



The Asset Licensing Blueprint

How to gain financial freedom by quickly creating small products and services and licensing them to hundreds of companies– and helping those companies license their assets too

by Bob Serling

**If you prefer to “skim” rather than read... here’s what
you’ll discover in this report**

- What asset licensing is and why it’s simple for anyone to profit from without any previous experience
- Specific examples of how smart entrepreneurs have harnessed the power of asset licensing to generate millions in sales – with little or no previous experience
- The “Profit CPR” method that practically makes this a fail safe way to create a highly profitable business in minimum time
- A simple Google search you can do right now to prove how effective asset licensing really is
- Case Study: A four hour asset licensing project that generated \$22,000 in profit – and will continue to automatically repeat those profits year after year
- The cultural and technological conditions that make today the best time ever to profit from asset licensing
- A tour of 8 simple asset licensing strategies anyone can master and profit from within a week or two

Introduction – what asset licensing is and why it's a lot simpler than you may think

Creating small products and services and licensing them to other businesses may sound complicated at first, but it's actually a lot simpler than it appears. And what makes it so simple for anyone to quickly master and substantially profit from is a proprietary formula I've developed called **Profit CPR**. Here's how this remarkable process works:

C – Create an *improvement* to something that's already working

P – Produce an asset (a small product or service) using that improvement

R – Recurring income is generated by licensing that asset out over and over again

The heart of this process and what makes it practically foolproof is the first step, the “C” in CPR. You see, I've been creating assets and licensing them for roughly 25 years and very early in my licensing career, I realized that creating an *improvement* that can be used with something that is already working well is the shortcut to success.

Why? Because when you create an improvement to something that's working well, you gain two powerful advantages. The first advantage is that you have a built-in market – customers who have already paid for something similar to prove there is a real market. The second advantage is that when you pick the right thing to improve, you have a ready market of companies to license your improvement to.

Let me give you a few concrete examples that will clearly show you what I mean. In 1993, a guy named Jack Sorensen walked into his local Starbucks and ordered a latte. The first thing he noticed (and you may remember from way back then) is that his drink was “double cupped” to keep from burning your hand on the hot coffee.

Double cupped meant that your cup of coffee was placed inside another cup to provide additional insulation. But what Jack Sorensen quickly realized was that this practice of double cupping was extremely wasteful, causing Starbucks to use two cups for every coffee drink they served.

So Jack invented the cup sleeve, which I'm sure you've seen. It's a small “sleeve” of corrugated cardboard that slips around the cup and since there is both air and an additional layer of material in the corrugation, it's the perfect medium to completely insulate your hand from being burned. And it does this at a fraction of the cost of an additional cup.

Jack then took his improvement on the process of double cupping and licensed it to Starbucks, creating millions of dollars in revenue for Jack's company, Java Jackets. And since

then, he's gone on to license it to dozens of other companies, generating even greater profits from the exact same small product.

And here's the critical concept. Jack Sorensen did not go out and invent a new product or create a new market. All he did was create an improvement for something that was already working well.

Starbucks was already selling millions of cups of coffee every day. Jack simply stepped in with a money-saving improvement to the process of double cupping and collected millions from it for decades.

He didn't have to worry about whether or not there was a market for his cup sleeves. Starbucks had already invested tens of millions of dollars to prove there is an abundant market for gourmet coffee. And Jack capitalized on that by spotting an area he could quickly improve and then profit from over and over again for years to come.

Google proves that asset licensing works

Here's another example of how lucrative quickly creating and licensing small products and services can be. To start, do a Google search on "Power Copywriting for the Internet". Be sure to enclose this title in quotation marks or you'll get false results on your search.

When you do this search, what you'll see is that there are tens of thousands of results returned. And almost all of those results are for web sites that are selling this course.

I originally wrote this course about 15 years ago and it took roughly six hours to complete using my rapid asset creation process. I then sold the course for a couple of years and followed that up by creating two forms of licenses that allowed people to buy the resale rights.

Now, to me, that course is severely out of date because it was written so long ago. But as you can see, sales of the course are still going strong after all this time.

