

This Seminar was created to help you meet the challenges of the New Federal Governments over spending ways and hand outs to people who do not earn them! It will help you stay afloat until 2016 when hopefully we can elect a new Congress that has common sense. Not wild spending on projects that waste our taxpayer funds! Every year your competition grows as the digital industry make it so easy for your National, regional and local competition grows! The Godiva's and the Harry ad David's and all of the other Direct Mail order company's flood your local zip code mail box's with beautiful color catalogs! This Confection Industry Report should help you defend your self before its too late!

Tom Catanese

The 12 Deadly Sins That Mature Business Owners Commit Each Year ©2010

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Google & Yahoo ranks ThomasCatanese.com #1 for the following: Americas Chocolate Gift Basket Expert, Americas Candy Gift Basket Business Expert, Americas Confection Gift Business Expert, Americas Confection Gift Packaging Expert,

Since 1977 Tom Catanese has presented 95 National Confection and Chocolate Gift Business and Gift Design Sales, Marketing and Gift Packaging Seminars across the country! He has been invited to speak in London at the British Food and Drink Expo twice. He has been invited to present his Symposium on Chocolate and Confection Sales and Marketing in Paris at the French International Chocolate and Confection Expo! In 1998 the Industry presented Tom Catanese with a Lifetime Achievement Award of a Gold Medal at Carnegie Hall in New York City! Tom Catanese has been called the Godfather of the Chocolate and Confection Industry! Member of the International Fancy Food and Confection Show since 1972. Member of the Phila. National Candy, Gift and Gourmet Show since 1969

This Industry Sales and Marketing Report is aimed at the mature business owner who has been in business for over eight years! Because you have been around the block within the industry it is possible that you no longer believe that you need to do what every large Corporation does every year! You don't believe that you need a Business Plan or a Business Model or a Budget with month to month sales goals! You feel that flying by the seat of seat of your pants will beat your competition to the market and the consumer!

I want you to believe that you are seated in the audience at one of our industry Seminars or Symposiums!

I welcome everyone and then ask this question? Why are you here?

But before I start today's program I have a story for you! People often ask me Tom, how did you become a public speaker?

Public Speaking

I tell them it all started in 4th Grade! Sister Mary Grace told the children that in two weeks all their parents were coming to school for Parent-Teacher day! She had selected 5 students to present a 3 minute speaking program!

Sister said, Thomas, you love geography so I want you to speak about Ferdinand Magellan, he circum-navigated the world back in 1743! I was very nervous! My knees were knocking!

I stood up and said, Today I will talk to you about Ferdinand Magellan, he circumcised the whole world in 1743! Well, my Parents burst out laughing and all the other parents did also! Now all my class mates could not understand what everyone was laughing about!

I said to myself hey this is really easy to make people laugh!

You know what that is, that's called warming up the crowd!

So WHY ARE WE HERE?

The audience will give me many different replys! I say to them, there are three reasons why we are here today, the first is **PROFIT**, the second is **CASH**, the third one is **BUCKS** in the **BANK!**

I tell them that you and I are here to **MAKE MONEY!** When you Profit from your Business it become fun!
Here is how I SUCCESSFULLY open my Seminars!

I hold up a \$20. bill, I say to the audience, who will give me \$1 for this \$20 bill?

Now the audience is thinking that this is a trick!

I again say who will give me \$3 for this \$20 Bill. Ok, who will give me \$5 for this \$20 bill?

Now the lady in the front row says I will buy that \$20 for \$5 dollars! I say **GREAT**, come on up! I also say bring your wallet and all your credit cards! The audiences go..... **OHHOHHH!**

Now 90% of the people in the audience believe that I am going to trick them! **Really?**

Would I come to a Money Making Seminar and trick someone in the audience **NO, NEVER!** That's not **FAIR!**

I sell the \$20 bill to the lady and she gives me \$5! The audience still believes that this is a trick!

I ask the lady to stand next to me and wait!

