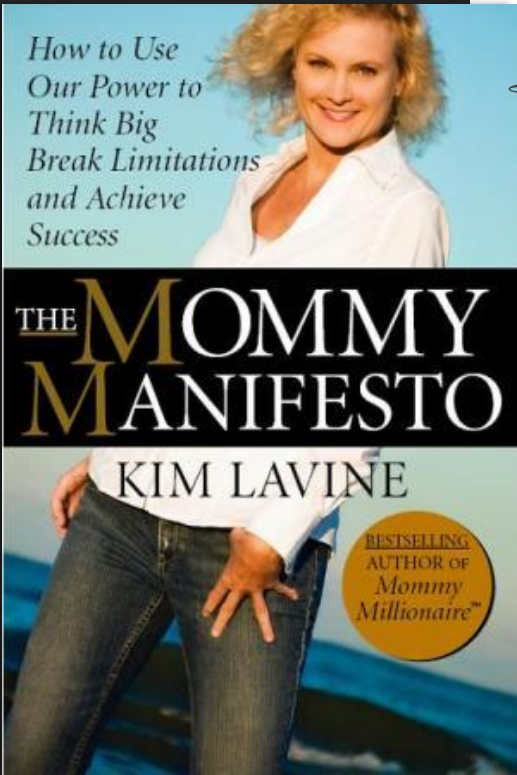




*Seen everywhere*

**BREAK DOWN THE DOORS OF BIG RETAIL WITH KIM LAVINE**



Do you have a **MILLION DOLLAR IDEA?**

Then **WHAT'S HOLDING YOU BACK** from turning it into a **MILLION DOLLARS?**

We're going to **KICK IT TO THE CURB** in this coaching group, personally led and mentored by me—  
**BEGINNING FEBRUARY 2012!**

**The New York Times**

"An inspiring gift and road map to success for anyone who's ever had a dream."



"An impressive entrepreneurial saga. A top-notch how-to guide on launching a business. A rare gem." *Publishers Weekly*

"Loaded with resources for a fledgling business." *USA Today*



**strategy+business**

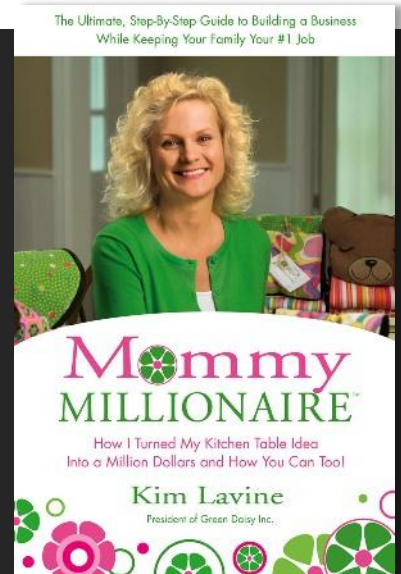
A Best Business Book of the year: "Breaks new ground in the crowded field of startup sagas. Fresh and relevant."

CRITICALLY-ACCLAIMED, BEST-SELLING AUTHOR

**KIM LAVINE**

Identified as America's Expert on Inspirational Business Advice, Kim Lavine has touched and inspired millions of people around the world with her advice and empowering encouragement through her appearances on The Today Show, Rachel Ray, Good Morning America, NBC & ABC news, CNN, CNBC, FOX, NPR, Oprah & Friends Radio Network, LifetimeTV.com, and features in *USA Today*, *Country Living*, *Guideposts*, *Women's World*, *Business Week*, *Inc.*, and *Entrepreneur*, to name a few.

Kim is on a mission to empower people to follow their dreams, inspiring them with hope, honesty and faith.





*Seen everywhere*

**BREAK DOWN THE DOORS OF BIG RETAIL WITH KIM LAVINE**



"This was without a doubt the smartest money I ever spent on very valuable and hard to find information."



I definitely feel I struck gold when I found Kim Lavine, and was taught what I needed to achieve success that I could not find anywhere else. Kim Lavine is not only a rare gem, but a true testament to what success really is by inspiring and help others achieve their own success. KIM, THANK YOU, THANK YOU, THANK YOU!"  
Carla DeGrouchy



Join my **SELECT GROUP** of

**MILLION DOLLAR PRODUCT ENTREPRENEURS**  
in this 8 WEEK COURSE as we  
**BREAK DOWN DOORS OF BIG AND SMALL, DISCOUNT  
AND  
SPECIALTY RETAILERS**  
ACROSS THE US AND *EVEN THE WORLD!*

You don't need Reps, Publicists, Social Media, Websites--  
OR EVEN SHARKS—to make a **MILLION DOLLARS IN SALES!** I made millions in sales BEFORE I got famous for making millions in sales--**AND YOU CAN TOO!**

**STOP WASTING ALL YOUR TIME** on social media sites chasing down small sales and start focusing on using proven sales strategies to catch the **BIG FISH!**

**" CHANNELS OF DISTRIBUTION  
ARE THE KEYS TO THE  
MILLIONAIRE KINGDOM."  
Kim Lavine from MOMMY MILLIONAIRE**





*Seen everywhere*

## BREAK DOWN THE DOORS OF BIG RETAIL WITH KIM LAVINE



### *F*ortune - Not Fame

PUBLICITY IS GREAT, but it won't make you money unless you have product widely available in the marketplace, which this course will focus on!



