

About Mitch



- Licensed Millions \$ of IP since 1990
- Started “Renting Content” in 1996
- Opened “The *NEW* Game of IPTM” in 2013
- Founded “IP Money Club™” in 2014
- Created \$3 Billion of Revenue for Clients
- Owns 50+ IP Assets All Funded, Pre-Sold
- Trained One Million Professionals

Mitch Axelrod

#1 Bestselling Author, Speaker, Strategist, IP Specialist

Mitch's Clients Include



Prudential

MetLife®



Calvin Klein
CK

IBM



at&t

citibank®



My good friend Mitch Axelrod is one of the **foremost authorities in sales and marketing** in the United States today. Mitch has trained more than 1,000,000 people on peak performance.

His technique, method and process are **responsible for boosting more people into the ranks top 10% than almost any other trainer alive today."**

**Brian Tracy – Speaker, Author
The New Psychology of Selling**

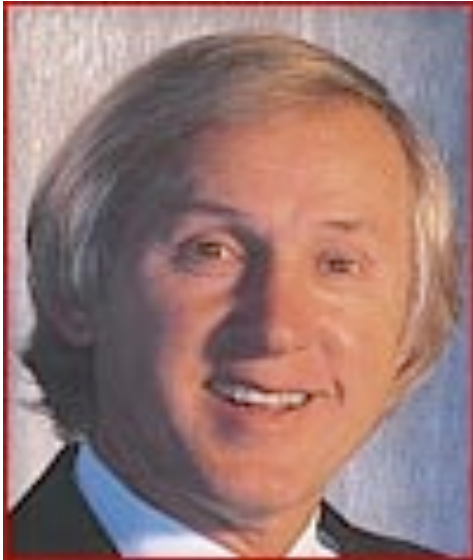


Mitch conducted three of the most heavily attended and lauditorily reviewed conference calls we ever sponsored, with 200 marketing consultants in one day.

His seminar is two of the most illuminating and expansive days you will ever spend.

If you want to be a business Green Beret, and increase sales, call Mitch.

Jay Abraham, President, Abraham Publishing



Mitch is the best in the world at making the business game simple and effective.

The ‘Breakfast with Fran’ calls we did with Mitch are our best ever.

Mitch is the best person I know in the world to talk about marketing and sales. Listen to him.

**Fran Tarkenton, NFL Hall of Fame Quarterback
Billion Dollar Business Owner**



Your mentoring resulted in a \$30,000 assignment in the first month. Without your help I would not have had the courage, the structure or the words.

I got a big financial return on investment working with you. I got an even bigger lift in my courage, confidence, competence and commitment.

Your advice, counsel and mentoring have transformed my business and changed my life.

Shirley Dalton - Australia's Systemizer™



Mitch, what you shared with me in the morning I converted into results this afternoon. **With your input, I landed a five-figure commitment from my client.**

Working together less than one week and already I got many times my investment back. I intend to earn a lot more. Thanks.

Robert Ian - Author, *How to Identify, Conquer and Master Change!*



ONE conversation with Mitch more than paid for his fee several times over actually!

He saved me from a very bad publishing deal.

Mitch has given me wonderful ways to license my IP and really creative ways to market.

Mitch was one of the best things that happened this year.

Julie Donnelly - Author, Stop Back Pain Fast

I applied Mitch's unique approach to asking questions and presenting solutions.



After just one meeting a medical group awarded me a contract for \$260,000.

I also followed his suggestions on my health education lectures. I'm now getting a lot more leads per lecture.

Each person that participates in our clinical research program **is worth six figures of revenue** to our organization. Thanks Mitch!

**Dr. Dung Trinh – Chief Medical Officer
Irvine Center for Clinical Research**



After your first session, I followed your advice and got a \$35,000 contract from a past client... in 30 minutes!

I can report this week led to even better results after following your ideas of running after my old clients lists and referrals from them again. The wind in my sails is blowing strong for the moment.

Roar Thun Wægger
CEO – Wægger Negotiation Institute AS



Mitch Axelrod is my secret weapon. He completely rerouted my thinking. Just 10 minutes after his short coaching I nailed my first major media interview.

