

Here's proof how easy it is
to author books and information products,
and create multiple streams of income,
when you use the right system

The following pages contain comments from well-known experts and business gurus, as well as from a variety of independent professionals located around the world.

These individuals took what they learned from John Eggen's *The Leading Mentors Publishing and Marketing Program™*, or his personal advice, and successfully evolved their businesses and lives while fulfilling their greater purpose of helping others.

Take a look at the inspiring headlines and stories below. You'll discover how using this program's system, strategies and tactics can connect you more deeply with your life's passion, help you author the book or information products you've been waiting to create, multiply your income and more.

Will you become the next success story?

Here's what Mark Victor Hansen says...

If you want real results, John has my highest recommendation



“Whether you are an expert or a professional, it's innovation and ‘think-outside-the-box’ marketing that make all business happen. John Eggen knows how to make that kind of innovation and marketing happen. When we wanted a savvy mentor to teach our readers how to get significant, measurable results, we called John. If you want real results, John has my highest recommendation.”

Mark Victor Hansen

Mark Victor Hansen
Co-creator, # 1 New York Times bestselling series, *Chicken Soup for the Soul®*
Co-author, # 1 New York Times bestseller, *One Minute Millionaire*

Robert G. Allen says...

John has extensive experience developing books and other information products, and much more



“John has extensive experience developing books and other information products. But he offers much more. He deeply understands the trends that are re-shaping life today, creating demand for specific types of information you can profit hugely from providing. John knows how to create innovative business and marketing systems almost anyone can use to ‘take the lid off’ their business or professional practice and turn their ideas into multiple streams of income.

“I’m astounded by his exceptional synthesis of wisdom with business strategies. His insights are far more powerful than strategies I’ve received from other highly-publicized advisors. I expect one of his recommendations could be worth millions to us. To everyone who is considering hiring him as a publishing and marketing expert, John Eggen has my highest recommendation.”

Robert G. Allen
America’s most influential financial advisor
Author of 5 New York Times bestsellers

Here’s what Robert Middleton says...

John is more comprehensive in his knowledge than anyone I’ve met



“I want my readers to know I am involved in John’s ingenious publishing programs, and endorse them highly. When it comes to publishing and marketing leverage, I know of no better expert than John Eggen.

“John knows his stuff better and is more comprehensive in his knowledge than anyone I’ve met. In addition he’s both a man of action and a man of integrity.

“I created the Web Site ToolKit and the Action Plan ToolKit; both are multi-media online programs with audio tutorials, transcripts and resources that sell for \$49 each. These online information products help independent professionals, such as consultants, coaches, trainers, financial planners, writers, or web designers, make a difference in their business for a reasonable price.

“Together, these two products have replaced my consulting and coaching services. Mission Publishing provided the impetus to get it done. In only seven months I generated \$85,000 in sales and I received lots of acknowledgement that the ToolKits have really helped people in their business.”



Robert Middleton

Publisher, More Clients E-zine and
InfoGuru Marketing Manual

Dan Poynter says...

I've admired John Eggen for more than 20 years...
I recommend him to you with confidence



“I’ve admired John Eggen for more than 20 years and been privy to many of his client projects, everything from creating bestselling books to building successful small publishing companies.

“World-renowned celebrities, gurus and experts, as well as countless independent professionals and business owners, report extraordinary results from their publishing and marketing work with John.

“Take a look at all the testimonials they have provided to him. I recommend him to you with confidence. You could be the next John Eggen success story.”



Dan Poynter

The Self-Publishing Guru

\$92,000 in extra income within 30 days after book was published



“I generated 13 leads with my book, and four clients who have resulted in \$92,000 in extra income. Also, I have five additional clients waiting to start working with me. I estimate using my book will bring me about \$500,000 in extra income during the first 12 months. The mentoring program helped me learn to market my expertise as a high-priced product (system) rather than just as my abilities.”

Opher Brayer
Business Consultant and Corporate Coach

Stopped trading time for dollars



“If you’re a consultant or other peddler of expertise, and you’re charging by the hour, John Eggen’s program will help you transition into the much more lucrative business of providing knowledge products and programs.

“With John’s program as a stimulus and a guide, I now have an important book nearly completed, with a practical plan to self-publish it and fund the cost of doing that – one that will promote my other products and programs. I also have the start of a video series, which we will use as a stand-alone product as well as a tool to market the book, and plans for an online leadership program for heads of professional firms. John has truly designed a great program.

“Last year John published another book for me. That book has made the Top 20 of Best Books on Spirituality and Business list, will be translated into French, English and German, and is already posted on websites all over Europe. I know, John, you told us this would happen and here’s the evidence of the power of this book.

“I’ve been invited to be keynote speaker at several associations -- and no questioning about my credentials -- ‘business author’ was all they needed to hear, giving me the credibility needed to put me on the program.”

