

# The Impact Event

April 30 through May 3rd, 2009 - Walt Disney World

## YOUR OFFICIAL IMPACT EVENT INVITATION

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*Plus ...*

*Important Information for Attendees, Impact Inner Circle Volunteers, Impact 100 Honorees, Speakers and Panelists*

From: Ken McArthur

Hey Folks,

Congratulations!

This is your official invitation to the Impact Event.

You have been selected as part of an incredible group of people who have it within their grasp to make a real difference in this noisy world.

Just imagine what it will be like to get together with the 10 most amazing people that you know for a weekend and then multiply that a hundred times!

I'm asking **100 of the most influential people in the world** to each invite **the ten most amazing people they know** to get together for a weekend to make a difference and change lives.

Imagine 1,100 of the most amazing and influential people in the world gathered in one place for an amazing weekend of networking, collaboration, synergy, creation and fun!

The Impact Event is focused around the theme of reaching millions instead of thousands with your ideas, solutions, products and services and is designed to help corporations, non-profit organizations, small business people, authors, speakers, marketers and many others to reach the masses and make a difference.



We will be discovering cutting-edge techniques in the areas of idea propagation, publicity, publishing, marketing, list building, advertising, motivation, persuasion, radio, television, magazines, social media, joint ventures, video production, corporate sponsorships and more, more, more.

*Even better ...*

Everyone at the event will be able to network, collaborate and partner with a wonderful family of powerful influencers, corporate and non-profit visionaries, marketing experts, small business owners and technical experts that will enable them to create lifetime relationships that will grow their impact forever.

Plus, we are offering a series of optional workshops on the first day that will give in-depth training in many crucial topics that will help move your message out to MILLIONS instead of thousands.

**The event is April 30th through May 3rd.**

And you are personally invited, but here's the catch.

*You are receiving this document because either ...*

- You were personally selected as one of the Impact 100

Or

- You were personally selected by one of the attendees as one of the 10 most amazing people they know.

*Either way, this is a defining moment.*

There are only 1,100 slots and the Impact 100 just opened the flood gates.

I'm inviting 100 key influencers who can commit quickly to being there for this amazing 4-day event.

The Impact 100 will each select 10 amazing people who can quickly commit to being there with them and those people will select even more amazing people!

*You have to know that you can be there.*

This will move fast because we all know some pretty incredible people and slots will fill fast.

We can't hold your spot if you don't register.

Lock in your spot now at:

<http://TheImpactEvent.com/invite/>

You will need a private code to register.

The secret code is: IMPACT100

VERY IMPORTANT, do not PUBLICLY share this code with anyone.

All of the available slots will be claimed by the Impact 100 and the people the attendees invite.

You CAN publicly announce that you have invitations to give out. In fact I encourage you to do that!

*Let EVERYONE know that you are coming.*

Just don't publish the signup instructions.

DO make sure you send them a copy of this OFFICIAL INVITATION PDF INDIVIDUALLY.

After all, all of your invitees should be hand-picked by YOU.

*Okay, here is a vastly misunderstood and sticky decision that I personally made.*

You are getting this same invitation whether you are a Nobel prize winner, a world-class speaker or author, one of the Impact 100 Honorees, an Impact Inner Circle Volunteer, an incredible expert or just someone like "plain ole me."

We all have amazing value and we all make a remarkable difference.

I routinely offer events that cost thousands of dollars that will never be able to match this experience and many of my friends – watching out for me as always – want me to charge thousands for people to get into this event.

After all, it costs tens of thousands to put it on and it's my own personal finances that are at risk and they want me to make money on it.

I've been told that the elite won't consider this event elitist enough if I don't put a big price tag on it.

I've been told that to get people to invite people to this event that I have to put the price tag up where I can pay out 50% commissions on signups.

*I've personally decided not to do that.*

I believe that it's the small things that really make a difference and we can ALL do the small things, so I'm not going to make a judgment on who is more amazing than the next person.

*I've decided to treat EVERYONE exactly the same.*

There is a \$97 non-refundable, non-commissionable registration fee to hold your spot.

That holds true whether you are a world-class speaker, senator, Nobel Prize winner, best-selling author, billionaire, Inner Circle Volunteer, keynote speaker or panelist or just trying to get by.

I figure that if you are rich and famous, the \$97 won't hurt your pride or your wallet too much and if you are down on your last buck, volunteering and working your tail off to make this event wonderful, it still won't break your bank.

If it does wound your pride or break your wallet, just let me know and I'll waive it. I don't want to do EITHER of those things. This nominal fee is just to hold the spot, so that we know you are coming.

### *Next Steps*

1. Invite the most amazing people that you know.

All you need to do is to let people know about this event and send your choices as the most amazing people you know a copy of this official invitation.

2. Let us know about speakers, panelists and your suggestions for the Impact 100 Honorees who you have personal contact with. You can add your suggestions at <http://TheImpact100.com>

### *Want to be MORE involved?*

If you want to be even more involved, I'd love to have you join us as part of the Impact 100 Inner Circle Team.

Joyce Jackson and Mark Boersma are working together to land an audience of 1,100 people for the event.

We are honoring 100 amazing people at the event -- many that YOU may recognize -- and Joyce and Mark are tracking down some amazing speakers and honorees for the event.

As part of the team, you will be working DIRECTLY with many of these amazing people.

Would you be willing to have a quick talk with Joyce and Mark to explore being a part of their Impact 100 Inner Circle Team?

To see if this is a good fit for you just contact Joyce Jackson:

Cell: (925)945-7834 - [joyce@keepingkidssafetoday.com](mailto:joyce@keepingkidssafetoday.com)

The Impact Event is being held in the heart of the **Walt Disney World®** Resort at the award-winning **Walt Disney World Swan and Dolphin**, your gateway to Central Florida's illustrious theme parks and attractions. The resort is located between **Epcot®** and **Disney's Hollywood Studios™** and close to **Disney's Animal Kingdom®** theme park and **Magic Kingdom®** Park.

The Walt Disney World Swan and Dolphin features magical surroundings, superior service, luxurious facilities and redesigned guest rooms. You can enjoy the new Mandara Spa, 17 spectacular restaurants

and lounges, five pools, a white sand beach, two health clubs, tennis, nearby golf and many special Disney benefits, including complimentary transportation to all **Walt Disney World**® theme parks and attractions, and exclusive Extra Magic Hours in the theme parks.

**This resort has been chosen as North America's Leading Resort in the [14th Annual World Travel Awards!](#)**

**When you register for the event you will be taken directly to the hotel information page.**

**If you have any questions or problems, please let us know via our help desk system at:**

**<http://MyHelpButton.com>**

I'm looking forward to seeing you in Orlando!

All the best,

A handwritten signature in black ink that reads "Ken".

Ken McArthur  
Best-Selling Author of ...

**[Impact: How to Get Noticed, Motivate Millions and Make a Difference in a Noisy World](#)**

**[TheImpactEvent.com](http://TheImpactEvent.com)**