The *NEW* Game of Selling™ has changed my entire business. More important, Mitch's advice and counsel have transformed my life.

Bravo, Mitch!

Marilyn Horowitz Author, Producer, NYU Professor



“After Mitch’s one hour clinic, a woman inked a \$140,000 contract as a direct result of what Mitch discussed

His ‘Love, Serve, Deliver’ model is changing the game of business.”

**John Assaraf - Best Selling Author
Founder of *NeuroGym*, featured in
movies “The Secret” and “Pass It On!”**



I have been blessed to have a relationship with Mitch Axelrod and his training for more than 30 years.

I have generated over \$30,000,000 dollars in sales as a result of his tutelage.

Get Mitch's training and absorb it!!

**Bob Blackburn, CEO
Sales and Marketing Consultant**



First I speak to G-d. Then I call Mitch. He is among my most trusted friends and an awesome coach.

I measured my blood chemistry before and after working with Mitch. His compassion, encouragement and wisdom have literally altered my body's chemistry. I'm healthier in mind and body.

He's more than a game changing business coach. He's a healer.

**Bija Bennett – Speaker, Producer, Author
*Emotional Yoga, Breathing Into Life***



I wrote a book and didn't have a single person buy it, so I made a deal with another author to license his name and brand. He promoted it to his customers and **it became a #1 bestseller.**

His audience got an incredible book, he didn't have to do any work, plus he got monthly income. **I retained 80% of the royalties.**

This is just one way I've licensed my IP. As my mentor **Mitch opened my eyes to see what's possible.**

Brad Costanzo – Author, Podcaster



Thank you for the great job you did with my sales leadership team. **The leadership and dialogue you brought were outstanding.**

We have specific, actionable and realistic plans how we can improve our development and execution to deliver high value to our clients.

In my 25 years with IBM, your workshop was one of the most valuable we've ever done.

Mike Buoscio, IBM Director of Client Services



Mitch Axelrod is the Bruce Springsteen of personal development. He spills his guts and soul in every presentation.

He is unwavering in his passion to give you what you've come to hear.

I interviewed him for two solid hours, and the audience begged for more and more.

Run, don't walk, to hear him speak.

**Alex Mandossian, President
Heritage House Publishing, Inc.**



The NEW Game is a conscious business game.

Mitch is a conscious leader who is changing the game of business. His sole, role, goal model will shift the way people play and win the game of life.

What you shared with our members will resonate with them for years to come.

**Christine Kloser – Founder
“Conscious Business Circle”**



**Bestselling Authors and Speakers Panel
S.A.N.G. – Speakers and Authors Networking Group**

**L to R - John Kilcullen (Publisher and Face of the “Dummies” books)
Brendan Burchard, Jack Canfield, Tony Alessandra, Mitch Axelrod**



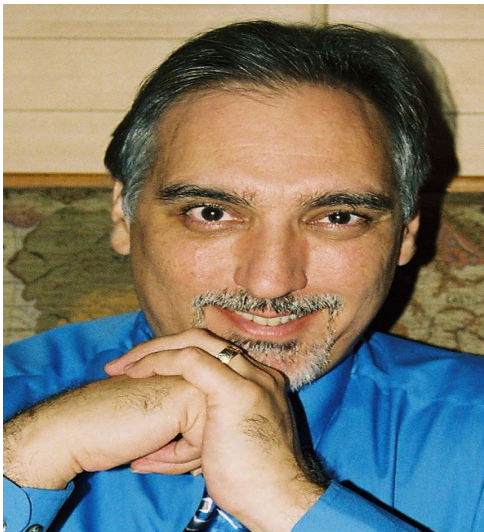
Mitch has really opened my eyes to a new way of working and finding clients.

He always has a twist on doing things that's different than I would have ever considered. He's supportive, knowledgeable, and fun to work with.

Corporate clients are entirely different than private clients. Mitch has been awesome at helping me understand the mindset and clarify the process. I highly recommend Mitch Axelrod!

Felicia J. Slattery, M.A., M.Ad.Ed.
Author, *Kill the Elevator Speech*

I had been working a major Chamber of Commerce for a year with little success. After one meeting with Mitch I wrote a proposal based on our conversation.