Now I take out a white envelope and hold it up so that the audience can see it! I say, who will give me \$20. for this envelope? Now the audience is really sure that I am going to pull some kind of trick on the person who may buy this envelope.

I go down to \$15 no bids, I go down to \$10.

I go down to \$5 still no bids. And then one fellow bids \$3 dollars for the envelope!

I say sold to the man in the back row for \$3 dollars, and I say to him, bring your wallet and your credit cards! He comes up on to the stage and I say give me your \$3 dollars, which he does!

And now I say why did you bid \$3 for this envelope! He said, you're a National Speaker and Expert, I don't know what is in the white envelope but I don't think you're here to trick anyone!

I said, open the white envelope? He does and a huge smile comes to his face! He pulls out a \$20 bill!

I say to the lady, why are we here? She stops for a moment and then says, to make a **PROFIT!**

RIGHT ON THE MARK! I say to the man, why are we here? He says, **TO MAKE MONEY BABY!**

And I just made \$17.

I said are you both **HAPPY** you came to the Seminar? The man said, a friend of mine told me that your Money Making Seminars are the **BEST!**

The lady says, one of my friends in the industry told me about you! Now I am a believer!

Both people are standing next to me! I say to the audience why are we here?

They say **PROFIT**, I say, **RIGHT ON!**

The audience is now upset that they did not bid on the offers!

What did I just prove to you about TRUST? They still are not sure what I mean!

Over 90% of you don't know me so you don't **TRUST** me! The element of

Trust is in every thing transaction we do everyday with Money!

Since you did not know me, you did not **TRUST ME!** Now if you knew me, you would have jumped at the chance to bid because you would know that I would not cheat you!

When people you don't know come into your store, they don't TRUST, you until they have shopped at you store a number of times! That is why you and your staff needs to welcome them into your store, ask them how they can help you find why you came into the store for in the first place! Everyone who walks into your store is there to purchase sometime!

***You need to MAKE LOVE to your customers,
Legally, Emotional, Morally, Ethically and Honestly!***

If you do that to everyone who comes into your business it will grow QUICKLY!

Let's face it, you did not TRUST me or you would have bid on both offers and MADE A BIG PROFIT TODAY!

I hold up a big sign: **Why are we here? CASH, DOLLARS, MONEY, PROFIT!**

Now I ask the audience to repeat after me in a vocal way.

I'm here to help you..... Make MONEY, Big MONEY!

Let me tell you what it is you want to do with your Customers?

You want them to come to your store and spend all their Cash and Credit Cards with you. Then you want them to go home and tell all their friends and family about the joy of shopping in your store!

That is the Goal of Every Business in the World!

If you want to survive the next four years under this federal admin. you must be PRO-ACTIVE with your business and your business plan or you will not make it to 2016! Over 300,000 small businesses have filed for bankruptcy.

***You must Re- new, Re-do, Re-think, Re-work, Re-style and Re-make
you're business or your local and regional and National
competition is going to eat you alive!***

**That is Rule #1 Trust is the most important human relationship in every business transaction!
When people trust you they will buy anything you have to sell without question!**

Before I begin, I ask the group what questions they need answers too from today's Program?

Ask me any question about your Business or that you have about the future of your Business?

There is no such thing as a bad question! So what are the most important question that you want answered right now?

The hands go up! I then select five people to come up to the stage and ask their questions in front of the audience! All five ask me questions about their business problems!

I then answer their questions and after that I ask the audience if these were a good questions?

I then ask the audience if my answers were good answers! They all agreed they were!

So I then give each person a \$10. bill for helping the Seminar address these questions!

Now the members of the audience are really thinking; **Why DID I NOT ASK FREAKING QUESTION?**

I then ask the audience, **WHY ARE WE HERE???????? TO MAKE MORE MONEY!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!!**

Now they are laughing, son of gun this guy is really good!

Now we can talk about:

The 12 Deadly Sins Most Mature Business Owners commit!