However, I did make a critical mistake in licensing the rights to this course. You see, at the time, I didn't fully understand the power of the "R" (which stands for recurring income) in my **Profit CPR** formula. So I charged a one-time licensing fee, rather than an annually renewable fee.

With that one-time fee, the revenue stopped once I quit licensing the program. But with an annually renewable fee, I would have seen recurring revenue for the full 15 years. So while I made about \$225,000 from licensing this asset, I could have easily made millions.

Even so, \$225,000 isn't too shabby for about six hours of initial work! In addition, I've

created dozens of other small assets that I've licensed over and over again to hundreds of businesses.

Case Study: How to quickly create and license your own assets to dozens of other companies

Here's one more asset creation and licensing example I know you'll find very intriguing. There are eight different ways to quickly create assets you can license to dozens, and even hundreds of companies.

What I want to do here is share a short Case Study of just one of the eight asset creation and licensing strategies. This strategy focuses on creating small, customized booklets that you license to your clients. Your clients then give these booklets away or sell them to their prospects and customers.

Now, you may be wondering why your clients wouldn't just do this on their own. Some do. But there are literally millions of other companies that need additional products and services to offer to their customers, but they don't have the skills, the time or the staff to create them.

At the same time, they're always in need of quality content they can use to provide added value to their customers. And once you understand my simple recipe for creating high-quality content over and over again, you can easily produce dozens of these booklets and license them to as many companies as you'd like.

So let's take a look at a short case study of exactly how this can be done. One of my original students, who is now a good friend of mine, creates these types of booklets for a number of niche industries. Essentially, these booklets are tips for getting better results in some aspect of your business or your life.

Using my rapid asset creation recipe, he quickly creates the content in about two hours. Next, he has a professionally designed cover created for \$100 to \$200.

Finally, there are areas on the cover and within the text where the booklets are customized for each client. This is done with a simple "find and replace" operation that takes about two minutes.

In addition, there's a resource box within each booklet that says something like, "This booklet was custom developed by ABC Publishing. To find out how to get customized booklets like this to use in your business, contact us at: your contact information".

So not only are these booklets licensed out repeatedly for direct revenue, but they also act as a lead generator. How sweet is that!

So well does this asset licensing strategy work?

I still remember the first time my friend used it about 15 years ago. His very first deal was for 11,000 copies of his booklet that he licensed to a single client at \$2 per copy.

Now, \$2 per copy may not sound like much compared to what you might sell a booklet for. But by licensing it to the client to use 11,000 copies, my friend immediately made \$22,000 on that single project. And that was achieved for around \$150 and just 3 or 4 hours of his time.

Plus, because your license is renewable every year, that same project brought him an additional \$22,000 every year for many years – simply for sending out the renewal contract. Not to mention that he’s licensed that same booklet to dozens of other clients for many years.

Now, this is just a quick overview of one of the eight different ways to rapidly create and license small products and services. But it clearly demonstrates how profitable it can be to create and license small assets.

And that brings me to one more critical concept that makes licensing assets the best opportunity for any entrepreneur to quickly gain financial freedom. So let me show you...

3 practical steps to gaining financial freedom

Usually when someone talks about gaining financial freedom, it’s some “get rich quick” scheme that has little or no hope of working. So let me make something abundantly clear right from the start. Creating and licensing small assets is not a “get rich quick” scheme in any way, shape or form.

It requires work and dedication. Now, that work is really enjoyable, but it’s real work that requires real time and commitment. So if you’re dreaming about “push button wealth” or some nonsense like that, you should stop reading this right now, because you are not going to find that here.

However, if you want to build a great income quickly and use that as a foundation to add more and more layers of income and lock in financial independence, creating and licensing small assets is the best and most practical route I’ve ever found for doing that.

Why? Because the asset licensing business uses a 3-step model I call **ICE**. Here’s what this stands for and how the steps in this business model work:

I – Income

C – Control

E – Equity

Income. When you quickly create small assets to license, you can generate significant income immediately. As you’ve already seen in the examples above, there are literally millions of businesses of all sizes that need products and services that add value for their customers. And they’re happy to pay a reasonable fee to add those products and services to their offerings without having to invest any staff, time or money in developing those products and services.