Dar Gillett, MBA
Business Consultant and Leadership Mentor

Maria has earned hundreds of thousands of extra dollars doing what she loves, only 16 months after her book was printed



“I want to tell you how excited I am about the success I've personally enjoyed as a result of being in Mission Publishing's publishing and marketing mentoring program and the book that resulted from it.

“I've earned hundreds of thousands of dollars directly as a result of it, and it's just 16 months since my book was published. In addition, my earning power continues to grow and expand exponentially.

“This book and John's mentoring program has continued to open doors for me. I'm afforded a level of respect and acknowledgement by highly successful people I meet, from all industries, that is awe-inspiring.

“My fees continue to increase as a speaker and as a consultant. And I keep meeting wonderfully successful high achievers who just want to help me further on my journey.

“I've been named Author of the Year by my National Speakers Association chapter. This, in turn, has led to having my press releases picked up more readily. And I've received offers to write for publications (yes, even for money) from various parts of the world.

“Everything John taught me has contributed to my ability to grow and be as enormously successful at any level I choose - and I'm aiming high. Being mentored by John Eggen has certainly changed and dramatically improved the quality of my professional life.

“I recommend John and his program to anyone who wants to become an expert and a high achieving author.”

Maria Carlton
Brand Communication Strategist, Consultant, Author, & Speaker

Finished book in less than 90 days



“I finished my book in less than 90 days! I've revamped my business' focus to brand it, too, all in just the first half of the program. Now I'm ready for creating all of those info products that have come to mind since I started, thanks to John's wonderful inspiration. John has great information and a lot of knowledge and expertise.

“The guest speakers during the live mentoring teleseminars are terrific, too, and the included home study course has a wealth of information in it. One of the biggest benefits I have received by authoring a book is feeling a greater sense of credibility when I approach someone I want to collaborate with. John is a good, honorable man who has a great mission to share.”

Jacquie Hale
Professional Life Coach

Works just as John promises



“My biggest success while researching my book has been attracting two new clients! Positioning myself in situations that have allowed people to meet me or recommend me works just as John promises – becoming a book author provides leverage to expand your business.”

Rosemary Hauschild
Business Coach

Only 12 months after book was printed, \$215,000 in new business



“I have used the book I authored in Mission Publishing’s program last year to bring in \$215,000 in new business so far.

“I’m well on track to more than doubling my income in the coming year. It’s very exciting. I attribute this directly to my book, since it has established me as an expert in my chosen field, and the tactics John teaches in the program to get business quickly.”

Karilee Wirthlin
Web Site Strategy Consultant

\$25,000 extra income during first phase of program,
then company revenues increased 100% the next year



“When I started in the mentoring program, I was a consultant who wanted to become positioned as an expert and develop multiple streams of income. In less than a year after completing the first phase of the program, I’ve achieved that goal.

“During the first phase of the program, I took what John said and actually earned an extra \$25,000 in income. That’s an immediate, 500% return on what I paid for the program.

“The book I developed during the initial mentoring program has created a foundation of credibility that was the catalyst for all the growth. The book positioned me as an expert. Now my clients see me as an authority, as do investors in my business projects.

“Since publishing the book, our business has doubled and overall company revenues have doubled, too. The book’s credibility factor continues to open doors. We have so many clients now we can be selective. Also, my speaking fees have gone up more than 900%.

“And, John’s mentoring program taught me how to turn my expertise into many different, higher priced information products and programs. I’m now a partner in three niche publications and will soon have a fourth one, all of them reaching about 81,000 people in lucrative niche markets. Soon we’ll release a business software product we will market through Web-based subscription model.

“It’s been nothing short of wild!

“I committed to taking consistent action on the strategies John taught me. I listened to what he said and I executed it exactly (not half-way).

“I give John Eggen and his program my highest recommendation.”

Bill Jackman, PMP, MCPM
Marketing Expert, Speaker and Author

Fastest way to write a book



“The system you teach as the fastest way to write a book suits my business perfectly! John, I really appreciate your mentoring.”

Robert J. Culpepper
Coaches Consultant and Trainer

Extra \$25,000 within the first 30-days of enrolling in the program



“Without John Eggen’s teaching I never would have: actually written a book, used a book as a tasteful sales letter for my services, known what to put on the cover, known who to hire for title and back cover copywriting, known how to get testimonials, and a lot more.

“The results have been great!

“By using John’s simple marketing strategies, in just the first 30-days after I enrolled in the program, I got two new clients and \$25,000.00 in income (all before the book was even written). It just took 3 minutes to use one of John's simple techniques for marketing yourself as an author before your book is done.

“One impressed client said, "The fact that you are writing a book tells me that you know what you are talking about.

“As a result of being a published author, I have gotten many high profile speaking engagements, plus radio interviews in both the US and Canada.

“John’s bi-weekly teleseminars kept me motivated and allowed me to stay on track. Mission Publishing’s results-accelerating system catapulted my writing -- I actually wrote the book in about two long weekends.

“I will be using John’s system from now on to create books and information products. The value and motivation I’ve received from Mission Publishing’s program has been phenomenal.”

