
COOPER SUGGESTS *Paradigm Shift*

Communications Specialist Contends That Tapping Barter's Potential Requires New Mindset & Skills

By Bob Meyer, Editor

There're neither kudos nor applause at 4:45 a.m., yet 54-year-old, financially-secure David Cooper continues to push himself through a grueling schedule.

Some two hundred times a year he gets an early wake-up call, often after but five hours sleep due to the previous evening's 4-hour training session. Following a quick shower, he checks out of the hotel, drops off the rental car and catches an early flight out-of-town on to his next speaking engagement.

For Cooper, one of America's top communication specialists and sales income trainers, it's all part of the game and the price he willingly pays to be one of the elite in his profession.

Why? With a twinkle in his eye he exclaims, "I'm a speakaholic, I get a real high from speaking...I just love it!" Cooper says when his introduction is being made he's standing off to the side happily thinking, "They don't even know how much fun they're going to have, how much they'll learn, or how many pages of notes they'll be writing!"

He's now flown 6,691,000 miles, and given 7,343 speeches and training seminars—teaching countless salespeople his money-making soft-sell questioning system.

Born in Memphis, the eighth of ten kids, he worked early on hauling hay and appearing as a guest speaker at Sunday evening church services.

Since the summer of 1972, when as a 22-year-old college student he was

introduced to sales, he's been on a fast-track, operating like a perpetual motion machine. At the time, he was working on a major in finance and planned to attend law school.

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That all changed when, as the president of the Christian Student Center at the University of Memphis, he hosted and was master-of-ceremonies for a spring retreat of 1,100 college students.

While breaking down the tables afterwards, two representatives from Nashville-based Southwestern Company approached Cooper, asking, "Could you speak as well one-on-one as you did before the group today?" Cooper nodded in the affirmative. "Then we may have a job for you...how would you like to make \$600 to \$700 a week?"

Upon further questioning, and subsequent discussion with his parents (to secure a \$60 loan), Cooper was convinced of their veracity. He signed a contract wherein he agreed to work a minimum of 75 hours a week selling on straight commission.

After a 5-day sales training stint at the company's boot camp, he hit the streets of Sanford, Florida, with \$7 left in his pocket. Highly-motivated and hungry for success, the indefatigable 150-pound Cooper had memorized, word-for-word, the entire 12-minute sales presentation, with all the yes-answer questions.

"I learned how to smile, nod, and ask questions," Cooper explained. Then quickly remarked, "But selling bibles door-to-door was the hardest thing I've ever done in my life."

That summer he worked an average of 83 hours a week, making 188 demonstrations a week—31 each and every day. "I learned more in that one summer than I did in five years of college."

My sales manager always said, "Act enthusiastic and you'll be enthusiastic. I was young and took it to heart."

Cooper has realized over the years, that one who is able to remain cheerful and enthusiastic in spite of adversity will win. "Don't look at the temporary heartache, but look at what you have achieved at the end of the day," he advises.

Smiling he added, "That's why I love the world of athletics and the world of marketing. They mirror life itself. It's never easy, and it's not always a victory. It's all about what you do when you don't win—what do you do when the news comes, and it's not good news?"

Cooper's hard work and perseverance paid off. In his first week of selling bibles he earned \$631 and \$817 the next week. By week three he was the company's #1 salesman in the nation, leading a

sales force of 7,300 by earning \$1,747—back when gas was selling for 23 cents a gallon.

He hit the streets of Sanford, Florida, with \$7 left in his pocket.

His outstanding success in this initial sales endeavor turned his life in a different direction. The following year, he would set a world record in sales with ITT Financial Services.

Then, while attending a sales rally, he heard two-time Olympic gold medal winner, Bob Richards. He was so inspired hearing the audience’s response to the dynamic speaker he knew he wanted to emulate him.

“I learned how to smile, nod, and ask questions.”

Cooper immediately sought out the event’s promoter and expressed his aspiration, but was told: “Come back in thirty years after you’ve experienced some of the tragedies and heartaches of life, kid.”

Undeterred, Cooper was unwilling to compromise on his new-found passion, so he moved forward on his own. “My best business decision was to pursue learning from the top speakers in the world.”