So it’s relatively easy to close your first asset licensing deals very quickly. And using my proprietary asset creation and licensing process, there’s no limit to the number of products and services you can develop – and profit from for years to come.

Control. Creating and licensing your own assets gives you a powerful element of control that normally would only be available to large, established businesses.

You see, creating a product or service is one thing, but once it’s created, in the traditional business model, you then must find a large number of people to buy it. And it often takes years to build a large list of satisfied customers. In addition, there’s customer service, inventory, a shopping cart to process orders, credit card processing, fulfillment of orders, hiring and managing staff and many other resources that are required to run a traditional business.

However, with the asset licensing business model, you don’t need any of those support elements I just mentioned. All you need is the ability to create dozens of assets that you *control* through the licensing process. Then hundreds of companies that have invested a tremendous amount of time and money to develop all those other resources essentially *loan you the use of them* by rolling your products out to their customers and supplying all the other support that’s required to do this.

Instead of having to create all the resources normally required to grow a business, your business is greatly simplified by focusing exclusively on creating more and more assets to license out. And you have complete control over how many assets you create, when you create them and who you license them to.

Equity. If you truly want to achieve financial independence, then you must hold equity in a business or other assets. When a company is sold, it’s the value of its assets that determine how much or how little that company sells for.

Now, when you create multiple assets that are licensed out and generate recurring revenue, the equity value you hold is determined by how many assets you’ve created and how many licensees you have for them. If someone can simply step in and take over running your licensing business without missing a penny in revenue, that’s a business with a substantial amount of equity. And companies will pay significant amounts to buy some or all of your assets.

Over the past 25 years, I've sold off a number of the assets I created. On one deal, I received \$240k up front plus an equity stake in the company I sold my asset to. The bottom line is this: owning assets that generate revenue and have equity is the key to achieving true financial freedom.

Why the market is ripe for asset licensing

The market has never been better for asset licensing than it is today. Now, the truth is, the market has always been good for asset licensing. After all, if you create something that provides a terrific improvement for something that already works well, why wouldn't dozens of companies want to license it from you?

But there's a very specific reason why *now* is the best time I've ever seen for asset licensing. You see, because any business can put up a web site for just a couple hundred dollars, the amount of competition in every market has grown considerably.

At the same time, companies have less money and less staff to work with and usually don't have the luxury of devoting significant resources to creating new products and services. Yet they desperately need new products and services to stay a step ahead of a sea of competitors.

So when you create an asset that improves on what companies are already doing and they can use it immediately, they avoid having to invest a penny in development and can generate additional profits right away. And it's this synergistic relationship between you, the asset developer, and the millions of companies that desperately need more products and services but don't have the resources to devote to developing them that makes this the best time in history for profiting from this simple business model.

7 more major advantages of asset licensing

In addition to what I've just covered, there are a number of other advantages asset licensing gives you that you don't get from other business models. Let's take a look at 7 more of these advantages.

Advantage #1: Create it once, license it hundreds of times

I've touched on this already and you've seen it demonstrated in the examples I gave you, but this point is so important that I want to emphasize it again. One of the key factors in building any successful business is that it's scalable. That means that it can be expanded without any significant level of difficulty.

The asset licensing model is completely scalable. Any asset that you create only needs to be created once. Then, with just minor modifications, it can be licensed to dozens or even

hundreds of companies.

In addition, you also use the same prospecting strategies and marketing pieces to license your assets every time. So rather than re-inventing the wheel with each new client, the time it takes to service each client is as low as possible. And this frees up more time you can devote to creating even more assets that you can license out.

Advantage #2: The most leverage you could ever want is in other people's resources

This is another critical point that bears repeating. You see, what really makes asset licensing so profitable is that you never have to create any of the resources that make traditional businesses so successful. Instead, you count on those businesses to invest all the time and money in creating those resources and then create assets that complement them.

By doing this, you harness all the advantages of those resources but you don't commit any of the time or money that's necessary to develop them. You also have very little risk. First of all, you're only creating assets that are improvements on something that is already working. So there's very little risk that your asset will fail.