Jeanna Pool
Small Business Marketing Expert, Author and Speaker

No other way to learn so much so fast



“I do not know how I would have gathered this valuable information together in any other way and in such a short time. This program has supported my development as an author and helped me leverage more creative and financially lucrative opportunities.”

Barbara Bouchet, MEd, LMHC
Executive and Professional Coach

Created 21 information products
in her first 11 months of the program



“In my first 11 months in the program, I created 21 information products for independent professional start-up businesses and holistic healthcare practices. Each product originally “aired” as a subscription teleseminar series and now can be bundled in different ways: as a single audio program on a CD or electronic file, as a transcript, or as a stomized/individualized audio learning program.

“I currently deliver the content of various programs as a keynote speaker and I plan to author a book once this teleseminar series is complete. In addition, I am exploring out-licensing opportunities for business building/practice building. Mission Publishing’s publishing and marketing mentoring program helped me to maintain momentum and they provided resources, coaching and expertise in the processes of developing and marketing information products.

“I already have great alliances with other experts and clients are beginning to seek me out rather than vice-versa.

“The live mentoring teleseminars are excellent. I particularly appreciate the handout material to incorporate a visual learning style. I cannot say enough good things about the small, interactive Mastermind Groups.

“The interactive format is excellent, and the facilitating is superb. The ideas shared among the ‘minds’ really open up new avenues. I love this type of brainstorming and thinking. Throughout the entire program, John’s mission and caring have been quite evident. I’d say John’s program is worth every penny I paid – and its weight in gold.”

Jeanne Lyons, Ph.D.
Management Consultant

Writers block broken



“In just one week following John’s mentoring on how to break through writer’s block, I now feel confident to produce a useful and worthwhile information package. I’m also ready to embrace financial success as part of the general expression of my purpose in this lifetime. These are both big shifts for me, thanks to the Mission Publishing mentoring program.”

Dr. Bruce Eichelberger, OMD
Doctor of Oriental Medicine

An additional \$270,000 in less than 12 months after his book was printed



“Casually giving away copies of my book as John teaches landed me \$120,000. Rethinking how I packaged my services and focusing on a need someone will pay for rather than everything they actually need resulted in another \$150,000. I’ve really learned how to rethink my business approach. Mission Publishing’s publishing and marketing mentoring program is money and time well spent!”

Paul Krass, MBA
Executive Leadership and Organizational Consultant

First book finished and second book in 4th draft ... all in just 90 days



“In just 90 days, my first book is done, my second book is in its fourth draft, and I put out a dozen issues of my eZine which will provide fodder for more books. I’m learning a lot from Mission Publishing’s mentor program and teleseminars. Thanks, John.”

Mike Hayden
Business and Organizational Strategist

Taught how to market book
outside traditional “bookstore” model



“Mission Publishing’s publishing and marketing mentoring program gave us feedback and advice on the book’s cover design, gave us assistance on good title selection and taught us how to market books outside the traditional ‘bookstore’ model.”

Susan Daffron
Web and Print Publisher

In 90 days, won opportunity to co-author book
with two internationally-known business gurus plus ...



“In 90 days I finished my book’s first draft, was contacted to co-author another book with Zig Ziglar and Brian Tracy, and was asked to speak at a major association convention! I did publish a book prior to being mentored by John, but it was not of the same quality as the book I’m authoring now.

“Now I feel that the next level of my writing has emerged. Everything is coming together in my life and business for an experience that is focused and purposefully driven.”

Deborah Baker-Receniello, PhD, CLSC
Coach, Speaker, Facilitator, Author

Doubled income in 6 months and
loves multiple learning modalities



“John Eggen's program has been a life-altering experience for me. I have some direction in my business, which has taken off due to the program; I have doubled my income in just the first half of John's program. I love all of the fabulous resources he has made available. The live teleseminars are excellent.

“I love the combination of seeing the file and listening to John's expertise; it's sort of a 'double-whammy' for a kinesthetic person. The questions are asked at the end, and it creates a personal application that supports the experience for me.

“I love the richness and expert advice and opinions John offers, as well as the clarity and the amazing quantity and specificity of information I have received. John's offer is generous, engaging and expansive. I am very glad and fortunate to be in John's program. John has touched more people in my world than just me, for I am eager to help people with what John has taught me. I have learned how to be generous, professional and truly giving in all I do.”

Augusta Horsey-Nash
Executive Personal Coach

Program helps you create your ultimate lifestyle
and your business to support it



“If you are serious about creating your ultimate lifestyle and your business to support it, John's program is the vehicle. Writing and publishing your book is only the tip of the iceberg, and this program covers it.

“When I think about all I have learned in John Eggen's program, it could be worth \$20,000 a week to me throughout my career. John's program helped me to develop a mini-course, which has had 250 subscribers in just four days. I know I am on to something.

“The entire program has been great. Live teleseminars, the audio recordings and written transcripts, and the small, interactive mastermind groups are all excellent. John's program offers lots and lots of very practical information.”