He immediately put the money he’d made as ITT’s standout salesman on the line, by launching a promotion business for speakers to conduct sales and motivation seminars.

Harnessing his unbounded desire and considerable chutzpa, he signed contracts with well-known speakers then used his

own money to promote and stage the events.

As a 24-year-old novice, Cooper felt compelled to do it. “I wanted to get to the top quickly. So I figured I had to do whatever it took, to be able to breathe the air of these great speakers.”

He would show up at the airport and wait at the gate for them to arrive, so he could carry their suitcases and get a chance to ask a few questions to further his quest for knowledge.

His outstanding success in this initial sales endeavor turned his life in a different direction.

Every six weeks he would be in a different city, promoting another event. It would be a flurry of activity and he’d wear several hats—from designing brochures, to writing radio commercials and selling tickets, to the hiring of eager young salespeople by using his soft-sell questioning technique.

Yet he always took time to intently watch the famous speakers in his quest to learn their craft. “I believed with the right skills and enthusiasm, and the proper preparation, I’d be successful.”

“My best business decision was to pursue learning from the top speakers in the world.”

Two years later, in 1976, when making a return sales-call on a very large real estate firm in Tulsa, the president told Cooper they wouldn’t be attending the sales rally again, as he preferred more “how-to”

information.

“However,” he disclosed, “if you are added to the program and talk about your questioning techniques our company will attend again.” It was his baptism under fire, and Cooper agreed to be part of the program.

That conversation with the successful realtor was an eye-opener for Cooper, “I saw then that the marketplace hungered for a success blueprint with specific steps to follow.”

Within two years the 28-year-old dynamo had joined forces with his heroes, appearing with marquee speakers at a “Positive Thinking Rally” in the St. Louis Checker Dome Arena before 18,374 people, where he followed the famous Dr. Norman Vincent Peale on the program.

We begin our interview by asking Cooper, why, at this stage of his career, he is so enamored with barter...

Within two years the 28-year-old dynamo had joined forces with his heroes.

Cooper: I’m always looking for ways to expand my business and create an additional niche. Over the years I’ve occasionally bartered my consulting services and admission to my boot camps so I knew about barter.

Actually, I’ve been keeping an eye on the barter industry for years, searching for someone with phenomenal video and audio training products, a high caliber teacher like me or a Tommy Hopkins. An enervating speaker who could legitimately raise his or her hand and say, “Hey, I’m your person—a high integrity training machine!”

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Do-er's Dossier

An Inside Look At David Cooper, Chairman Of www.davidcooper.com

Age: 54

Birthplace: Memphis, Tennessee

Height: 5'9"

Weight: 172 lbs.

Hair: Brown/silver

Eyes: Hazel

Marital status: Very.

Children: Four.

Residence: Memphis

Education: Five years university.

My career goal at 5: Be a farmer like my Dad.

My career goal at 21: Be a lawyer and an evangelist.

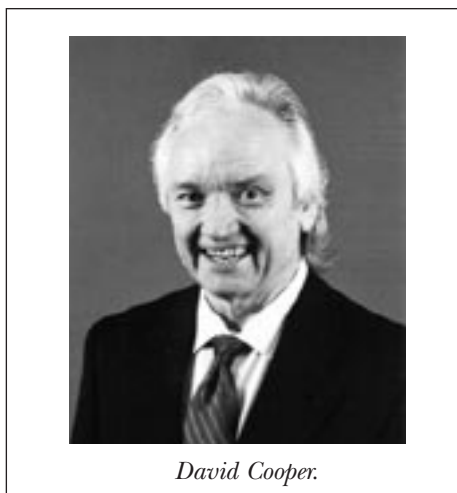
First job: Selling bibles door-to-door.

Present vehicle: Ford Lightning Race Truck.

Magazine subscriptions: *Forbes*, *Fortune*, *Selling Power*, *Entrepreneur*, and *BarterNews!*

Heroes: My late dad, Foriest Cooper.

My biggest splurge: My wife's heart-shaped diamond.



Last book read (and author): *Who Moved My Cheese*, by Spencer Johnson, M.D.

My favorite book (and author): *Think and Grow Rich*, by Napoleon Hill.

I knew I'd made it when: I was co-featured on ABC's television program *20/20* in 1979.