Second, even in the rare instances where a licensable asset does fail, the time and cost to develop it was negligible, so you lose very little. Then you simply move on to creating other licensable assets.

Advantage #3: Small assets are as profitable – and often more profitable – than large assets

Contrary to being successful with a traditional business model where “bigger is better”, that's rarely the case when it comes to creating and licensing assets. There are two reasons why small assets are often more profitable than larger assets.

First, when you use my proprietary asset creating process, you can create a complete assets very quickly. Many of the assets I create take just 2 to 4 hours to have in a finished state.

Second, because the licensing fees for smaller assets are inexpensive to your prospects, it's easier to close many more licensing deals. But remember, it's only the fee per unit that's small, which doesn't mean that your deal will be small. As you saw in one of the examples above, you can often license thousands of copies of the same small asset all at once, making the profit you realize on each deal quite significant.

Then, by using the attractive fees of these small assets to close hundreds of deals, you can easily hit six and seven-figures with a single asset or a combination of small assets. And that's a

unique advantage that you'd be hard pressed to find with any other business model.

Advantage #4: Your entire asset licensing business can be run with little or no staff

You can easily run your entire asset licensing business with just you and a part time assistant. As you've already seen, you don't need the majority of the resources required by a traditional business. Your clients provide all of those resources.

The assets you license to them simply leverage the resources they already have in place to generate more profits for your clients. So they're almost always eager to renew their license with you year after year.

In addition, when you're creating your small assets to license, you use the exact same process every time, so your development time and costs are minimal. And the licensing process you'll learn to close your deals is completely repeatable with each client, so it doesn't require much time, money or staff for any of these areas.

What this means is that your entire asset licensing business can easily be run with just you and an assistant if you choose. You can also build it out much larger by adding more staff, but you are totally in control of that decision.

I personally run my entire licensing business with just an assistant as I'm not fond of managing a lot of people.

Advantage #5: There is often a *multiplication factor* for any asset licensing deal

Each asset you license to a client can easily lead to the licensing of 3 or 4 additional assets. Don't forget, the demand for quality products and services is extremely high in order for companies to stay ahead of their competition. But at the same time, they rarely have the staff, time and money to devote to creating these assets on their own.

So when you create a licensable asset that's an improvement on something that's already working and it sells well to your client's customers, it's nearly certain that creating more assets with similar characteristics will be extremely easy to license to your same clients.

So very often, a common request you'll hear once you've licensed an asset to a client and they've begun to sell it to their customers is, "This is fantastic, what else do you have for me?"

Advantage #6: Asset licensing doesn't crash and burn when technology or culture changes – it just gets stronger

Whenever technology or culture change, a lot of so-called “hot marketing techniques” become obsolete. Take SEO for example. With all the changes to how you win high rankings on Google, Youtube, Bing and others, what worked today can easily kill your rankings tomorrow.

Or how about the browser wars? If your business depends on any aspect of Windows, and sometimes on Apple's OS, what you're currently offering could become obsolete with the next update Microsoft or Apple issues.

On the other hand, change is good – very good – for asset licensing. Because changes always stimulate more need in the market for products and services that address those changes, which opens up more opportunities for you to fill by creating and licensing new products and services.

So rather than being at the mercy of changes that can decimate other businesses, you simply ride the wave of change to create greater profits. And that's an aspect of asset licensing I've profited from many times and personally love!

Advantage #7: Everything we've just covered can be used to license your clients' assets for them

The exact same strategies and processes I've covered so far – and I'll cover in more detail in the next section – can all be used to license your clients' assets for them. You see, almost every business has existing products and services that other companies in related industries would willingly pay to license from them.

So you can easily apply the same strategies to broker asset licensing deals for your clients for a fee or a fee plus a share of the profits. And since these asset licensing deals are structured to generate renewable, recurring income for your clients, that means you get recurring payments too when you structure your deals properly.

Now, with all these benefits of asset licensing in mind, let's take a deeper look at...