*"I'm* turning sales into a system by **PERSONALLY TEACHING** everything you need to know in this **SALES BOOT CAMP**. " Kim Lavine

#### **PRICING**

LEARN the secrets of pricing your product for big retailers, including what their "SWEET SPOT" mark-up percentage is. **MAKE THE SALE and MONEY AT THE SAME TIME**, using my own proven strategies I've developed from selling products to America's biggest retailers!

#### **SELL SHEETS**

LEARN what goes into a successful **SELL SHEET** and use it to empower buyers to **RAPID ROLL OUT** of your product line into all their stores. I'll teach you what **KEY SELLING POINTS** are for every retailer--big or small--and show you how to use them to **SELL MORE** products!

#### **PRESS KITS**

LEARN the secrets of a **KILLER PRESS KIT** and use it to open doors to publicity that sells products. I'll show you how I created a press kit at my own kitchen table that was personally handed to the President of Saks--resulting in rollout to 240 stores in 3 months!

#### **LINE SHEETS**

LEARN what it takes to create **PROFESSIONAL LINE SHEETS** that will get you fast-tracked into stores using **EDI**--Electronic Data Interchange. Don't know what EDI is? You **MUST** find out how to navigate this complex roadmap to mass-market distribution! Not knowing is **NOT AN OPTION!**

#### **PUBLICITY**

LEARN how to **CONVERT PUBLICITY INTO CASH**. Learn how to create a well-thought out publicity campaign like the ones I've paid thousands to top NY publicists to do. If you're spending time, money, and energy chasing down publicity **INSTEAD OF SALES**, you are losing money--not making it.

#### **PROSPECTING**

LEARN how to prospect **MILLION DOLLAR SALES LEADS** in new ways that nobody else is doing right now! I'll teach you how to get the **COMPETITIVE ADVANTAGE** by intelligently developing buyer contacts. Stop wasting time and money and start making **MILLION DOLLAR PROSPECTS!**

#### **SALES**

LEARN not only how to **MAKE THE SALE**, but **KEEP THE SALE!** I'll teach you my own personal secrets for not only selling into major retailers like Saks, Macy's and Bed Bath & Beyond, but for driving record sell-throughs too, week after week.

**ADVERTISING, TRADESHOWS, EDI, FOLLOW-UP, COLD-CALLS, FORECASTING---CASHING CHECKS!**



*Seen everywhere*

## BREAK DOWN THE DOORS OF BIG RETAIL WITH KIM LAVINE



"You don't just 'take' this course—you *work your tail off!*"



I finished Kim's BREAK DOWN THE DOORS OF BIG RETAIL course in April and am still using the techniques and tools. They helped me get the meeting with the very-hard-to-get-into pet distributor, negotiate like a pro, and then close the deal!" Carol O'Brien

"Kim is the ultimate coach – full of knowledge, passionate and inspiring!"



The information in this course is a lot to sift through, but it is material you can refer back to time and time again. Excellent content!" Dan Gosling

*"Nobody can sell your product better than you because PASSION IS WHAT SELLS PRODUCTS!" Kim Lavine*

**START SELLING PRODUCT with BREAK DOWN THE DOORS OF BIG RETAIL!**

**THIS ISN'T GOING TO BE EASY BUT YOU WILL BE SUCCESSFUL!**

This ACADEMY COURSE begins FEBRUARY 2012 and lasts 8 weeks. Additional opportunities exist to participate in a shared booth at America's BIGGEST annual tradeshow AMERICASMART International Gift and Home Furnishings Market JULY, 2011.

THIS 8-WEEK COURSE will be a combination of webinars and documents PLUS one-on-one time with me on the phone, every week for 8 weeks.

- I'll be setting personal goals for you each week, to keep you moving to THE NEXT LEVEL.
- It includes all documents including valuable spreadsheets, templates, manuals and more. This course won't be easy, but you'll be successful.
- What you will learn will help you create a successful business foundation for the future where the focus is not just on sales-- but PROFITABILITY.

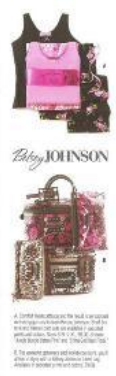
If you have the courage to THINK BIG, BREAK LIMITATIONS AND ACHIEVE SUCCESS, you may just GET STARTED ON THIS GETTING RICH THING!

COST: \$2,500 - Credit Cards Accepted

SPACE IS LIMITED. Registration may close without notice when class is full. GUARANTEE YOUR SPOT BY PURCHASING TODAY.

HAVE QUESTIONS?

Contact me directly at [kim@MommyMillionaire.com](mailto:kim@MommyMillionaire.com)



*"Take your emotions out of the game and turn them into a PROSPECTING MACHINE as I use everything I've learned to knock down doors at the biggest retailers in the US and Canada, with record sell-throughs to boot, to teach you how to do the same!" Kim Lavine*