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Toronto

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Next Afternoon Event Dr. John A. Estrella, CMC

**Monday April 13th.
1:30 to 4:30 P.M.**

Recurring Royalty Revenues: Prospering on Passive Income

Would you like to develop a product that people really need? How would you like to create a product once, repackage it multiple times, sell it worldwide and receive continuing revenues long after you initially developed it? Have you even considered applying Disney's marketing model to your business? Join us on April 13, 2009:

Where you will learn to:

- Pinpoint profitable products
- Mimic Disney's marketing model
- Mechanize the money machine
- Go global with your goods
- Partner to produce products

This workshop will help you:

- Exert 20% effort for 80% results
- Build products once, repackage often
- Automate and outsource your business
- Break into international markets
- Manufacture products in 3-4 weeks

Program Highlights:

- Build a product that will fulfill a demand, not create it
- Apply the "Cash Cow Criteria" before developing products
- Identify opportunities to license your products
- Leverage the 4Rs of passive revenue
- Attract low maintenance customers
- Develop a fully automated enterprise
- Find local partners with a global reach
- Receive revenue while reducing risks
- Collaborate with experts and other partners
- License, resell or repackage other products

Meeting Time: Registration starts at 1:00p.m..

Where: Travelodge Hotel, 925 Dixon Rd (near airport) Eatonville Room. It is just North of the 401, close to the Pearson airport.

[Click here to view local area map.](#)

Biography



Dr. John A. Estrella, CMC, PMP, CBAP, CTFL, CSTE, specializes in helping senior management deliver large and complex IT projects. John worked on various consulting engagements for some of the world's most respected organizations in Asia, North America and Europe.

In addition to his management consulting career, he shares his unique and rare blend of expertise by authoring books and courses in project management, business analysis and software testing which are available in Canada, U.S., U.K., France, Sweden, Japan, India and other countries.

Visit his [Web site](#) for more information.

For information on the Evening event
[click here](#)

Pre-Registration by April 9th.

	Afternoon only	Evening Only	Both
Member	\$60	No Charge	\$60
Visitor	\$100	\$60	\$160

Pay at the door

	Afternoon only	Evening Only	Both
Member	\$75	No Charge	\$75
Visitor	\$110	\$60	\$170

Members and Visitors select from the dropdown list below to Pre-Register for these events.

Online registration will not be accepted after Thursday 9th. April

Afternoon -Member Rate \$60.00

Register



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