What's included in the Asset Licensing Blueprint Mentoring Program

The **Asset Licensing Blueprint Mentoring Program** consists of these major components:

- The exact prospecting and marketing system my team and I use in my business to generate clients who are eager to licensing your assets – and happy to pay annually renewable licensing fees year after year. This focuses on a highly effective form of

personalized lead engagement that I developed specifically for licensing assets.

- My complete traffic generation program, “The Marketing Ladder Blueprint” for quickly and efficiently building a responsive list for any market. In addition to personalized lead engagement, you’ll also master using larger scale passive formats to build your list and increase lead generation.
- 8 asset licensing strategies, broken down into simple blueprints you can use over and over again to optimize your profits. I’ll give you more details on all 8 of these strategies in just a minute.
- Complete training on exactly how to quickly customize each asset for your clients
- Every marketing document you need to effectively license your assets. This includes all the emails, letters, and follow-up pieces used in every step of the marketing process.
- Every legal agreement and document you need for your asset licensing contracts
- A complete array of support and personal mentoring services provided directly by me. This includes individual mentoring calls, group mentoring calls, and direct email access to me in case you have a critical decision that you need help with.
- And much more

A quick overview of all 8 of my asset licensing strategies

As I’ve mentioned, there are 8 strategies I’ve developed for rapidly creating and licensing small assets. All are very effective, but at the same time, you can easily build a highly profitable company by using just a couple of the strategies if you choose.

That’s another aspect of asset licensing that makes it so potent – you have the flexibility to use as many or as few of these 8 strategies as you choose. So let me give you more details on each strategy.

Asset Licensing Strategy #1: The Ad Baron Strategy

As you may know, I’ve written and licensed out marketing campaigns to hundreds of businesses. Each time, I simply modify a few sections of the campaign to customize it for each client. This usually takes just ten minutes or so and I receive a retainer of \$3,750 plus a percentage of the profits each campaign produces.

What makes this even better is that when you use my proprietary ad creation formula, this

can be done with practically any advertising medium. You can create reusable email campaigns, Facebook ads and campaigns, pay-per-click ads, landing pages, space ads, direct mail pieces, improved offers – and much more.

In addition, you can easily do this even if you don't have a shred of copywriting experience. That's because in this program, I show you exactly how and where to find quality freelancers who will do this for you at rock bottom prices.

And you'll also get all the training and marketing pieces you need to find and close prospects, find and work with freelancers, and identify the hottest markets for working in with this powerful strategy.

Asset Licensing Strategy #2: Private labeling

Any product or service you currently have or that you create can be private labeled for other businesses. You create the product or service and other companies sell them as their own. In exchange, you receive a licensing fee for every copy they sell.

I've personally done this with a variety of information products and business services, ranging from inexpensive pieces to ultra-expensive. And this is a licensing strategy that's commonly used in thousands of products worldwide.

For example, Intel sells and licenses its computer chips to practically every computer manufacturer in the world. Most even prominently display the label "Intel Inside" on their computers. Yet you don't think of your computer as an Intel brand, you think of it as a Toshiba, Hewlett-Packard, Sony or whatever brand you've purchased.

I'll give you a complete blueprint for using this lucrative strategy to create as many small products and services as you want and private label them to dozens or hundreds of other businesses.

Asset Licensing Strategy #3: Ezine writing service

There are literally millions of ezines on the Internet. And many of them need quality content weekly or monthly. You can take advantage of this acute need by creating compelling ezine content and licensing it to hundreds of ezine publishers.

As with all my licensing strategies, there's a "secret sauce" that substantially increases your ability to write and license the kind of content publishers can't get anywhere else. And the step-by-step blueprint I'll give you for running your ezine writing service includes foolproof ways to find highly skilled freelancers who will create the exact content you want for pennies on the dollar.

Asset Licensing Strategy #4: Bulk media

This is the strategy you saw in the Case Study where one of my students made \$22,000 licensing out his short booklet to a single client in his first deal. And in addition to booklets, you can also do this with CDs, mp3s, user guides, tip sheets and many other forms of content.

With this strategy, I lay out exactly how to do this with a variety of media formats, how to set each piece up for quick customization, how to use them to drive more leads to your business, and of course, how to find the ideal prospects to license your bulk media to.

