

# KEYS TO THE VAULT<sup>®</sup>

& BUSINESS SCHOOL FOR ENTREPRENEURS



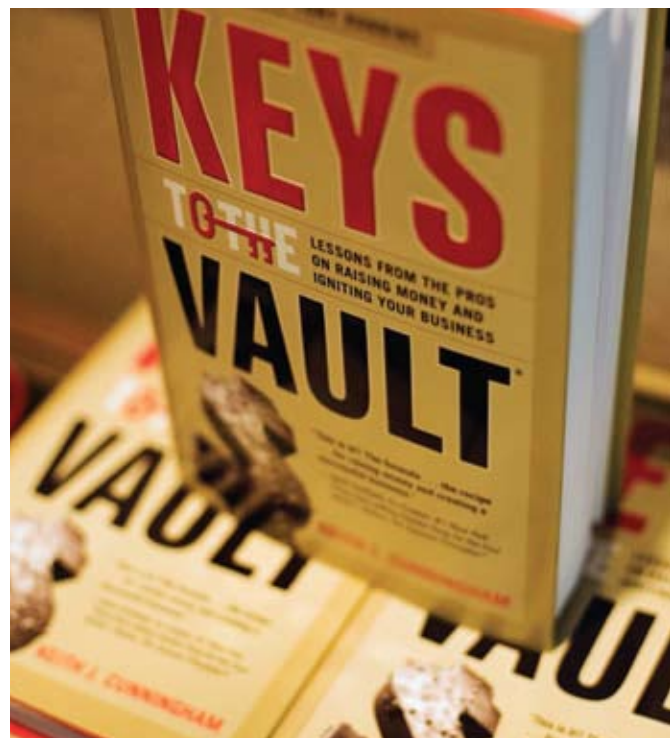
"I AM COMPLETELY CONFIDENT THAT KEITH, THE MOST SOUGHT AFTER PRESENTER OF MY WEALTH MASTERY PROGRAM, WILL INSPIRE AND LEAD YOU TO THE ESSENTIAL PSYCHOLOGY AND STRATEGIES FOR CREATING AND PRESERVING THE LASTING WEALTH YOU DESIRE."

**Tony Robbins**

## KEITH J. CUNNINGHAM'S KEYS TO THE VAULT PROGRAMS

Get ready to take your business, career and personal life to the next level...Keith J. Cunningham will INSPIRE and EQUIP you with the right tools to succeed. Keith has more than 30 years of business and investing experience. He has launched numerous companies, negotiated scores of million-dollar deals and raised and structured hundreds of millions of dollars for his business ventures. He's done small business deals and multi-million dollar Wall Street deals.

Not only does Keith know business and investing from every angle, he is a dynamic speaker who has captivated audiences around the world. He is also an author of the highly acclaimed book **Keys to the Vault: Lessons from the Pros on Raising Money and Igniting Your Business** and numerous audio and video programs.



# BUSINESS MASTERY—MENTORING

IT'S ABOUT BUSINESS. IT'S ABOUT INSPIRATION.

Keith personally mentors students in this limited availability program. This is your chance to learn in a small group setting where specific issues and problems are addressed. Whether you're a beginner, investor or seasoned entrepreneur, this program will take you to the next level. It doesn't matter if you own a business, plan to in the future, or just want to invest in one...working with Keith will significantly improve your ability to make sound decisions. This is an inspirational and life-changing course.

The program covers an incredibly broad range of topics. It is designed based on the specific needs, problems and questions of each individual or group. The second part of the session is a fast-paced, interactive skills program for entrepreneurs looking for business tools that will produce measurable financial results quickly. The primary emphasis is on the four most important fundamentals every entrepreneur must master: raising capital, negotiations, sales and leadership.

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In this program, you get to ask **YOUR** questions and get answers. In addition, you will have an opportunity to listen to other people ask and get answers to their questions. You will leave with clarity, direction and a plan for your business and your life. More importantly, you will be inspired. **This course has very limited availability.**  
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# FINANCIAL LITERACY

IF YOU CAN'T READ THE SCOREBOARD, YOU DON'T KNOW THE SCORE. IF YOU DON'T KNOW THE SCORE, HOW CAN YOU TELL THE WINNERS FROM THE LOSERS?

In two days, Keith will teach you to read, understand and USE financial statements to make informed, intelligent and strategic business and investment decisions! The numbers tell a story—learn what they're saying so you can make more solid financial decisions.

**What YOU don't know is what costs you MONEY.**

How you will benefit...

- Master how to read and use the numbers to **avoid financial peril**.
- Learn how to **spot the four critical ratios** that will make or break a deal.
- Identify the **danger signals** and warning signs that can cripple or destroy your business.
- Understand how to anticipate and **manage financial crisis** in your business.
- Learn to spot **profit drains** immediately.
- Learn **which information** to request from your bookkeeper/accountant.
- Learn to **budget** and utilize **profit-planning** tools, financial forecasting and **break-even** analysis.
- Make more informed decisions, **impact the bottom line** and drive profits.
- Take control of your **financial future**.

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At the conclusion of day two, you will be given the actual financial statements from a disguised Fortune 100 company. In just 30 minutes, you will be able to analyze the numbers and decide if you do or don't want to own the stock...  
And you'll be right!  
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"IF YOU'RE INVESTING TO MAKE MONEY, YOU'RE RELYING ON EITHER YOUR EMOTIONS OR YOUR INTELLECT."