Sin #1 Keep thinking you're a small business person!

Rule #2 Everything you do must be in balance with your assets and liabilities!

You should have a mission statement on your shop wall! You must have a vision of where your business will be in five years from now! Most businesses fail because they fail to plan for the future! They don't have a sales and marketing plan for this year and the next five years! If you worked in Corporate, your boss would fire you if you did not have a plan and a budget for your department. The biggest sin that most mature store owners commit is they fail to create a yearly business plan! But now you must put that vision into an **ACTION PLAN** and deliver it to your customers!

You're Employees! Each of them has between 35 and 50 family and friends! Are these names in your data base and do they shop your store! Offer them a **15%** discount if they purchase products from you. Your employees should be supporting your sales efforts because every friday you give them a pay check! Ask your employees what they think should be done in the store to make it **BETTER!** If the idea is a good one use it. If not discard it But make them feel that they are part of the team! Starbucks started with one store! Bill Gates started with one software program! The question is do you want to grow your business? Of course you do!

If so then you should have a five year strategic business plan! Do you build your e- mail data list everyday? You need a sign out front about your Win a \$50 Gift Certificate drawing. Fill out the ticket and get their e-mail address! That e-mail address is worth \$25 to you! Add them to your e- mailing list!

Honey Good Luck!

His wife drove around the corner at high speed and up her driveway and jammed on the brakes! She rushed in the house and said, honey, honey, I won the State Lottery, \$10 Million dollars, start packing now! The Husband said, are we going on a trip to the beach or to the mountains? She said, I don't know where you're going but I am staying here and I just want you to get the **HELL** out of house and out of my **LIFE** now!

Sin #2 You don't need anything Special to bring in the Customer's!

Rule #3 From the minute that a customer walks into your store they are judging you and what you do! Were they welcomed by any staff member? Is the store clean? Do you have nice displays? Does it smell **GOOD** in the store! Is your signage up to date! Are products price marked? Does the customer have to ask; **HOW MUCH IS THIS?** Have you trained your staff well enough that they can answer **90%** of all customers questions! Does your staff have a dress code?

This is Very Important!

Do you need a phone script of the products you sell when describing a Chocolate Gift to a phone customer! You should have three sales binders filled with photos of the products you sell with all the sizes, colors designs and values and prices.

So that when the customer says; how tall is it? How much does it weigh? What color theme have you used! Is the bow real small? What are the price points? What is in the Gift Basket? Are their any brand name products?

You and your people need to paint a visual picture for this person unless you have that photo on your website then you should both be looking at the same photo!

I am amazed at the lack of training that store staffs receive in handling in-coming phone orders and calls! Sometimes it is the owner or managements fault that their sales people are not doing the proper job of selling the products on the phone or in your store!

Remember that people can hear a **SMILE** on the phone!

Sin #3 Do You Really Need a Website? Maybe not!

Rule #4, It does not have to be big and flashing but today's shopper will not buy from you if you don't have one! They will think you're not up to date! The biggest value that the Internet offer's all businesses today is the access to your customer! And Access to your store and products on line! Once you have a website it will act as a store front 24 / 7 and a display case for all the products that you sell! Every time a customer walks into your store you want them to sign you register for the free drawing that you are having to win a \$50 Chocolate Fantasy Gift! No purchase needed! Let me put a value on that information! It will be worth \$25. an e-mail! Don't let this customer out of your store until one of your staff gets that e-mail address! Once you have their e/m address you can send them company newsletters and important sale notices and product information that can help you to sell more products without leaving the store! Today shopper wants the freedom of going shopping at your store without leaving their home! Find a good webmaster who can help you lay out a good looking website that will pull people into your new business outlet! The Internet Super Highway is the new American Main St.in the digital cyber space we all live in and you can order things at light speed!

Sin #4 Don't get involved with Community Affairs!

