

InstantKnowItAll™ Book 1-Sheet

The Instant KnowItAll!™

Jump-Start Your Business & Retirement, Post Covid!

Learn the 7 Secrets of the Instant KnowItAll!™

**LEARN HOW TO LEAD, INFLUENCE THE INFLUENCERS AND
START AT THE TOP™ **ACTIVATE THE MILLIONAIRE EXPERT WITHIN!™****

Not Traditional 'Ra-Ra'!™

Learn the **7 SECRETS**
To Become an InstantKnowItAll!™

Learn How To Lead, Influence
the Influencers & Start at the Top!™

Learn How To Sell the Truth, Not Hype!
Sell the Vulnerabilities, Not Benefits!™

Yes, You Can Start at the Top!

Napoleon Hill taught us that Specialized Knowledge is the key to success! Veteran Attorney, Accountant and Business Consultant teaches us how to become an Instant KnowItAll™ and how he led the national debate to save 15,000,000 people from being thrown in the streets during the Great Recession. It only took the author some 3 months to be invited to Congress and give his Statement of Solutions to the 110th Congress. Yes, that's fast, and it starts at the top.

RESTART IN BUSINESS & RETIREMENT!
2ND CHANCE SECTION FOR BOOMERS, RETIREES,
RETIRED PRO BALL PLAYERS! NOT TRADITIONAL 'RA-RA'!

The Instant KnowItAll!™

THE **MILLIONAIRE**
EXPERT WITHIN™

THE **FIRST MOTIVATIONAL BOOK** WITH A STEP-BY-STEP REAL-LIFE
ACTION SYSTEM, NOT TRADITIONAL 'RA-RA!'™

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**THE FIRST HOW-TO-HELP-OTHERS AND GROW & PROSPER
GUIDE TO SUPERSIZE SALES PENETRATION**

FOR BUSINESSES, PROFESSIONAL & PERSONAL SERVICES SALESPERSONS,
INSURANCE & INVESTMENT BROKERS AND AGENTS, RETIREES & BOOMERS,
RETIRED PRO BALL PLAYERS, BUSINESS & PERSONAL COACHES, LAWYERS,
ACCOUNTANTS, IMOs, FMOs, MLMs, AND RELATED MARKETING PROFESSIONALS.

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Learn the

7

Secrets
of an

InstantKnowItAll™

The 7 Secrets of an Instant KnowItAll™



- * **Credibility**
- * **Proactivity**
- * **Publish or Perish**
- * **Sincere Value**
- * **The Art of Least Resistance and Next Incremental Step**
- * **Bootstrapping Immutable Laws of Marketing to Critical Mass**
- * **Influence the Influencers; JVs, Promotions, Endorsements**

The 7 Critical Product Marketing Secrets



* Product Leadership

- 1st in Mind * 1st in Category

* Product Focus & Sacrifice

* Product Ladder & Positioning

* Product Candor

* Product Attributes & Opposites

* Product Law of Success

* Perception vs. Perspective

Book Reviews

What Others Are Saying ...

**A Lesson on How to Use the Power of the Mind and Power of Influencer Marketing! 2x Best Selling Author, Larry D. Goeckel, Jr., Trendsetters!*

**Richard is Out to Help the Former Pro Ball Players in Business, Just Like I'm Out to Help Them Get Well as a Doctor. Dr John DeWitt; MyBrainMed.com, Author of Head Games*

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**Most Knowledgeable Lawyer on the Do's and Don'ts; Sell the Truth! Joe Thomas, Insurance MDRT, Author Retirement Know-it-All, and the Voice of The Retirement Radio Show!*

**Nicknamed Richie Rich, More Than A Lawyer, He Is A Gifted Giver with a Big Unselfish Heart. We Have Worked for Years Helping Players and Their Families. Marvin Smith, M.A. Human Behavior Specialist, Former President NFLPA Former Players Association, Los Angeles Chapter (2008-2012)*

Motivations

Jump-Start Your Business & Retirement, Post Covid! Napoleon Hill taught us that Specialized Knowledge is the key to success. I've been an Attorney, Accountant and Business Consultant for over 33 years. I want to share some secrets of the rich or informed. My methods are strategic but straight forward and apply exponentially with our new on-line world. I'll teach you how to become an Instant KnowItAll™ so you can start at the top - with credibility. There are basically 7 Hollywood story plots or methods of presenting or telling a story. I use these in my transaction and litigation law practice to get my client what they want or need. I've been praised as "a great lawyer and great thinker", an expert and an expert-for-experts for years. My approach teaches how to lead, influence the influencers and start at the top. I teach how to sell the truth, not hype. Instead of listing the benefits, I clarify the vulnerabilities. My clients call me an angel, my adversaries call me a monster.