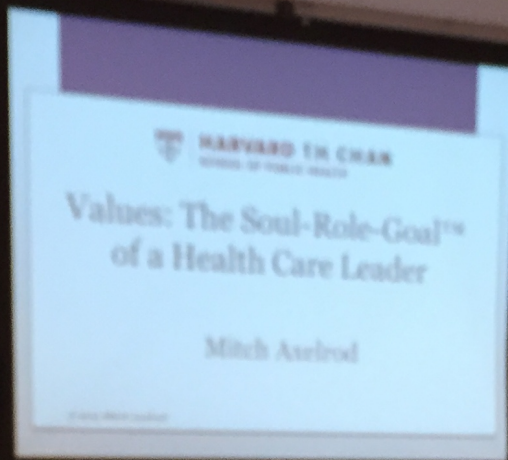


Within two weeks I received approval for a 6-week business training series.

It was promoted to over 3,000 Chamber members for several weeks at no expense to me. This has since led to training with a credit union and to rent my IP.

With Mitch's excellent expert advise, I was able to meet my client's needs in a way that has become a win-win situation for all.

Lawrence J. Clark, Ph.D.



Robert
Salat

Pre
Patel

Reserved For Faculty



**HARVARD
T.H. CHAN**

SCHOOL OF PUBLIC HEALTH
Executive and Continuing
Professional Education



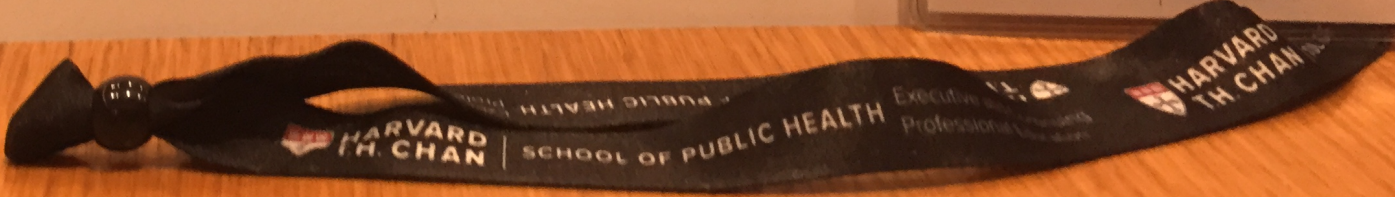
Mitchell
Mitchell Axelrod

FACULTY



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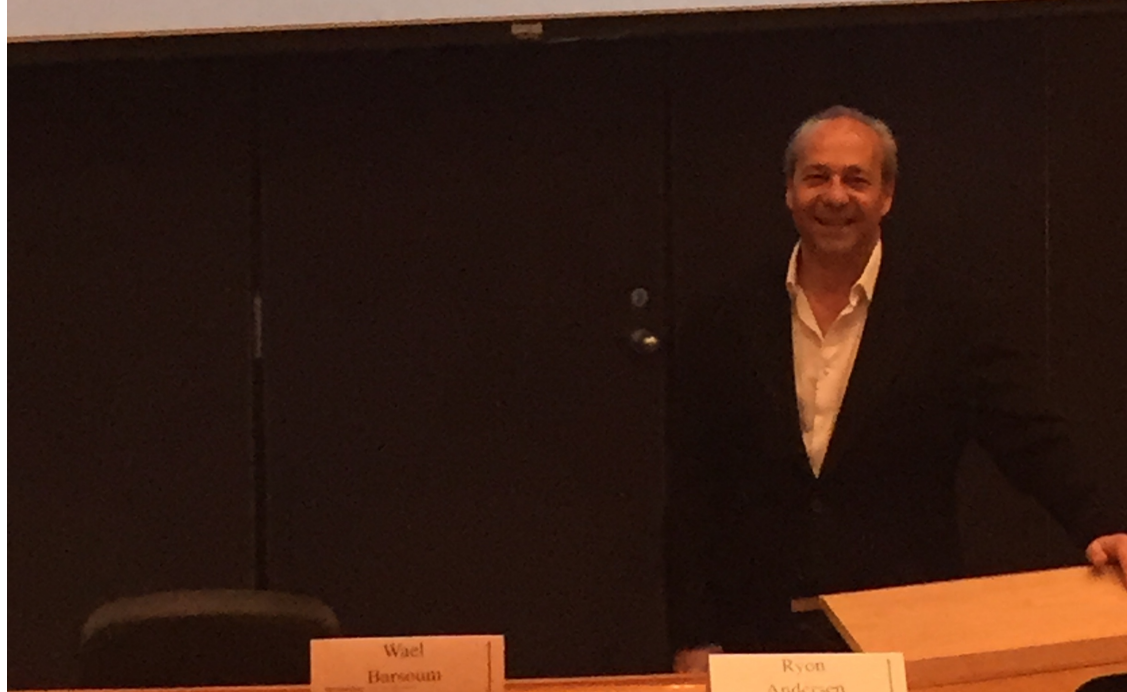