Keith J. Cunningham



"COMING FROM A FORTUNE 5 COMPANY, I WAS ASTONISHED AT HOW MUCH IN-DEPTH FINANCIAL KNOWLEDGE KEITH NOT ONLY UNDERSTANDS BUT TEACHES IN A MANNER THAT IS VERY EASY TO APPLY."

Jim Ehretzman,  
Chicago, Illinois

"KEITH CUNNINGHAM'S POWERFUL, PRACTICAL, EASY-TO-UNDERSTAND PROGRAM WILL GIVE YOU THE WINNING EDGE IN BUSINESS FOR THE REST OF YOUR LIFE!"

**Brian Tracy,  
Motivational Speaker  
and Best-Selling Author**



"THE SUREST WAY TO WEALTH AND FINANCIAL INDEPENDENCE IS TO OWN YOUR OWN BUSINESS."

**Keith J. Cunningham**



## BUSINESS INTELLIGENCE

THIS PROGRAM WILL OFFER YOU CRITICAL SKILLS NEEDED TO EFFECTIVELY ASSESS BUSINESS AND INVESTMENT OPPORTUNITIES.

Keith Cunningham will teach you how to analyze, invest in or buy a business as well as share **top secrets of the pros.**

Most people don't have someone who has "been there, done that" to ask their questions and teach them the skills, tools and shortcuts that the pros know and use. Keith has raised and negotiated in excess of \$1 billion, started, bought, sold and turned around dozens of companies in several different industries.

This program offers exactly what you need to:

- **Find** a good business to buy.
- Determine how much a company is **worth**.
- Figure out **how much to pay**.
- **Structure** the best deal and negotiate the critical points.
- **Find the skeletons** through effective due diligence.
- Set an appropriate **offering price**.
- Acquire **financing**.
- **Close** the deal.
- **Manage it for success.**

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The most successful people you know didn't get that way by relying on luck. Starting a business from scratch is one of the most difficult things you can do. An existing business has customers, employees, systems, training, cash flow and financing built in.  
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## GROWING YOUR BUSINESS

THE MIRACLE OF DELL IS NOT THAT MICHAEL STARTED IT. ANYONE CAN START A BUSINESS. THE TRICK IS HOW TO GROW IT.

This is an intensive, action-oriented program with Keith Cunningham and entrepreneurs from around the world. You will learn the critical skills needed to successfully launch, grow and ignite your business.

**How much money have you lost because you invested or made business decisions based on your instincts and emotions instead of knowing the facts?** Anyone can start a company. Making it grow in a competitive economy requires SKILLS and EXPERTISE. Sadly, most businesses fail before their fifth birthday, and the reason has little to do with the idea.

GROWING YOUR BUSINESS IS A ONE OF A KIND PROGRAM, TAUGHT BY A PRO WHO IS ACTUALLY STILL DOING IT.

This program is for you if you need to learn:

- How to double or triple your sales.
- What is REALLY keeping your business from being much bigger than it is today and what to do about it.
- How to create a sustainable competitive advantage... it's not what you think it is.
- How to differentiate yourself from your competition and create a niche.
- How to create and execute a solid strategy and the three reasons most strategies fail.
- How to maximize your Profits and Growth.
- What makes a high potential growth business.
- How to turn customers into addicts.
- Marketing and growth strategies used to grow every multi-billion dollar business in the world.
- The sales techniques used by the world's greatest sales people... the 11 things that you must include in your sales presentation to close the deal.
- The critical drivers of your business and what you must measure to sustain your business.



## BOARD OF DIRECTORS

Each Board of Directors Group consists of a limited number of invited members. This exclusive group is not an open invitation to the public at large, but rather a hand selected board group whom Keith feels has the background, experience and level of business success to not only benefit from the meetings but also contribute to the overall success of other Board Members.

Obviously, this type of group is designed for people who have a business and are focused on dramatically increasing their growth and profits. The purpose of this Board is not to have a seminar, but rather to facilitate the growth and expansion of each person's business. Most business owners spend the bulk of their time in the trenches, which is exactly where their time should be spent, but periodically, every one needs to take a

break and look at their business with fresh eyes. It is during these times that some of the best insights and planning can take place, particularly if there is a group of like-minded people helping with the evaluation and analysis. Stepping back from the battle occasionally to look at the entire arena is critical to growing a business and avoiding catastrophe. One of the functions of a Board of Directors is to provide clarity and a sounding board for its members at both the formal and in-between meetings.

FOR MORE INFORMATION ON EACH OF THESE PROGRAMS, PLEASE REFER TO OUR WEBSITE AT [WWW.KEYSTOTHEVAULT.COM](http://WWW.KEYSTOTHEVAULT.COM).

"WORKING WITH KEITH HAS BEEN THE SINGLE MOST IMPORTANT ELEMENT OF SUCCESS TO MY INVESTING AND BUSINESS VENTURES IN THE LAST FEW YEARS. KEITH IS TRULY LIKE AN ENCYCLOPEDIA OF BUSINESS AND INVESTING."

**Greg Habstritt, Alberta, Canada**