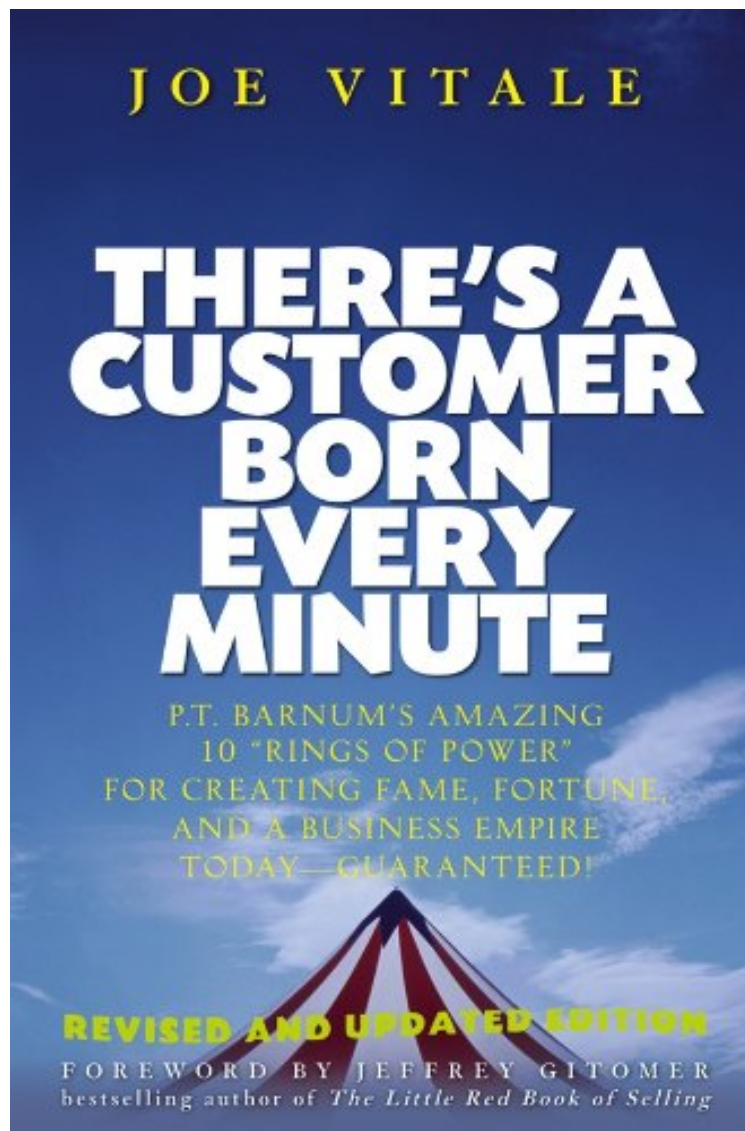


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Praise for THERE'S A CUSTOMER BORN EVERY MINUTE "Joe Vitale has created an entertaining, educational, and motivational manual-with the help of P.T. Barnum-that belongs in every hotel room alongside the Bible. Then, guests might read his inspirational book first, and give thanks to God for this worthy discovery." mdash;Alan Abel, media hoaxer, author, consultantand lecturer on "Using Your Wits to Win" "If you're going to excel in business, learning about a showman like Barnum and applying some of the lessons he taught can give you valuable insights. Joe Vitale has captured ten of these lessons (he calls them 'rings of power') and shows how you can apply them in a way that will open your eyes and stretch your imagination. There's a lot of money-making and fun wisdom here." mdash;Joseph Sugarman, Chairman, BluBlocker Corporation "Finally someone does it!!! Joe Vitale reveals the REAL P.T. Barnum! Vitale highlights the outrageously astute marketing of Barnum. Barnum's driving belief certainly was that there IS a customer 'born' every minute. You will glean a number of useful 'new' marketing ideas that you can instantly use in your business. And you will learn about one of the savviest marketers of a time gone by. Fun, exciting, insightful, and packed with ideas! Genius!" mdash;Kevin Hogan, author of The Science of Influence and The Psychology of Persuasion "I love this book. If you'd like to know the real story about one of the most fascinating characters in American history, told by a master storyteller (and the person who probably knows more about him than anyone else), read this book. Barnum is not the guy portrayed by the legend attached to his name. He is much, much more, and Vitale tells his story with the can't-put-it-down passion and excitement he's become so well known for." mdash;Bill Harris, President, Centerpointe Research Institute