Secret for success: Care enough to prepare.

Favorite food: Steak and lobster.

Favorite drink: Iced tea.

Favorite shows on TV: *Wheel of Fortune*.

Favorite movie: *Seabiscuit*.

My passions are: Helping so many people build a net worth of over \$1 million.

Hobbies: Horses.

Motto or phrase I live by: Knowledge is what you know, and wisdom is what you do with what you know.

I'd give anything to meet: Ronald Reagan.

My fantasy is: To speak in Madison Square Garden.

Mentors: Earl Nightingale, Dr. Norman Vincent Peale, Cavett Robert and Zig Ziglar.

The last time I cried: My son's wedding.

I realized the barter industry was growing up when: Business owners approached me about trading for my services.

The barter industry would be better if: There were more cooperation between industry segments.

The biggest misconception about barter is that: Everyone already has been approached about trading.

The thing I'd like to change about myself: I have five guitars, and I'd like to play one with proficiency!

The one thing that frightens me: Tornadoes.

The thing I remember about my childhood: We had family prayers every night.

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As you know, several years ago I bought and read your FastStart Programs I & II, and the material is outstanding. But you're not offering a sales training program, in fact no one is within the barter industry.

Consequently, six months ago I devised the sales training package titled *How To Ask Your Way To Success In The Barter Industry*...I wish I'd done it years ago.

BarterNews: Tell us more about it.

Cooper: It's a 6-volume series consisting of audio and video tapes, plus CDs of the entire program. What's most important, in addition to the actual questioning process, is the information aimed at the trade exchange owner and sales staff.

These tapes are not just another feel good exercise, rather they will provide a blueprint to move in a different direction by making a dramatic paradigm shift.

Getting the exposure to the many questioning techniques (such as conditional benefit questions, pending last questions, and the three levels of

working referrals) is the first step. Then one must memorize, adopt, adapt, and modify their business practices to develop professional adeptness with these new skills.

A true sales professional is, in some ways, like a brain surgeon. Each has spent an enormous amount of time and energy to develop their professional skills. And when they go into surgery they do so with many tools. They're a specialist with the finest instruments in the world to accomplish the task at hand.

BarterNews: What suggestions do you have for owners?

Cooper: A trade exchange owner must

overcome the belief that this is just a number's game. If a barter company has salespeople with such a mindset, it's not unlike sending a surgeon in to operate with a hatchet or hacksaw rather than the fine cutting instruments they use.

The focus should be on adapting a new attitude towards one's business and having a willingness to learn as well as apply new skills. It's time for owners to run their exchange as a high performance sales and marketing organization.

Up to now maybe the industry didn't know how or where to acquire new sales skills which would enable them to build a vigorous sales organization.

I've been keeping an eye on the barter industry for years, searching for...a high caliber teacher...who could legitimately raise his hand and say, "Hey, I'm your person—a high integrity training machine!"

"There's nothing more exhilarating than fulfilling one's potential!"

My greatest joy comes from instilling others with the belief that they can achieve whatever it is they fervently desire. I know how important this is, because I grew up very poor with a real hunger for knowledge.

This yearning for knowledge dates back to 1973 when as a young adult I wrote out a \$749 check to the Nightingale-Conant Company for Earl Nightingale's "Lead the Field Series" records. A few years later I paid \$12,000 for a powerful video training series.

It was the legendary Charles "Tremendous" Jones who said, "You'll

be the same person five years from today except for the books you read and the people you meet." And that's so true. Not only have I gained immensely from books, but the people I've met have had a great impact on me as well.

One of the highlights of my life was an impromptu meeting with the great college basketball coach John Wooden, who shared his formula for success with me:

"At UCLA we didn't talk about winning. Rather, we focused on intense preparation, working on perfecting the fundamentals, and stressing the importance of believing

that we were absolutely going to do the best we've ever done in the upcoming game."

Another remarkable person I had the good fortune to meet was Mary Kay Ash, the founder of Mary Kay Cosmetics. She gave me one of the best pieces of advice I ever received when she told me, "Care enough to prepare!" Yes it takes work. But I believe it's much better to take the time to prepare, than to limit how we live in order to lessen our anxiety.

It's time to go for it! That's the message here...there's nothing more exhilarating than fulfilling one's potential!