Tessa Stowe
Sales Consultant to Coaches and Other Consultants

Got my money's worth



“I am a very motivated and frugal person. Therefore, if I'm going to give you thousands of dollars, I'm going to make sure that I get my money's worth. I have done this in many respects since starting this program.

“I finished writing all 18 chapters of my book's first draft in only 2 1/2 months, and I finished my book's second draft (18 chapters) in just 3 more months, thanks to the coaching program John Eggen built into this publishing program -- a brilliant idea! Thanks, John!”

Kristi Stangeland
Web Designer and Internet Marketer

Program took the mystery out of the book writing and self-publishing process



“Mission Publishing’s program provided a simple method and time table for authoring a book, educated me on the self-publishing process which previously I knew nothing about, and provided me with expert referrals. Because of the book, I have already been invited to be on a diversity task force for integrating immigrants into work settings.

“Without this program, I wouldn’t be able to call myself an author. It took the mystery out of the book writing and self-publishing process.”

Kim Olver
Relationship Coach

Dr. Cohn wrote book proposal, won publisher and more ... in first four months



“In just the first four months of John Eggen's program, I wrote my book proposal and it was accepted by a publisher. In just two more months, I wrote half of my entire first draft -- six out of twelve chapters. The live mentoring teleseminars were great, and the sessions with the experts have been outstanding.

“The complete Home Study course was fantastic. I was a virgin book marketer, and it gave me the courage to ask my publisher to send out the galleys so that I could get testimonials for the back cover. Very powerful!

John offers wisdom based on years of experience during the mentoring sessions. I can tell that the great work John does is mission-driven, and I am happy that we are working together.”

Dr. Ken Cohn, M.D.

\$10,000 and a 250% return in 60 days



“All we have learned so far during just the first few months of John Eggen's program could be worth multi-millions of dollars throughout our career. The program is priceless! It is the best investment we have ever made.

“When we began the program, our strategy was to write a book, and then develop a series of info-products. By using John's ‘speak your book into print’ technique, in only 30 days we were up to step 8 out of 15 in publishing our first book. It was easy.

“But the strategy changed as we became further involved in John's program. To help structure the book, we took the approach of developing a high level outline for each of the significant chapters of the book. What we discovered after these were developed was an opportunity to publish the outlines as a series of articles. These articles have been published by several local newspapers, and resulted in us being featured as keynote presenters at several business events.

“The leads from these events led to an extra \$10,000 in business in just the first couple of months! That's a 250% return on our investment in the cost of John's program. All of this has occurred, yet we have not attempted any marketing efforts, nor have we issued a single press release. Just think of what we will accomplish when we undertake a true marketing campaign!

“Now we are viewed as being ‘in a different league than the competition’ and real estate brokerages are more willing to give us time to make presentations at their group meetings. Even some of our competitors are interested in distributing our products. Mission Publishing's Program has made the dream of “writing a book” become a reality.

“Thank you, John. We could not have achieved all of this without your program and the coaching insight you offer.”

Bonnie Dell & Marty MacPhail
Home Staging Consultant

Overcame self doubt, wrote 320 page book
... could be worth \$10 million to my career



“I just finished writing my 320 page hardcover book, *Software Without Borders: A Step-by-Step Guide to Outsourcing Your Software Development*. It should be a huge source of leads for my business. It positions my company as the perfect source of help and services to accomplish your outsourcing goals more efficiently, at lower cost and with less risk.

“I created the entire book (from concept to completion) during the program. It took just 12 months. I feel terrific about the progress I have made.

“My conservative estimate is that John Eggen's program could be worth \$10 million to me over the course of my career. John knows a great deal and he delivers great value in his program.

“The mentoring program provides tremendous support. It has helped me most by providing a systematic approach to publishing, covering all the steps required for me to complete my book. It provided high-quality professionals to help at various stages along the way (editors, cover designers, interior page layout, etc.). It provided regular support and motivation to complete the book while also running a business and dealing with life issues.

“I have received a tremendous boost in self-confidence from my goal of writing the book. John’s results-accelerating system helped me overcome any self-doubt about my being capable of writing an excellent book. The daily partner calls gave me the accountability I needed to make every minute of my day count. Writing my purpose statement helped me to focus my energy. I no longer take things personally and my courage to face challenges each day has grown immensely.

“The live teleseminars and their audio recordings and transcripts are excellent. The Home Study Course is a great resource. The small, interactive Mastermind Groups are excellent, too.

“Even if you have a basic understanding of what it takes to publish a book or info product, John's program provides many additional benefits to make sure you get the job done. Take advantage of all the tools provided, and it will keep you motivated to finish.”

Steve Mezak
Software Development Outsourcing Expert

Booked an extra \$48,000 in fees in first four months ...
now more client inquiries that she can handle



“I applied secrets I learned from John’s program and, in just the first four months, booked an extra \$48,000 in fees to me. And that’s just the start of what I received.