HARVARD T.H. CHAN
SCHOOL OF PUBLIC HEALTH

Values: The Soul-Role-Goal™ of a Health Care Leader

Mitch Axelrod

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If you want to up your golf game and have your choice between the best golf clubs in the world, or the skills of the #1 golfer, which would you choose?

Mitch Axelrod teaches you the skills, trains and coaches you to be #1 in your game.

Everyone else is just selling golf clubs!

**Steve Apostolides, CEO
Retirement Income Advisors**

All I can say is 'Wow!' You gave so much practical advice I couldn't write fast enough.



**The *NEW Game*[™] is more than a message.
It's a movement.**

Your business strategy is right on the money.

Thanks again for giving our small emerging business owners an experience they will never forget.

**Greg Williams, Author, Former Director,
New Jersey Department of Commerce**



Mitch I want to tell you from the bottom of my heart how much I enjoyed and appreciated our conversation yesterday. Your insights were extremely valuable.

You completely shifted my thinking. It was one of the most stimulating 90 minutes I have spent in some time!"

**Tom Terwilliger, #1 Bestselling Author
Former Mr. Olympia**

Your information enabled me to ring the cash register.

The modest tuition for the training was overshadowed by **more than \$47,000 of new business.**

Thank you for re-invigorating my career.

Philip Simon, Agent



Totally, totally mesmerizing. You were absolutely fabulous. I could have stayed with you for another six hours.

**It wasn't just informational.
It was transformational.**

You are incredibly sharing. **It was one of the best lectures of any type I have ever heard** in my life. Thank you so much.

**Dr. Rob Gilbert, Professional Speaker
Professor, Montclair State University**

We're getting instant results.

My new rep earned a \$5,000 commission instead of \$500 by following Mitch's full service cross-selling approach.

Another rep made a \$2,000 sale in his first four days. We really need to be teaching Mitch's system to every rep.

Jim Ferrentino, Regional Sales Manager

Using one of Mitch's methods, **I made \$22,000 the very same day.**

By far, his system is the best I've ever used and his program is the best I've ever attended.

Tom O'Connell, Financial Consultant

I'm experiencing exponential growth in my business and personal life.

I deliberately put off writing this until the initial adrenaline rush had passed.

Unlike other 'motivational pep talks' **your concepts deliver consistent and unflagging results.**

With your system, no one can fail. Everyone can succeed. Thank you again.

Gene Tulio - Musician and Entrepreneur

Your audios changed my life.

I set new standards in my small town for what a small business could be.

I don't have a business background, **but I** can tell you **I created a more than expected success for a single dad of four.**

I made more and believed in myself more.

Gerald Jack

Your training helped tremendously in
achieving of one of my major goals!

You gave me the paradigm shift to set things
in motion. Your willingness to share deeper
insights was invaluable.

Your mentorship has been instrumental in my
success. A million thanks for your support.

Linda Sutton



“Is the way you think it should be, preventing you from having it the way it could be?”



“The great teacher is not one who supplies the most facts, but the one in whose presence we become different people.”

~ Ralph Waldo Emerson



“I can’t take my goals
with me but...

I will leave a piece of
my soul with
everyone I meet.”

~Mitch Axelrod