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BarterNews: How familiar are you with the industry?

A true sales professional is, in some ways, like a brain surgeon.

Cooper: I've visited three NATE conventions, but due to speaking commitments, could not stay through the entire conference...even though I paid the full registration fee. I learned about *BarterNews*, at the NATE meeting in Las Vegas six or seven years ago.

The first IRTA convention I experienced was in Montreal, back in 1998 I believe. I went to the IRTA regional meeting in Los Angeles around the same time. Subsequently I've attended the last two IRTA conventions, and was, as you know, the keynote speaker last year.

I wish there was a way for the associations to get every owner in the industry to attend, with everyone

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participating for the good of the whole. Annual conventions are particularly valuable for developing camaraderie and esprit de corps.

Visionary thinking is needed to capture the huge, virtually untapped, potential that exists and is needed by the business community.

BarterNews: How were you first introduced to bartering?

Cooper: It was at the Memphis Hyatt Regency Hotel after an all-day sales seminar in 1978. That evening the General Manager of WDIA Radio pulled me aside, and said, "We received more sales training information from your two hour session than from the other six put together.

"We'd like to do your 8-hour boot camp (it was \$8,000 then), but we don't want to write you a check. Do you need \$8,000 of air time?"

I told him no, I didn't need air time. His response was, "Well, you must need something." We finally agreed on \$6,000 of carpet and a \$2,000 copy machine as payment.

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BarterNews: Had you previously done a boot camp for the media?

Cooper: No. Consequently, before the session I spent time with the station's general manager so he could provide me with an overview of how the radio business worked. He talked to me as if I were a new salesperson, explaining what a rep needed to know when selling spot radio packages.

I spent hours studying that information so as to get totally up-to-speed on their terminology. Then I married my sales knowledge and techniques to their industry.

Since then, incidentally, I've given 17 "Radio & TV Sales Training Seminars" at

sea, where I provide four hours of sales training as well as a 2-hour management session.

BarterNews: Have you used this same method in other fields?

Cooper: Absolutely. I've been a sales trainer to stockbrokers, as well as the real estate, automobile, and insurance industries, plus provided services to pharmaceutical companies and various manufacturer-rep organizations.

BarterNews: How does your program and approach differ from group to group?

Cooper: In most cases I give face-to-face seminars to hundreds of sales people, and they individually make the decision to purchase the specific program for that field.

However, the barter industry isn't that large. So other than at a national convention, speaking before hundreds of sales personnel isn't possible.

BarterNews: Your training is more expensive than some other well-known motivational speakers.

Cooper: First let me say that I have to respect other speakers for understanding what their product is really worth...not overcharging for something that could be better than it is.

Actually, I am offended when someone refers to me as a motivational speaker, because those who use that term really don't understand what I do. I am a soft-sell teacher—a communications specialist.

Let's call a spade a spade. Many speakers are offering what I consider motivational candy. It's good, one thoroughly enjoys it, and it gives you a very, very brief "sugar-like" high.

And quite frankly, many attendees just want to be entertained. They walk out of a program exclaiming, "Didn't we enjoy that? Oh boy, wasn't he good?!" And that's OK if that's their objective.

But my mission is far different. I'm looking to reach that rare person who really wants to change their life. Although

they've taken some hard hits, they still have talent and potential. Yet with all the bumps and bruises their confidence is lower than it should be. They need someone to shake them up a bit.

I have the skill-equipping techniques and knowledge for them to successfully get back on track. I give them a step-by-step blueprint showing them how to bring about immediate results...

I am a soft-sell teacher—a communications specialist.

enabling them to sell thousands-of-dollars worth of more product per week.

While my program may be a bit more than others, the price is relative to the results. I figure my clients have over the years sold more than \$3 billion in products and services by using the soft-sell questioning system.

The cost is negligible compared to the huge payback that comes when one is willing to make a serious and sincere commitment.

I'm looking to reach that rare person who really wants to change their life.

BarterNews: You mention making a sincere commitment. What does that entail?

Cooper: Succinctly, it's a 21-day period during which one must devote an hour each morning and each evening to memorizing and practicing certain scripts.

I give them a connect-the-dots process,

“Knowledge is what you know. Wisdom is what you do with what you know.”