“After beginning to apply what I learned, now I have more client inquiries for all my coaching programs than I can handle. Imagine the financial return I can get by using John’s little-known client attraction methods year after year in the future.”

Name Withheld by Request
Business Mentor and Life Coach

300% increase in monthly income
and goals became reality



“Mission Publishing has given me the confidence to share my knowledge with others and has helped me overcome the major stumbling block of where to start when identifying my target markets.

“By writing short articles on a regular basis I’ve increased my monthly income three-fold and I’m building a treasure trove of ideas and material that will lead me to authoring my first book. John Eggen’s practical time-tested systems have made goals that once seemed like pipe-dreams now become a reality for me.”

Yolande Korsten
Web Development and Marketing Consultant

People look at you differently when you have written a book



“Mission Publishing’s program provided me with the encouragement, tools, templates and specialized marketing ideas necessary to branch into an untapped area of my life.

“What I have found is that people look at you differently when you have written a book. Being regarded as an expert in my field has provided me with keynote speaking engagements and a new found level of prestige.

“In addition to writing a book, I have developed an e-book, special reports, white papers, newsletters, e-zines, professional education programs, a website with downloadable digital and audio products, plus a \$99.95 home study program with six CDs.”

Chuck Groot
Photographer and Consultant

Higher caliber clients, speaking engagements
and more credibility



“Since its release in February, my book (I authored a 250-page book with a bonus DVD entitled The Art of Digital Music) has already helped me to gain higher caliber clientele, more speaking engagements, and increased credibility among my peers and client prospects.

“The support and quality information that Mission Publishing’s mentoring program gives me will be the key to my information empire.”

Kelli Richards
Digital Media Expert

Created \$4,500 web-based development tracking system
and established unique competitive market positioning



“During Mission Publishing’s program, I developed a series of performance improvement systems to help transform good salespeople, managers and individuals into great ones. The impact of my new information products on my business are exceeding my wildest expectations.

“The onTrack® home study system I created consists of the following components: behavioral assessments, workbooks, mini-books, an audio learning program, subscription consulting, coaching, mentoring, plus a special Web-based development tracking system. The onTrack® system, that sells for over \$4,500.00, is helpful to managers of any kind and guarantees that an individual will change and perform better in the job.

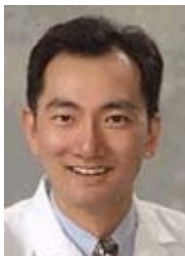
“After using my system, clients are reporting dramatic, measurable results for their companies, including: a 46% reduction in sales force turnover, \$3,000,000 savings in employee turnover, and a renewed sense of job spirit.

“Participating in Mission Publishing’s mentor process caused me to change my focus on the purpose of authoring a book and how to use my book to help market and support the sale of the onTrack® system.

“I also learned how to reduce the time to develop the book and link my book and system more closely together. Thanks to the program we have established ourselves as being different from "training" companies that conduct wonderful training but do not result in behavior change.”

Jack Snader
Sales Consultant

Professional credibility beyond my credentials as
a board-certified plastic surgeon



“Co-authoring a book has launched me into a completely unexpected life and career direction: high-end business coaching. After the book was published, local businesses asked me to coach them on growing their business.

“This has given me professional credibility beyond my credentials as a board-certified plastic surgeon. While this experience was not on my radar, I’ve now found an inspiring vehicle that uses all of my life experiences, education and training. The book was instrumental in helping me discover a passion that is truly a self-expression of me.”

George C. Huang, M.D.
Entrepreneurial Business Coach

14 new clients generating \$11,000 in revenue in four months



“In just four months, I attracted 14 new clients generating \$11,000 in revenue and have been asked to speak locally. Mission Publishing’s mentoring program educated me on positioning and packaging the offer, gave me marketing strategies for promoting the offer, and motivated me to expand my current business beyond what I was offering before.”

Amanda Murphy, MBA
Professional Coach, Speaker, Author

Already worth what I paid in just two months



“Every aspect of the Mission Publishing mentoring program has been first rate. In fact, if it were to end today, I feel it would already be worth what I paid for it, and we have ten months ahead of us! I plan on using John’s system to develop products and services for a specific target market for the rest of my professional life!”

Rolf Evenson
Leadership Development Consultant

Now perceived as an authority, Michael gets in front of more CEOs and his closing rate is up 25%



“I started using one of the tactics I learned from John and, once they know I’ve got a book, I’m getting 30-40% more first meetings with CEOs. And I’ve been getting about a 25% increase in those who close. Third, I’m getting less negotiation on my prices.

“I’m perceived as more valuable, an authority. And now that I am a decent novice at how to use a book to promote myself, my sense is it should add an extra \$100,000 to my bottom line for the first year. I know this project will bring me millions of dollars over the rest of my career.

“Without the teleseminars I don’t think I would have gotten one-tenth of the value out of the book. The program helped me understand what a valuable asset my knowledge is, and how to leverage it into different information programs and long-term streams of income.