This strategy has a special place in my heart because it's the first licensing strategy I ever used in my own business. I conducted five audio interviews with leading copywriting experts, which took a total of five hours, then created bulk licenses for them that I sold to hundreds of other businesses. I made so much money with this single project, that I stopped offering copywriting services and focused on creating and licensing small business products and services. And I'm happy to share exactly how you can do this too.

Asset Licensing Strategy #5: Private publishing service

This is an ultra-hot area of asset licensing that almost no one knows about. More and more frequently, businesses, authors, experts and entrepreneurs recognize the significant advantage they get by publishing a book on Kindle and iTunes. Yet few of them know how to create the proper content and then get it published on these popular platforms.

With this strategy, I show you exactly how to create riveting content regardless of who the author is or what the topic may be. And the recipe for doing this couldn't be any easier. In just two hours, you can create and publish a complete, short book for anyone. So within just a few days, sales can start coming in from both Kindle and iTunes.

This is another strategy that may sound complicated on the surface, but when you follow my step-by-step blueprint, it's actually incredibly easy to do. And since you follow the same recipe over and over again, you can easily hire freelancers to do the majority of the work while you collect a hefty licensing fee for each publishing project.

Asset Licensing Strategy #6: Small services broker

This is actually a strategy that I've taught before, but it's so easy to do and so lucrative, I couldn't possibly create an asset licensing program without including this strategy.

Here's how it works – and why it works so well. In any city, there are thousands of service providers in dozens of different categories. Most are very good at performing the service they offer. But 98% of them *stink* at marketing their services. So it becomes a constant struggle for

them to stay in business and pay their bills month to month.

I'll show you a few dead simple marketing techniques you can use to sell their services for these service providers and get a nice commission for every sale you bring them. I can't emphasize enough how simple these marketing techniques really are – but since service providers don't know about or use them, when you apply these techniques, you can create a massive wave of business.

Plus, as with all the asset licensing strategies I teach, the steps for doing this are the same regardless of how many or how few service markets you work with. So the majority of the work is automated and practically runs on its own with just minimal oversight on your part.

Asset Licensing Strategy #7: Lead generation broker

Without fail, every business needs more qualified leads on a daily basis. At the same time, they lack either the skills or staff to consistently generate all the qualified leads they need on their own.

This opens up a massive opportunity to generate leads for them, then sell or license the use of those leads to hundreds or thousands of businesses. With the blueprint I'll give you for doing this, it's incredibly easy for anyone to do and profit from right from the start.

I personally know of three different people who have become multi-millionaires by employing this strategy alone. And they had little or no prior experience when they launched their lead generation brokering services. When you see the blueprint they used – along with the unique twist I've added to make it even easier – you'll be shocked (in the best way possible) by how easy this strategy really is to use and profit from.

Asset Licensing Strategy #8: Asset broker – help companies license their existing assets

The final asset licensing strategy draws on many of previous strategies. You see, within any successful business, there are many assets that could be licensed and generate sizable revenue for those businesses. But businesses simply don't understand how to do this and they certainly don't have the staff with the proper skills for this.

So you can easily step in and offer your services to license their assets for them, using the exact same strategies as you use to license your own assets. In exchange, you receive an upfront fee plus a percentage of all profits.

With each of the previous seven strategies, I'll include a section on how to apply them to help license those same assets for other businesses. This alone exponentially increases the

number of licensing deals you can make – and your profits as well.

How this program is delivered

The Asset Licensing Blueprint Mentoring Program is designed to give you all the training, all the tools, all the support and mentoring you need to immediately begin creating and licensing small assets. As you've seen above, every aspect of this immersion program is designed to accelerate your success. So let's take a look at how all of this is delivered:

- **3 months of comprehensive training.** Every other Tuesday, starting on **Tuesday, February 18th** you'll receive new training materials on all the skills I listed above along with complete, step-by-step blueprints for implementing what you learn.

We'll start with the easiest types of assets to create and license and then move on to the more advanced strategies. The purpose of this is to get you out in the real world creating and licensing assets as quickly as possible. Because this is accelerated training accompanied by a step-by-step blueprint for each strategy, it's quite possible for you to close your first asset licensing deal within just a few weeks.