Cooper says the major obstacle that must be overcome before reaching success is the inability, or unwillingness, to be honest with yourself when determining your true skills.

Following that, you need to access what you've done right and just as importantly where you've missed the mark. Then, and only then, are you at the point where taking responsibility for your circumstances will make a difference.

“To achieve lasting, positive outcomes in your life,” Cooper

emphasized, “you must know what skills are needed, what your vehicle will be, and what your ability is to handle adversity and resistance along the way. I call this life outcome planning.

“It all boils down to developing your will—making an absolute commitment to do everything necessary to correct, learn, and build on your true skills to get to that next level. Knowing what to do is not enough,” Cooper stressed. “You must be totally dedicated and willing to pay the price in order to attain success.”

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which done without fail produces a new person in three weeks. But they must be willing to make at least 10 business attempts per day, every day. With

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continuous skill-application their life can be changed forever.

BarterNews: So the responsibility for ultimate success is up to them?

Cooper: Entirely. I give my clients the

roadmap and the skill-equipping techniques and knowledge. But they must have both the desire and the will to change, and then make the all-important pledge to follow through.

BarterNews: Getting back to your efforts as a sales trainer. Is there a parallel between the industries you mentioned previously and the barter industry?

They must have both the desire and the will to change, and then make the all-important pledge to follow through.

Cooper: Oh yes! Regardless of what's being sold, in every single instance the salespeople think they have a hard road to hoe...with unique difficulties and tasks.

In reality however, no matter what

the product or service being sold, developing rapport is what's initially needed. The next step involves interacting with one's clients through a questioning process so as to help them solve their problems and reach their objectives.

Right now, by using the questioning techniques in *How To Ask Your Way To Success In The Barter Industry*, any salesperson could immediately move themselves into a higher income bracket. In fact, every motivated salesperson in the barter industry would benefit tremendously from this soft-sell technique.

BarterNews: What percentage of salespeople within the industry will buy your program?

Cooper: I'd say 20%. When you come right down to it, most people are fearful of making such a life-altering commitment. Unfortunately, they don't have the confidence in themselves... it takes a lot of intestinal fortitude.

BarterNews: What's the key to selling barter?

Cooper: There are two key areas. The first is to quantify the client's financial hemorrhage, finding their points of pain. And then it's a matter of effectively communicating to them how much they're losing—every single month—by not bartering.

Once prospective clients truly understand what barter can do for them, and how much it's costing them not to be using this powerful financial tool, their attitude will shift dramatically. Keep in mind though, that preparation and follow through would be the key.

Just like Vince Lombardi, the great Green Bay Packers football coach, who prepared by having the first twenty plays of the game all laid out before the kickoff, the barter company would have to demonstrate a similar competence.

That means being able to bring an immediate \$25,000 to \$100,000 of added purchasing power to the client ...depending on the company's size. It's

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a matter of confidence, competency, and doing an in-depth barter audit of their particular business.

Today's method is very challenging. Most prospects don't entirely understand barter, or they don't trust it, or maybe they've had an unfortunate barter experience. Regardless, in my opinion nearly every case is a hard sell.

BarterNews: How could that be changed?

Cooper: If I were the owner of a trade exchange I would set-up a "sister" cash company, through which my sales force would offer a business consulting service.

Admittedly this consulting service will require a different approach, but the salespeople will benefit from increased earnings. And that in turn would attract more professionals to the industry.

BarterNews: Wouldn't consultation require a greater aptitude and effort on behalf of the sales personnel? I would think their business expertise and acumen, in addition to an ability to sell a bigger ticket item, would be challenging.

There's a world of difference between the two methods of selling barter.

Cooper: No question about it. The barter company would become a company's business counselor—a business mentor. It will be a real paradigm shift for the trade exchange.

If I were the owner of a trade exchange I would set-up a "sister" cash company, through which my sales force would offer a business consulting service.

And in some cases additional sales professionals would be needed.

There's a world of difference between the two methods of selling barter. A client looks at consulting services in a totally different light. Consultants are perceived as people who have the answers. That's why they earn such high fees. Perception is reality.

The fee structure would be layered.

BarterNews: How many barter companies do you think could successfully make the change?