“It helped me discover the unique buyer-centric sales messaging product I’m now bringing to the marketplace. It’s a huge idea. You really can’t sell a one-man band consulting firm very well.

“But now I have the makings for a national company...differentiated, unique, and scalable. That’s why I feel what I learned in the program will pay me back millions of dollars over the next years. That’s an astronomical rate of return on the tiny amounts of money and time I invested in the program. And there’s a human side to it, too.

“There are a lot of people that talk. But John delivers a ton of value. I really like the place he comes from. He’s committed to making a difference and helping people. In life, that’s what it’s all about. This has been, by orders of magnitude, the best investment I’ve ever made in growing my business.”

Michael Cannon
Sales and Marketing Consultant

Higher attendances at my seminars



“Since the creation of my booklets, I have gained greater credibility and have been getting higher attendances at my seminars.”

Minesh Baxi
Business and Personal Coach

Program positions you as an expert and gives you the tools to succeed ... priceless



“John’s program is priceless in terms of positioning yourself as an expert in your field and giving you the tools to succeed personally, professionally and financially – so that you can be who you really are, do what you were born to do, and live the life you want to live.

“The value John is providing is almost impossible to measure, so I have long since forgotten how much I paid for the mentoring program. The home study course contains a reservoir of information and the teleseminars create a wonderful context in which to learn – a friendly team of support where you feel that someone is listening and responding to your queries to prepare you for the future.

“One of the biggest tangible benefits I have received from the mentoring program has been the number of 'doors' that have opened when I mention that I am authoring a book -- meetings with real decision makers, joint ventures with other experts, and new opportunities for friendship and business relationships.

“Now I am creating marketing material that reflects who I truly am and it is attracting the type of clients that I really would like to work with, including four new clients (and I’ve only been in the program a few months).

“The program is one of the most comprehensive, enjoyable and life changing courses I have ever come across. Now I am thinking about my business in a whole new way.

“Thanks to Mission Publishing’s program, I have the confidence and tools to develop books and information products that will allow me to succeed with a sense of integrity plus provide me with a lifelong stream of income. John gives members so many benefits. Thank you so much, John, for everything you continually provide to members.”

Tricia Cliff, BA, LHS, Cert Hyp, AdDip
Business Coach

Sessions are informative, effective, structured and easy to follow



“I’m overjoyed to have my expectations exceeded by Mission Publishing’s mentoring program. Your sessions are informative, effective, structured and easy to follow. And I love the templates and worksheets you include. Thank you, John.”

Andy Ireland
Business Coach

I got the contract using John’s persistence technique



“Following John’s guidance in Mission Publishing’s mentoring program leads professionals on a journey of self-discovery and profits. I had been frustrated with a speaking proposal I wrote that had been going nowhere. Last night’s teleseminar inspired me to use John’s persistence technique. It was so simple: I pleasantly and persistently followed-up -- and got the contract!”

Anita Collins, MSW, LICSW
Author and Designer

More than money, this program is worth something much more important to me ... time



“It would have taken me years of trial and error to gain the knowledge that is included in John Eggen’s program. Not only has it saved me time, but also thousands of dollars I would have invested in my projects unnecessarily. John’s program offers many avenues of support to help you reach your goals. The information in the live teleseminars is excellent, and the teleseminars’ audio recordings and written transcripts are clear, concise and easy to apply.

“I appreciate that I can access that information whenever my schedule allows. I’m excited about having a ‘Members Only’ web site with so much valuable information available to me. The Home Study Course CDs and transcripts have been helpful, too, in reinforcing other aspects of the program.

“When there are concepts that seem unclear to me, I can simply refer to the binders or CDs for clarity. I want to thank you, John, for all of the hard work you’ve put into creating a detailed, structured and supportive program. It is obvious that you care about what you do, and I highly recommend this program. More than money, this program is worth something much more important to me – time. We can never get back wasted time; time we could have spent with family and friends doing those things that make this life worth living.”

Kathy Wells
Redesign and Home Staging Consultant

Oprah’s editors called and said “yes!”



“John, the ideas, perspectives, insights and wisdom that you share with us so freely have absolutely made a tremendous impact on me and my life.

“I have learned so much from you. It's been edifying to hear you verbalize so beautifully the thoughts and ideas that drive me, my practice and what I want to bring to the world. In short, I think you rock!

“I just got word from the editors at Oprah that they are going to use part of what I sent them for O magazine! As soon as that comes out I’ll send it everywhere. You’ll hear me screaming from here!

“I’ll admit, it took everything I had to write an article and hit the send button on my computer, but not only did I publish the article, I also sent it as a letter to the editor, sent it to both an ezine and an ezine publication service, put it on my blog, and am using an it as an audio

blog for another project. By the end of today my article will have been published 4-5 times. This was an amazing week for me.”

