part of LSS events at a beautiful, private facility that we can call our own, then please do your part to help us fill the conference center.

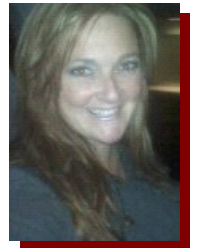
Imagine a future without any value-added offerings. If you like FREE programs like **Leadership Training** and the very popular **Evening of Centering series with Steve Sherwood**, then please do your part to help us fill the conference center. If we don't fill

the conference center with non-LSS events, we won't have a home for any LSS events.

We have a fabulous facility. We have a fabulous conference-center staff.

We will make your events fabulous! We just need your support to keep our mission alive and thriving. *LSS needs your help in filling the West Chester Conference Center.*

Call to action: Contact Tracy Bushman at **513.942.4567** or tbushman@wconconfctr.com. Tracy will help you bring your events to life at the West Chester Conference Center!



From the Jungle to the Boardroom... From Cincinnati to New York!

Help LSS soar to #1 in the nation! We have a unique, once-in-an-organization opportunity to reach a national audience with the release of Mike Monahan's upcoming book, *From the Jungle to the Boardroom*, on April 11.

We have one goal for the release week: **Land the book at #1 on The New York Times bestseller list.** To do this, we must sell 15,000 copies of the book before or during the release week of April 11. This will attract much-needed attention to LSS and share what we do with thousands of people. The book is Mike's first-hand account of what can happen by using the applications taught in LSS seminars. It's his personal story of the LSS message, and the book

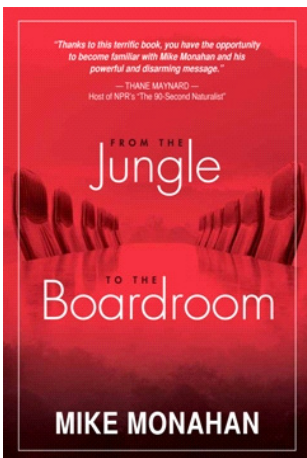
arms the organization and grads with a valuable tool that shows what LSS does.

LSS needs your help to successfully launch the book!

1. Buy as many copies of the book as you can! Open the door to LSS by giving the books to your friends, your family, your business associates. Call to action: Visit www.amazon.com or www.800ceoread.com to pre-order your copies today!
2. **Come to Joseph-Beth Booksellers on Monday, April 11, at 7pm**, for the BIG book-release party! Help us blow the doors off the bookstore and set an attendance record for a book-signing event. There's power in all of us joining together! Joseph-Beth is located in the Rookwood Pavilion, 2692 Madison Road, Cincinnati, 45208.

www.josephbeth.com or 513.396.8960.

Call to action: Buy books! Bring as many friends as you can to **Joseph-Beth on Monday, April 11 at 7pm!**



Capitalizing on Our Success

Exciting opportunities are already happening because of the upcoming release of Mike Monahan's book, *From the Jungle to the Boardroom*.

1. Based on what many committed LSS grads have told us, we've pre-sold 7,500 copies of the books. **Only 7,500 more to go before April 11!** Will you be part of this special, exciting book launch? Remember, you can pre-order your copies today by visiting

www.amazon.com or www.800ceoread.com/

2. LSS's phones are ringing! We're receiving many requests for Mike Monahan to speak about LSS and his book. Upcoming speaking engagements include key-notes at the **Rotary Club of Cincinnati** (April 14), the **Northern Kentucky Chamber of Commerce Small Business Expo** (April 28) and **Authentic Leadership Cincinnati** (May 3).

We all know Mike loves to talk about LSS, so we're excited!

Call to action: Do you have an opportunity for LSS to spread the word about what we do? Contact Ann at **513.874.0555** or aweber@lifesuccessseminars.com.



Leading Businesses.
Leading Communities.™



On the Road to National Success!

A special shout-out to a few of the grads who are moving and shaking for LSS!

1. **Tara Ellef and the Connecticut Crew.** Thanks to Tara Ellef, her brother Peter Ellef, and grad Carrie Kramer, Mike Monahan is going to New England for a special **Preview to Success event**. If you have friends or family in New England, invite them to the **Preview to Success in Farmington, Connecticut, on Thursday, May 12**. In addition to introducing people to LSS's life-changing programs, Tara is giving copies of Mike's book as a gift to her guests. Thank

you, **Tara, Peter and Carrie!**

2. **Bill Hesch.** Cincinnati attorney and CPA Bill Hesch is a longtime supporter of LSS, and he's taken an extra step for us by purchasing books for his many clients. But Bill went even further by sharing information on LSS and *From the Jungle to the Boardroom* in all of his LinkedIn groups. Thank you, **Bill!**

3. **Stu and Cathy Scheller.** Stu Scheller is distributing copies of *From the Jungle to the Boardroom* to approximately 50 colleagues prior to an upcoming business meeting. Stu wants to introduce

LSS and its leadership principles to this group, so he asked Mike to join him in Portland, Maine, in June to speak to this company about LSS and the book. Thank you, **Stu and Cathy!**

THANK YOU to all of the LSS grads who are using *From the Jungle to the Boardroom* as an opportunity to

introduce Life Success to their business associates, family and friends! Will you?

Call to action: Do you have an opportunity for LSS to spread the word about what we do? Contact Ann at **513.874.0555** or aweber@lifesuccessseminars.com.

The 2011 Life Success Seminars Schedule

Basic

March 3-6
 April 7-10
 May 5-8
 June 2-5
 July 7-10
 August 4-7
 September 8-11
 Sept. 29-Oct. 2
 November 3-6
 December 1-4

IPI

March 23-27
 May 18-22
 July 20-24
 September 21-25
 November 16-20

Business@Breakfast

March 15
 April 19
 May 17
 June 21
 July 19
 August 16
 September 20
 October 18
 November 15
 December 20

InnerCircles for Women Lunch

March 23
 April 27
 May 25
 June 22
 July 27
 August 24
 September 28
 October 26

InnerCircles is sponsored by:

Preview to Success

May 10
 September 13

Leadership

October 12

Evening of Centering

March 22
 July 19
 November 15



Social Media



Blogging for Life Success
"Great Inspiration"



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Ann Weber, director of communications
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**"My life works in direct proportion
to the commitments that I make and keep."**

**Life Success Seminars works in direct proportion to
the commitments that our grads make and keep.**

**Will you be part of the solution and commit to LSS?
We need your help *today!***