Rule #5 Relationships are what builds the foundation of your business! Get involved at the highest level! Show these people just how GOOD you are! Trade Secret! Charity and Good Will go hand and hand that can help you move your name and store brand within the community that you live! Specialize in helping the four largest charities in your town! If you help four different Charities in your home town a year, then in five years you will have met all of the movers and shakers in town. Send off a letter to the Pres. of the Charity. Tell them that you want to help them with their next charity event. They will be SHOCKED! Why? Because no one calls them to offer help! Donate \$150 to \$200 per charity in goods or services, and be sure to attend each event with lots of business cards and get as many business cards from the board members! Also they should in one way or another acknowledge your support in print or at the event. Ask them if you donate your products would they send you a THANK YOU note confirming your help! Take pictures at the event with the Pres, so that you can hang these pictures in your store to show local people that you support the community! Trade Secret - Now when you receive all of these calls for donations, you can say, I am doing my part. Call someone else! Give me your name and maybe next year I may be able to help your group! Send off a letter to us telling us about your charity! Go to the events and pass out your business cards! This will place your name on the lips of the movers and the shakers and movers in your town! Their is no better word of mouth advertising than when you help others! Trade Secret - Do you have a top 100 VIP list of your clients who give you 80% of your business? If not you should! When was the last time you called them to just say THANKS for your business! Follow it up with a small token gift that says THANK YOU! Trade Secret - Who would you say is the MOST IMPORTANT PERSON that you should know in your hometown? The local editor of your local newspaper. He has the power to get your name and brand in front of his readers every morning! First, you want his wife's birthday, his wedding anniversary and the Mother's Day date and put that info in front of you so that two weeks before those days you are on the phone or e/ mailing them that VERY IMPORTANT information that could keep him out of HOT WATER!

Do you have all of the local town's leaders on your VIP list? The Police Chief, the Mayor, the top council people, any political leaders and the towns top tier Lawyers, Doctors and Business people! You should also have a target list of VIP's. People who do not at present buy your products.

His Wife's Health!

A beautiful 50 year old woman went to see her Dr. about a possible lump in her breast. The Dr. said Helen, for a 50 year old woman you have the breast of a 25 year old! They are just beautiful and so healthy! Well that made her day. She was walking on air the rest of the day! When she got home she said to her husband, HONEY, the Dr. told me today that I had the perfect breasts of a 25 year old woman! Her husband turned around and said, oh yeah, what did he say about your big 50 year old butt. OH, she said, YOUR NAME DID NOT COME UP!

Sin #5 Do I really don't need a Banker for my Business?

Rule #6 This Rule has three rules! They are: **#1 Pay the Bank First!**

If you have ever gone to the Bank for a Loan and you have sat down with the loan officer watch their eyes look you over! They are sizing you up! Think of the Olympic judging committee judging a skater! Are you dressed professional as a business person or do you look like an unmade bed! Did you present a vision and a business plan to this banker! Once you leave the bank the first thing that the officer will do is run a credit report on you and your business! That is why it is so important that you have **GOOD CREDIT** and a good credit history! The First Rule of Business today is, **Pay the Bank First**, the second rule is:

#2 is Pay The Bank First! #3 is Pay the Bank First!

If you don't understand the third rule, read the First Rule again!

The Life Blood of your Company depends on this rule!

Don't Screw it up!

The Lord's 12 Commandments!

There was Moses coming down the MT. God had just given him the 12 Commandments! But half way down he dropped two and they broke! Now what I am I do about that! I can't go back up the Mt. and tell him I drop and broke two of his most important Commandments! Moses was very upset with himself! When he got to the bottom, he told Joshua about it! Joshua said just go back up tell the Lord what happened! Moses said, I CAN'T do that! Joshua said what were they? Moses said, the 11th is Love thy Neighbor as thy self! **AND WHAT WAS THE 12TH? MOSES SAID, ALWAYS PAY THE BANK FIRST BEFORE YOU TAKE THAT TRIP TO VEGAS! JOSHUA SAID, OH NOW I UNDERSTAND!**

Sin #6 Don't have a close relationship with your Accountant, after all what do they know about my business that I don't know?

