



**Your Invite:
Exposure, Proximity, and Access**

Friend,

I was at a Genius Network event recently when the legendary Dan Sullivan told a story about raising his prices. Paraphrased, he said that when his salespeople became worried about the economy, they suggested lowering the price. Instead, Dan doubled it.

As soon as they announced the price increase sales flooded in.

The announcement went out to the people already on the list. They didn't purchase until the price increased. Why? One of the new buyers told him...

"It's not because of who is going to be in the room, it's because I know who is not"

If you read Letter 0 and Letter 1, you know how I feel about exposure, proximity, and access (The Truth About Full Potential).

In an increasingly digital and disconnected world, maintaining proximity to the right people, the right places, and the right things becomes more important - and sometimes more difficult to do. But Dan has a point, it's as much about maintaining distance from the wrong kind of person as it is about maintaining proximity to the right person.

That's one of the reasons a lot of my stuff is price prohibitive by design - there is tremendous value in "raising the floor".

Now, after telling you why things should be expensive...
I am going to offer you a discount.

Here's why:

The Letter is a natural barrier. Letter subscribers will get discounts because Letter subscribers are curated to be the right kinda people from the get-go.

...and if you're the right kinda people, I want you to make sure you have the opportunity to join us at the **Gray Wolf Summit**.

THE GRAY WOLF SUMMIT

When: November 17-19

Where: Phoenix, Arizona

What:

The "Experience" 1 Day of a Once-In-a-Lifetime "Experience"

The "Mastermind" 2 Days of Connecting, Problem-Solving, and Having a Great Time With the Right Kinda People "

What kinda people are the right kinda people? *You can see a short video of who dropped in at last year's Gray Wolf Summit at www.GrayWolfSummit.com*

The full schedule will be released soon. I am letting you know now so that you can check the dates and mark them on the calendar if you're interested.

Details:

The 1 Day "Experience"

This will be a full day to experience something truly unique. Not only is it going to transform your perspective, expand your mind, and make a great story - but you will also be sharing the experience with people you may never otherwise be able to get in a room with.

The 2 Day "Mastermind"

A room full of purpose-driven people doing extraordinary things. There will be a few interviews and scheduled activities, but this is about YOU connecting with others and getting new ideas, solving problems, and being in a room where you're less of an alien.

Historically, this event has only been available to Wolf Den and Guardians of the Guardian Academy.

****Please Read This Page In It's Entirety****

All-Inclusive Cost:**

\$4,997 for the public or
\$2,497 for Letter subscribers

Note:

- Wolf Den Members get access to the 1 Day Experience at no cost, as it's included in their membership.*
- Guardians get the entire 3 days, the experience, and the mastermind at no cost as it's included in their membership.*

**There is a limited capacity, even if you have a ticket you must RSVP so that we have room.*

*** There is no order form because I want to have a text, email, or phone conversation with everyone who purchases so that we can be certain we know the right people are in the room.*

How To Reserve Your Spot:

Contact me directly via text letting me know you are interested or if you have questions. This is my personal contact information, please do not share it with anyone.

Cell: 

Email: nic@nicpeterson.com

Voxer: <https://web.voxer.com/u/npeter2965>

Hope to see you there

Nic

Ps. In case you missed it, you can get a feel for the Gray Wolf Summit by watching the video on www.GrayWolfSummit.com