From the Inside FlapFamous entrepreneur and showman P.T. Barnum is perhaps best known today for having said, "There's a sucker born every minute." But, surprisingly, Barnum never said such a thing. In fact, he believed that there was a customer born every minute, and this beliefmdash;that everyone was a potential buyermdash;was just one of the many solid business principles that led him to a long and successful career. There's a Customer Born Every Minute reveals the lost wisdom of this great business pioneer. Barnum was much more than a showman; he was a dedicated businessman and entrepreneur with a razor-sharp mind. In this delightful and absorbing new edition, Joe Vitale reveals the secrets of Barnum's success and shares the ten key business practices that Barnum developed and lived by. But this is much more than a retelling of old business wisdom. Barnum's business principles were straightforward, effective, and timeless; and now Vitale shows you how to apply and adapt those key principles to your own business. Whether you run an established company or plan to start your own entrepreneurial venture, these principles will help you achieve your goals. What worked yesterday still works today, even in the current fast-paced and highly competitive environment. Vitale reveals Barnum's genius for making money and highlights the tactics he used throughout his career as a newspaperman, politician, entre?preneur, promoter, and finally, as a showman. Plus, this new edition includes even more rare material by and about Barnum, including advertisements, photos, letters, an in-depth interview with the man himself, and the entire text of his famous speech, "The Art of Money Getting." Far more entertaining than the typical business book, There's a Customer Born Every Minute is both a practical resource packed with true business wisdom and a fascinating look at one of the greatest charactersmdash;and one of the greatest business mindsmdash;in American history.From the Back CoverPraise for THERE'S A CUSTOMER BORN EVERY MINUTE "Joe Vitale has created an entertaining, educational, and motivational manualmdash;with the help of P.T. Barnummdash;that belongs in every hotel room alongside the Bible. Then, guests might read his inspirational book first, and give thanks to God for this worthy discovery." mdash;Alan Abel, media hoaxer, author, consultantand lecturer on "Using Your Wits to Win" "If you're going to excel in business, learning about a showman like Barnum and applying some of the lessons he taught can give you valuable insights. Joe Vitale has captured ten of these lessons (he calls them 'rings of power') and shows how you can apply them in a way that will open your eyes and stretch your imagination. There's a lot of money-making and fun wisdom here." mdash;Joseph Sugarman, Chairman, BluBlocker Corporation "Finally someone does it!!! Joe Vitale reveals the REAL P.T. Barnum! Vitale highlights the outrageously astute marketing of Barnum. Barnum's driving belief certainly was that there IS a customer 'born' every minute. You will glean a number of useful 'new' marketing ideas that you can instantly use in your business. And you will learn about one of the savviest marketers of a time gone by. Fun, exciting, insightful, and packed with ideas! Genius!" mdash;Kevin Hogan, author of The Science of Influence and The Psychology of Persuasion "I love this book. If you'd like to know the real story about one of the most fascinating characters in American history, told by a master storyteller (and the person who probably knows more about him than anyone else), read this book. Barnum is not the guy portrayed by the legend attached to his name. He is much, much more, and Vitale tells his story with the can't-put-

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About the Author Joe Vitale is President of Hypnotic Marketing, Inc., a marketing consulting firm. His other books include The Attractor Factor, The E-Code, and Life's Missing Instruction Manual, all from Wiley. Learn more at www.mrfire.com.