Rule #7 - Besides your Banker, your Accountant is your best financial friend you will ever have!

Pay attention to him and Uncle Sam. The IRS does not take lightly to small business people who don't pay their estimated tax payments on time!

This person is the one who will tell you all about your business **GOOD** and **BAD**! This person is just like your financial doctor! As he reads your end of year statement he can tell you where you are spending too much money!

Sin #7 Pay your Employees the lowest possible wage you can and be sure to treat them poorly!

Rule #8 Gen. Dwight Eisenhower said back during World War II. An Army wins battles on it's stomach and so do your employees! These are your front line troops in the battle of Store Wars with your competition! You are not just dealing with local competition any more. Every Oct. all of the National Chocolate and Confection direct mail corporations flood your zip code with thousands of beautiful color catalogs that swoop in and steal your bread and butter just like thieves in the night. And you don't even know they came and went with your client's credit cards in their pockets! You now have three tiers of National, regional and local competition! Take a good look at your home town! How many store fronts are boarded up. The big are getting bigger and the smaller are going out of business!

So pay them well and they will sell well for you! Pay them poorly and they will sell poorly for you! In the long run paying your employees a higher wage will bring more benefits to you than to them. Have you given them any store responsibilities? Give them 10 detailed jobs that they can do to help you sell more products. If they are new and young then make the jobs simple and easy.

But as they grew increase their tasks to more important duties! Give your manager t he duties to set up the monthly staff meeting, with an agenda and important topics to be discussed about the next month. Does your delivery man just drive the truck? He should have a truck log book, entering gas and oil usage. Keeping the delivery van washed and clean. Being aware of when the inspection periods are due and when maintenance needs to be done! Polishing the van and keeping it clean! Make sure that you have business cards made up that has thin line at the base right side where any employee can print their name. It will make them feel a part of the team.

He saw the light and it was Wonderfully COOL!

Our neighbor who's husband is in his 90's would awake in the morning and tell his wife about the wonderful light he saw last night! Then he said it always had a cool breeze with it! He would just rave on and on about this light! His wife is thinking her husband is losing his marbles! She takes him to the Dr. and they discuss the light and the breeze! The Dr. looks at the wife and says would you mind waiting in the sitting room for a few moments! Well she went out! About 25 minutes later the Dr's nurse called her back into the room! The Dr. said I have good news for you! You husband is not losing his mind! The Dr. asked the wife if she had been smelling any foul odors in the refrigerator? She said, YES now that you mention it! The Dr. said, madam your husband is tickling in your refrigerator in the middle of the night when he get up that is where he sees the light and feel the cool breeze!

Sin #8 It is not really important to have a clean store!

Rule #9 - 80% of your customers are women! They want clean and bright stores to shop in so be sure that your store is very clean, well lit, well stocked with nice displays.

Watch your customers when they come in to your store! Are the displays clean and well displayed.

Do some of the shelf's need dusting? Your store must be Spice and Span. Today, women believe that cleanliness is Godliness! Here you can not slip even a little!

Personal Trainer

Last Christmas my wife, bless her heart got me a personal trainer to help me lose weight! She was cute, young and busty! I lost 12 lbs just running away from this young gal! Then once she caught me, then she said, YOUR IT!

Then I would chase her! WOW, did I lose weight! The really funny part was that my wife was always sitting in our living room on the sofa laughing as she chased me around the house!

Sin #9 Don't use formal business protocols! Who needs contracts or purchase orders or formal payment terms on our orders!

Rule #10 Be sure to always use purchase orders to control and insure proper payments to suppliers! Your bookkeeper should be double checking all invoices that come across her desk. Any orders over \$350, should always require a signed order and a PO# from all purchasers. This will save heartache and heartburn in the future and save you money! Corporate does not do it any other way! Make sure that employees date and time mark all paper work. Confirm all large orders over \$350 with e-mails or follow up phone contact!