I wrote an article in 2006 predicting the Great Recession. Within months, I was invited to give a speech for the 110th Congress with a neutral analysis with solutions for the benefit of the U.S.A. By the time the credit freezes and mortgage foreclosures over-took the U.S. and world economy in 2007, I was the Chairman of the CMIS (Coalition for Mortgage Industry Solutions - DC) leading captains of industry, congress, and all major banks (and non-banks) to the HAMP, HAFA and shared appreciation solutions, which saved millions from losing their homes. I'll teach you how I stepped up, and in only a few months, became one of the top national experts leading the national debate for solutions to the economy. You can use this same strategy to restart your business and retirement, post Covid. In fact, you can super-size it with the power of the Internet with print, podcast, radio and TV promotion.

I needed to lead, influence the influencers, and start at the top. In 2008, with the help of my CMIS team, I fashioned a DC Summit for the captains of industry, and influencers in the financing, mortgage, and congressional spaces. It was done, I had created the event promising solutions to the crisis, but it needed more. While traveling, I stopped at my parents' home on Long Island. I was looking through my original brainstorming notes to make sure I did all I could to make the Summit a success. When I woke up the next day, I said to my parents, I need to call billionaire Wilbur Ross, the largest private owner of mortgages in the United States. My Mom said, Oh, Richard. My Dad said, so, do it. I dialed 411 and asked for Wilbur Ross. In minutes I heard, hold for Wilbur. When Wilbur Ross said hello, what can I do for you: I was ready with my short and to the point request asking Wilbur to help me debate and create, at the CMIS live-broadcast Summit, the needed solutions to the crisis.





Mr. Rydstrom has been quoted or published or interviewed by: United States Congress, The Los Angeles Times, iHeart Radio, USA Today Magazine, MortgageOrb, Mortgage Daily News, Orange County Register, Tax.org, National Business Institute, CMISfocus eMagazine, Pepperdine University (Law, Business Journal), AIR Commercial Real Estate Association, Constructor Magazine for the AGC Association, Society of California Accountants, various Landlords and Real Estate Owners associations and others. Richard is a frequent keynote speaker, moderator, panelist, and CLE instructor for National Business Institute for lawyers, judges, banks, and servicers. Richard Rydstrom, Esq. was Chairman of CMIS Mortgage Coalition reconciling diverse and disparate interests of the banks and the consumer borrowers in developing neutral solutions to the Great Recession of 2007, including the HAMP mortgage modification program with the U.S. Treasury and the official foreclosure and consumer groups. When the 110th Congress wanted a neutral analysis and congressional statement regarding the problems and solutions of the pre-Great Recession, they chose Mr. Rydstrom. When the banks and consumer groups wanted a formal explanation and speech regarding the first HAMP Mortgage Modification Program outline for President Obama and the U.S. Treasury, they chose Mr. Rydstrom.

About Rich KnowItAll™

Some significant distinctions include:

- * Published in a Statement to the 110th Congress, House Ways & Means Committee, Chairman Charles Rangel
- * Considered a national expert in real estate, litigation, contracts, mortgage banking and related foreclosures
- * Honorary member of the American Legal and Financial Network (AFN)
- * Chairman of CMIS (Coalition for Mortgage Industry Solutions)
- * Member of the HAMP Policy Working Groups (AFN, United States Treasury, etc.)
- * CLE speaker and educator for attorneys, judges, banks, servicers, accountants and financial advisors for the National Business Institute (NBI)
- * Frequent keynote speaker, panelists, and moderator at national conferences and live broadcast webinars including the AFN, NBI, CMIS, CMBA
- * Voluntary Settlement Officer (VSO) for all Los Angeles courts

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