Lucia Murphy (Doctor Murph)
Business Leadership Coach

-- Lost 23 lbs in 90 days --
program benefits go beyond publishing and marketing



“The results-accelerating system benefited me even beyond the scope of writing a book. I achieved my biggest personal success thus far -- there is 23 less pounds of me sitting here. I started at 241 lbs. and was down to 218 lbs. as of Monday morning.”

Jeff Knapp
Attorney in Estate Planning

In only 90 days, completed
nearly three drafts of book manuscript and ...



“In 90-days my co-author and I completed almost three full drafts of our book manuscript. In addition, re-discovering my purpose is priceless – it has re-ignited my passion for my book’s subject and has broadened my outlook and approach to my business.

“I am happy to say that during the results-accelerating system I have grown to actually enjoy the book writing process, plus I’ve become

more accountable towards my goals.”

Tolu Adeleye, PhD
Mentor for Businesswomen

Life-altering experience
breaks internal barriers to success



“John Eggen's program is a life-altering experience for me. It has given me great insight into how to use a book to launch my business to a dramatically different level. Yet, it's been about far more than 'just' writing a book. I feel newly inspired and empowered to accomplish far more than I ever dreamed.

“I have learned a lot about the internal barriers that keep me from succeeding, and I feel energized and excited about my ability to move forward more efficiently in all aspects of my life. I still have to make it happen -- John's program isn't a 'magic bullet' -- but it has given me an excellent blueprint of how to approach life in general, as well as how to write and market a book.

“Mission Publishing's mentoring program and teleseminars are an outstanding value. John teaches in a simple and straightforward way, with relevant examples, so that any of us can accomplish authoring a book. John's program provides an excellent Home Study Course on CDs, which I read before our class started, so it helped me to understand the live teleseminars even better.

“I really like having the written transcripts, too, so that I can highlight the most important information for future reference. And the small, interactive Mastermind Groups are valuable. Again, I like the recorded transcripts, so that I can hear how others' questions are addressed when I miss a meeting.

“I am far more organized than I was before starting the program; I have an excellent outline for my book and several interested peers and prospects.

“It's really helping me step back and look at how I can be true to the purpose that I have and focus my efforts more. Researching my book has given me a great reason to reconnect with former clients and prospects, and it's going to do huge things for my business.”

“John, your experience in the publishing world is invaluable to your students. Your desire to help us is very clear, and your communication style is helpful and informative. Thank you for making this happen.”

Elaine Starling
Advertising and Media Expert

Now I write in a way to leverage ideas
into other products and services



“The value that I have received from John and Mission Publishing’s mentoring program continues to unfold and grow. With a clearer ‘life’s work’ focus, now I write in a way to leverage ideas into other products and services.

“I recently discovered two new access points to target new clients and stay in touch with current clients for top of mind awareness. I am very clearly leveraging more work from current clients and increasing the annual/lifetime value of my clients, as well as enjoying my work with them more.”

Meredith Kimbell
Business Performance Consultant

Great value in only 15 days



“I am getting sooooo much out of this experience already -- and it’s only been 15 days since I enrolled as a member in Mission Publishing’s program.”

Janna Wissler
Psychotherapist

Teleseminar recordings appreciated in Paris



“I am highly grateful and appreciate the generous riches of John’s mentoring. I enjoy Mission Publishing’s program and the useful teleseminar recordings. Thank you also to Jill for her close and professional assistance.”

Myhanh Buithi
Life and Business Coach and Trainer

Using the program's systems, I've doubled my income ... twice



“Since I started using the marketing tactics John teaches in Mission Publishing's program, I have more highly qualified and well paying clients now than in any other year. The tactics that work best for me are the simplest and cost nothing to use.

“For instance, I've received extraordinary success by implementing two of John's simple tactics to attract more clients. It took about 16 minutes of time and within two days I received statewide exposure to my target market niche that will provide me with a lifelong stream of income for as long as I want to work. How good is that?

“Since using the program's systems, I've doubled my income twice! I was scared, because I was playing for the goal of a larger amount of income than I've ever before made from coaching, but I was willing to try. And this gives me courage to set even larger income goals for this next year.

“And all of this happened before my book was even finished.”

Lorna McLeod, CEO
Coach and Author

Constant value with no wasted time



“I now consider myself an author, thanks to John Eggen's program. John is helping me address issues, strategies, resources and preparation for book creation that were totally out of my knowledge base. In fact, if I had tried to write this book myself, I really wouldn't have had a clue as to what to do with it once it was written -- if it ever got written.

“My articles have been quoted in the media across the U.S. and Canada, and have been reproduced in their entirety in a number of specially focused publications. I have been interviewed for articles in Newsday and in a local business publication, as well as in Canadian publications. This is fun! For me, John's program is really about my life. The book is a medium for me to get my own message out. Who can put a value on that?

“From the less personal side -- the tools, techniques and knowledge of writing and producing products can keep me financially, intellectually and creatively vital for the rest of my life. I have studied with numerous people covering many subject areas. Some of these experiences have been worthwhile but contained in their meaning or use, while others have been transcendent. John Eggen has created so much more than I believed possible when I signed up. I'd say that is worth a great deal. 'Thank-You' doesn't suffice.