Sin #10 Don't worry about paying the bank and the suppliers on time, they will get paid sooner or later!

After Christmas go to Las Vegas then you can pay your bills later after you lose!

Rule #11 Think twice before going to Las Vegas after Christmas! Guard your good name and your credit line! If you have not paid your bank or credit cards after Christmas don't do Vegas or you will be in deep trouble. In this new economy you must be pro-active with your top 100 Corporate business accounts. Get on the phone and alert them about the different holidays are just around the corner. They will be happy that you cared to keep them informed! Don't forget admin. assistant day in April. That is also an important date! If you do not pay attention to your top 100 major accounts and your competition does, guess who is going to lose them? You are! So get on the phone, get out of the shop and bring some small token gifts to the bosses right hand gal!

Sin #11 Their is no need for a company policy and training manual!

Because I love training all my new employees myself all the time!

Rule #12 You're policy and training book and manual should educate all new employees about the way your business operates. If your employees expect a check every Friday then you will expect that they will follow all rules and procedures that are part of your business success!

You hired them to help you make a success of your business! Their job description is to do all the job's you assigned to them not just the so-called jobs they were hired to do!. You may want to give them a test on the manual to insure that they really read it! This booklet should cover every major aspect of your business. Chain of command, working hours, who they report too! How they are to handle money. Areas of responsibility, customer relations and courtesy, dress code, merchandise handling, Their will always be a small area that does not cover all your concerns but this booklet should give them 90% of the details! Invite your present staff to help you compile the topics. How often do you hold staff meetings to bring your people up to date with what you have planned for the next month! If you can't do a meeting then do a monthly staff report on paper but do something that brings them in on what you plan! Be sure to discuss what you sales goals are for the up coming season.

Our Congress in Action

I have often wondered at times how the Ten Commandments would have looked like if Moses tried to **run them through our **U.S. Congress?****

Sin #12 Why should You have a 5 year Business Plan?

It's just a big waste of important time!

Rule#13 Because, if you do not know where you are going you will never know when you arrive. This strategic 60 month plan will help you crystallize your thinking about the primary growth of your company. It will cause you to have a focused view of what you want to sell to your clients and what will happen in your business to create value when you sell it years from now!

Very Important Ending to this Report!

I know of a few aggressive businessman who have said to their staffs.

We will not be participating in this economic down turn in the American Business scene! Lets turn up the HEAT and take away our COMPETITIONS clients because all of them are Sitting back and saying Woe As Me!

Let's recap quickly what I have said above!

1. Stop thinking small! If you think small then your business will stay small!
2. You must make a business plan every year and you should have a five year plan!
3. You must have a website! If your over 50 then bring someone in who is digital!
4. Get involved with the right charities! It is the cheapest way to advertise!
5. Get to know when your Bankers birthday is and deliver a small gift to him!
6. Take all the advice that you're Accountant gives you! Be sure to pay Uncle Sam!
7. Pay your employees the best you can! You are at War with your competition!
8. Be sure to a fuss and welcome your clients when they come to your store!
9. Use professional business practices in all forms! Tighten up your paper work!
10. Pay the bank and your suppliers on time to insure you always have inventory!
11. Make a Company Policy Book and Manual today that will save your time!
12. Make a 5 year business plan today or tomorrow at the latest!

Recommended Books to read to be a SUCCESS!

Below you will find many books that hold many industry trade secrets to success from people who all started at the bottom! Its not where you start, its where you finish that counts!

The Holy Bible, Chapters - Sirach, Wisdom, Psalms, Proverbs, Dealing with Human Relations Advice.
Mary Kay Ash, This lady built a home cosmetic business into a National multi- Million dollar company.
Mary Kay Ash has written 7 different books on being a woman in business and being a SUCCESS!
Lillian Vernon - How I built the Biggest Direct Mail Order Company in America from my kitchen table!
The Seven Secrets of a Successful Woman - Donna Brooks - inside Trade Secrets of Industry!
Benjamin Franklin - Autobiography - He was Americas first real Entrepreneur and Franchisor!
How to Win Friends and Influence People by Dale Carnegie, the son of Andrew Carnegie US Steel!
Dave Ramsey - The Hand Book to Financial Peace - Americas noted Money Expert.
Steve Jobs - The Man who built Apple from the Foundation up!
Earn the Right to Win! Coach Tom Coughlin, New York Giants Super Bowl Winner 2011!