- **Live mentoring calls (group and 1-on-1) twice a month for all 3 months.** On alternating Tuesdays, following the previous Tuesday's lesson, you'll get live mentoring and support, all of which is provided by me personally.

This will vary between live group calls and private 1-on-1 calls, depending on the topic for that week. These calls will focus almost exclusively on implementation with the key goal of helping you get as many asset licensing deals done as quickly as possible.

- **Recordings of all group mentoring calls.** All group calls will be recorded so you can listen to them as often as you'd like. You can listen online or download the audios. Group calls will be available to all members of the program, but your 1-on-1 mentoring calls will be for your use only, unless you specifically wish to share them with the rest of the group.
- **The Asset Licensing Blueprint Marketing Encyclopedia.** This is packed with every marketing piece you'll need to license your assets and help other businesses license their assets. You'll get lead generation pieces, emails, sales pieces, legal agreements and more. It's all here in "done for you" format. Plus, all documents are in Word format so all you have to do is open them, cut and paste and you're ready to go.

If you were to pay me or any other top level copywriter to create a complete collection of marketing documents like this for you, the cost would easily exceed \$75,000. But you get them all in cut-and-paste format as another advantage of being a member of this

unique program.

- **Direct access to me.** In addition to our group and individual mentoring calls, you'll also receive a private email address just for the members of this group. You can use this any time you need to get in touch with me on a critical issue.

However, this access is meant to be used only in critical situations and in the event you have an issue that needs immediate attention (like a large deal you're about to close and need some hard hitting advice). So I do ask that you use this judiciously and not abuse it. Your membership is the beginning of a true working relationship and as you can see, I will do everything possible to support you in being successful.

- **Real life case studies of best practices you can model for your business.** I'm a firm believer that one of the best ways to improve your success rate is by modeling the success of others, rather than re-inventing the wheel. So this program will include case studies of some of my most successful asset licensing deals, deals of other companies and entrepreneurs I've worked with, as well as members of this group as they report back with their results. Each case study will include step-by-step instructions for ethically modeling these successful practices for use in your own asset licensing deals.

Your investment to become a member of The Asset Licensing Blueprint Mentoring Program

As I mentioned above, the starting date for the first training session is **Tuesday, February 18th**. In addition, all training sessions will be archived and available for you to review as often as you'd like. And all coaching calls will be recorded and available for you to review at any time.

The enrollment fee for **The Asset Licensing Blueprint Mentoring Program** is \$8,750, which you can pay in a single payment or with a split payment option. If you choose the split payment option, a deposit of \$3,750 is required now, followed by three monthly payments of \$2,000 each (for a total of \$9,750).

While this is obviously a serious investment, its pennies compared to the profits you can produce year-in and year-out with a successful asset licensing brokering business.

In fact, if you really think about it, this is extremely reasonable when you consider what it would cost just to have the collection of pre-written, fully proven marketing pieces and legal documents developed for your business.

How to start the application process

Because I'll be personally conducting all training sessions and mentoring calls, which will

require a significant amount of my time, membership in this program will be limited to no more than 24 people. You can apply for one of the 24 available spots now, but please understand that applying does *not* guarantee you a seat. And no payment is necessary until after you've been accepted into the program.

To get started, you'll need to download an application using the link below, fill it out (which only takes 5 minutes) and return it to me using the email address that's included on the application form. I will personally review your application and get back to you within 48 hours to let you know if you've been accepted.

So submitting your application does NOT guarantee that you'll be accepted into the program. But it does guarantee you priority consideration on a first-come, first served basis for one of the 24 available membership spots.

With that understanding in mind, if you'd like to download the application form and submit your application, just click here:

[Yes, I'd like to start the application process](#)

I look forward to having you in the program and meeting you in person on our mentoring calls. And to helping you enjoy the financial rewards and lifestyle available from building your own asset licensing business.

Regards,

A handwritten signature in blue ink that reads "Bob Serling".

Have a question about The Asset Licensing Blueprint Mentoring Program?

I'll be happy to answer it. Just send an email to:

alb@ProfitAlchemy.com