Cooper: I believe most of them are capable of making the transition. They're already doing many things correctly, but what they're missing is this sister consulting company.

Serious consideration should be given to this idea. If for no other reason than the fact that if they continue to do what they've always been doing, they will continue to get what they've always gotten.

BarterNews: How would the consulting fee be structured?

Cooper: The fee structure would be layered. First would be the initial or origination fee, for doing the evaluation assessment. That work will usually take two to three hours. The fee would depend on demographics.

In larger metropolitan areas, \$350 an hour would be considered a bargain, whereas in a smaller community \$250 would be a stretch.

The next client meeting for consultation would consist of going over the evaluation of their situation. This is when the salesperson would show them where their operation could generate additional revenues and reduce

overpayments for products/services.

Through this presentation the client will see how, by not using this business tool, they're losing revenue. Depending on the size of their operation, it could be thousands or more a month!

Additional consultation income streams could evolve depending upon the company's desire for your services. If they're looking for hands-on services, it would be wise to negotiate a "participating bonus" for the additional time and energy needed to assist them in reaching their barter goals.

Another revenue stream could come from those clients who are very high maintenance, the ones who are continually calling and requiring extra help far beyond what is normally needed.

BarterNews: Ballpark figure, what would a client be paying overall?

Fees could range anywhere from an aggregate \$1,500 to \$5,000.

Cooper: It would depend upon the proficiencies of the primary point person and their capacity to produce, as well as the demographics of the area. But fees could range anywhere from an aggregate \$1,500 to \$5,000.

Like most consulting relationships, price is relative and it's often based on aggressiveness of the company or person who's selling it. Their ability to say with conviction: "Here's what we can do for you, and here's what it will cost!" And then be able to honestly perform.

Needless to say, without performance any effort would be short-lived. But I sincerely believe that this sister company would be the barter company's lead dog,

so to speak, and bring in substantial cash business now left on the table.

BarterNews: What if the prospect company chooses not to use the consulting services?

Cooper: The trade exchange would still be ahead of the game, and in a better position than the current way of selling, because they're already into the presentation and have made inroads into the company's cocoon...obtaining knowledge about their business structure.

When a company passes on the consulting services it's then a matter of using the famous Colombo exit (the popular TV show years ago).

As you may recall detective Colombo, just as he was about to leave, would always say, "Ah, by the way, let me ask you one more question!" The same "Colombo strategy" would be followed.

Like him, continue with your questioning, "Wouldn't it be interesting

The industry is now approaching 50 years of existence here in the United States... it's interesting to note that the sales routine hasn't changed one bit.

if we could show you in 15 or 20 minutes how other businesses with circumstances similar to yours, are already using our consulting division to help them reduce costs to add to their net profit on a monthly basis?"

You then smile and nod before asking them, "Wouldn't it be worth 20 minutes of your time to see exactly how easily that could be done?"

BarterNews: So you believe that a more sophisticated way of relating to the marketplace would move the industry upward?

Far too many businesses don't even know that the barter company has authentic answers for them.

Cooper: Certainly! While the knowledge, competence, and fulfillment capabilities by trade exchanges is light-years ahead of where it was in the '60s, it's interesting to note that the sales routine hasn't changed one bit.

Although the industry is now approaching 50 years of existence here in the United States, very little progress has been made, or even attempted, in this most critical area of the business.

The industry should be further along in its advancement than it is because they do have authentic, genuine, sincere business answers for 90% of the companies in their community.

Sadly, far too many businesses don't even know that the barter company has authentic answers for them. In training parlance we say, "They don't know, but they don't even know that they don't know."

I alluded to such when participating in Mark Victor Hansen's conference call (his students each paid \$4,000 for Hansen's advice), suggesting to the students that "anyone who is not bartering is somewhere between an idiot and

someone who just doesn't know of its existence."

It's the responsibility of the barter industry to educate the marketplace.

Bottom line, it's the responsibility of the barter industry to educate the marketplace. A greater, concentrated effort in this direction will pay huge dividends. In my opinion, there is no faster way to do so than by providing valuable consultation to the client—it's the answer for catapulting the industry forward.

We all know that as more companies come into the trading marketplace more products and services are available, and everyone benefits. So the objective should be to expand the number of clients...dramatically.

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