When all else fails go out side in the middle of the night and look to Heaven;
and Scream at the top of your lungs, I want more Business Now?
The answer will come back to you!

How Much New Business Do You Want?
You have to tell the Universe and your Guardian
Angel what you want!

They can't guess! That's why you need a BUSINESS PLAN!

How Many Millionaires do we have in the audience?

How many Millionaires do I have in the audience? Well you may not know this but every one of you is a Millionaire! How can I say that? You are a Blessed person if you're eyes, ears, mouth, arm, legs, stomach and all the other working systems are functioning the way they should for you everyday! If you place \$50 Million Dollars on each part of your body then you are worth over \$300,000,000 million dollars, you just don't know it! If you have good health and well being you are a very lucky person and you're a blessed person so count your blessing today! And now when some one say to you, how are you today, you can answer I feel like I'm am worth \$300 Million Dollars today! And if it gets any better I will have to give money back!

The Dynamics of You!

Everyday that you awake from your bed God gives you another chance to make this world a better place to live in! There are 3600 seconds in one hour! There are 86,400 seconds in a day. There are 6,048,000 million seconds in a week. There are 25,920,000 million seconds in a month! There are 3,110,400,000 billion seconds in a year. And there are 2,332,800,000 trillion seconds in a life time.

What on Earth Are You Doing For Heaven's Sake!

We are all running the human race at light speed. There is more to life than work! We all work hard so that we can take care of our families needs and so that we can enjoy this life on EARTH!

Have you discovered the purpose of your lifetime?

If you are a person of FAITH, then you must believe in Heaven! If you have followed the Golden Rule and the concept of Love Thy Neighbor then you have earned your RESERVATION to one Gold Ticket into Heaven. It is as easy and as difficult as that! If you are not sure that there is a Heaven, then do some research about a new book out called; PROOF OF HEAVEN! By Eben Alexander! This Neo-surgeon fall into a coma for 7 days! He believed in God but Heaven was another thing all together! He spent 7 days in Heaven.

He could not believe that he was there! His time in this most beautiful place was unbelievable. His Angel told him that he was selected to tell his story because he did not believe in the first place! Since the 1950's there have been over 25 different books written about the so-called near death experience!

Thank you for your invitation today, Let me close my remarks!

From 1939 until 1946 Sir Winston Churchill was the leader of the British people! It was he who told all of England to be STRONG and not give in to any weakness during WW II. His radio chats kept the English people morale in Good Spirits! But in 1946 his Political Party was voted out of Office and he was no longer the EX-Checker. In 1949 Cambridge University invited him to give the Commencement address to their graduating class! He was very much failing in health so they built a special ramp for him to walk up instead of steps! Once he reached the podium, he looked out across the Sea of young faces, the best youth of England and said! NEVER GIVE UP, He then said, let me repeat my words! NEVER GIVE UP! HE raised his hand to show the back of it with the two fingers held high for VICTORY! Everyone was THRILLED. The crowd rose in union to give him a Standing OVATION!

Ladies and Gentlemen, Thank you for your attention today!

That is the end of my presentation!

I said well I hoped that you enjoyed the last few hours with me? I ask the audience if they have had a good time and if they were able to pick up any new trade secrets? They all got up and said. Tom, you charged us too little. We should have paid you much more money because it was worth every penny!!

Q & A

I will be here for another 30 minutes if you want to speak with me about your business

This script and program was created by Thomas Catanese.Com, Copyright 2011

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We Have Been Making Gift Business History Since 1967