“The value I receive from Mission Publishing's teleseminars is amazing. There is so much to digest. John delivers constant value without a wasted moment. His information is

always targeted, actionable and pragmatic. Thank you for these teachings. It's a very powerful model of how to do business."

Leslie Malin
Business Coach, Trainer and Consultant

45 year old business owner retires after benefiting from John's services



"Over the past twelve years, John Eggen has assisted me to build and increase revenues for four different professional practices and businesses.

"John is a rare individual. He combines genuine intuition with careful analysis and planning. Most importantly, he follows through with action that achieves superior, real-world results. John works smart, hits sales goals, and stays within budget.

"Considering current trends, I believe John's unparalleled brand of expertise is a real key to success.

"Based on twelve years of experience, I can say this: if you have a professional practice or business, and if you need to increase your gross and net revenues, I recommend John's services to you in the highest possible way."

William Brown
Retired at age 45, after several professional &
business successes culminated in the acquisition of one of his firms

\$24,000 in extra income within 30 days after book is printed



"I generated 50-60 leads, six new clients so far, and \$24,000 in extra income already. In addition to all the extra income, I cannot put a number on the personal and professional growth and credibility I have received."

Pam Woods
Business and Life Organizational Coach

Accomplished more in 90 days than previous years



“I accomplished more in just 90-days of working with you than I had for years on my own. The results-accelerating system put me on the right track. It was a major breakthrough. Because of the work we did I’ve completely changed my business model, and I can recognize opportunities within the network I already have.

“Before this I really didn’t know what to do—now your training is going to put me on the map as a ghostwriter. Thanks so much for your help.”

Rosemary Brutico
Communication and Public Relation Strategist

Valuable experts on John’s team



“Mission Publishing’s publishing and marketing mentoring program taught us the importance of targeting a specific market and how to organize writing our books using a notebook system. We valued all the experts on John’s team who were introduced as guest speakers during the teleseminars.”

Sharon Duvall and Jaymi Garvett
Certified Professional Coaches

Book becomes colossal lead generator, helps vastly more people



“In the first book project, John Eggen revolutionized the entire plan and turned this little book—at no additional cost—into a colossal lead generator for new students. The book generated more new student leads in six months than did our entire budget for advertising and promotion in the previous year.

“As a result, new student enrollment jumped more than 30% in the first year alone. That’s a huge and immediate financial return, since our programs cost thousands of dollars each. He turned our teachers’ knowledge not only into books, but—at very little additional cost—into eleven other information products and programs. That carried our teachers’ wisdom out to the world, to help vastly more people, and also created eleven additional streams of income back to us, too. Imagine the benefits of that!”

Katie Ann Hillelson
Former trustee and advisor
Midwestern personal growth institute

Two sessions saved her tens of thousands of dollars
and years of time



“In just two sessions, John saved me about two years of time that I would have otherwise put into the wrong business direction, and saved me tens of thousands of dollars I would have spent on ineffective strategies. I can’t wait to see what my next sessions with him will do for me and my business.”

Elisabeth Anderson
Holistic health coach

Made extra \$150,000 while writing first draft of book



“It is difficult to narrow down the top ways Mission Publishing’s program helped me most, because I benefited in so many areas.

“The bottom line is that without the marketing and publishing strategies and the coaching support I received from John and his team of experts, I simply would not have finished my book, *Motivation at Work: Your Six Step Workplace Transformation Guide* (which I’m putting out first as an 188-page electronic manual, second as a physical book). I’d also still be stuck in the traditional “trading your hours for dollars” work model that limits our earning potential, and promotes long hours, and an imbalanced lifestyle.

“I brought in \$150,000 in new business as soon as I started writing my book (during the first draft stage). I did it by using the simple tactics John teaches in the program to help members make money quickly while authoring their books. It was so easy to get these results and I only used 3 of John’s no-cost tactics.

“Additionally, in seven months and while still managing a fulltime client load, I upgraded the book’s concept into a complete six-step system that includes: a detailed manual, employee surveys, over 60 specific strategies to improve workplace performance, leadership development tools, templates, and project checklists to help my clients get the results they want faster. It now sells online for \$197 and is one of the many evolving products that enable me to create a business with multiple streams of passive income.

“Thanks to John and his team for helping me realize my dreams.”

Laura Cardone
Small Business and Entrepreneur Consultant

Will you be the next success story?

We trust these case studies and testimonials have helped you determine that, when you decide to turn your expertise into a book or information products using Mission Publishing's system, you can connect more deeply with your passion, significantly increase your income, and start living the life of your dreams.

If you have not already requested or experienced our free, 30 minute evaluation of your publishing alternatives (a \$265 value), we invite you to do so now. We will help you decide if our program, or something else, is best for you. Call program director Jill Clair at 650.321.1306 or email Jill@missionmarketingmentors.com.