



Dear Thought Leader,

Picture this ...

- 20 select Impact Action Team members. (<http://impactactionteam.com>)
- 200 people learning how to create massive Impact at the Impact Boot Camp Event.
- A documentary film
- A book
- Viral videos and mass media social buzz
- A massive study course containing DVDs, CDs, workbooks, action steps and checklists for reaching the masses and making a difference.
- And much more ...

You make a difference, whether you want to or not.

Just as a mother or father has no choice about whether they have an impact in their child's life, you have no choice. You influence the people around you.

That impact can be for good or for evil, but like it or not, you make a difference in thousands of lives who you touch over the course of your lifetime.

That influence is multiplied exponentially by the marvels of a connected world. Once a single person's connections might be numbered in hundreds, today our connections span the world.

You have a global impact without even thinking about it.

But what if you thought about it?

What if you raised your personal impact by applying the art and science of today's powerful technologies and the knowledge that we have gained about how to reach the masses through the powerful art of persuasion?

What if we did so much more by working together than we ever could by working apart?

That's what the Impact project is all about.

Imagine that a small group of dedicated action takers are trained to lead hundreds more in a modern day quest to raise awareness about a global problem that impacts millions – the heart-break of human trafficking.

Imagine that hundreds gather for a live three day boot camp to brainstorm and implement a plan of action that will use the power of ...

- The Internet
- Radio and Television
- Social Media
- Publishing
- Speaking
- Video Production
- Corporate Sponsorships
- Press Releases and Public Relations
- Information Products
- Mobile technologies

... and so much more, to get a simple message of hope out to literally millions of people in a very short period of time.

Imagine that a world-class documentary film crew documents the project from start to finish and that a team of hundreds of experts assembles training materials that allow organizations to train and equip their volunteers and supporters to continue the mission of bringing solutions to this costly and devastating problem of human trafficking.

Imagine that YOU are an important part of this adventure! That's why we need YOUR participation.

There are endless ways that you can participate. You have countless opportunities to make a real difference in a global problem that is affecting YOU right now in your own back yard and you may not even know it.

You may be thinking that whether you participate doesn't really matter.

But it does, whether you want it to or not.

We all cringe when we see the stories of the lives impacted by this unimaginable tragedy.

We all want to close our eyes and ignore what is in front of us in our own home towns.

But, we all can do some very simple things to make sure that we and the people around us can't ignore it any more.

1. Read about the project below.
2. Think about what YOU can do.
3. Share this information with at least two more people who can help.

Together we make a difference.

All the best,



Ken McArthur

[Best-Selling Author of Impact: How to Get Noticed, Motivate Millions and Make a Difference in a Noisy World.](#)

Awareness, Knowledge, Insights, Action



Here's a Problem You Should Be Aware Of ...

An estimated 2.5 million people are in forced labor (including sexual exploitation) at any given time as a result of trafficking¹

Of these:

- 1.4 million – 56% – are in Asia and the Pacific
- 250,000 – 10% – are in Latin America and the Caribbean
- 230,000 – 9.2% – are in the Middle East and Northern Africa
- 130,000 – 5.2% – are in sub-Saharan countries
- 270,000 – 10.8% – are in industrialized countries
- 200,000 – 8% – are in countries in transition²

161 countries are reported to be affected by human trafficking by being a source, transit or destination count³

People are reported to be trafficked from 127 countries to be exploited in 137 countries, affecting every continent and every type of economy⁴



Photo credit: Ira Gelb

The Victims

- The majority of trafficking victims are between 18 and 24 years of age⁵
- An estimated 1.2 million children are trafficked each year⁶
- 95% of victims experienced physical or sexual violence during trafficking (based on data from selected European countries)⁷
- 43% of victims are used for forced commercial sexual exploitation, of whom 98 per cent are women and girls⁸
- 32% of victims are used for forced economic exploitation, of whom 56 per cent are women and girls⁹
- Many trafficking victims have at least middle-level education¹⁰

¹ International Labour Organization, Forced Labour Statistics Factsheet (2007)

² International Labour Organization, Forced Labour Statistics Factsheet (2007)

³ United Nations Office on Drugs and Crime, Trafficking in Persons: Global Patterns (Vienna, 2006)

⁴ United Nations Office on Drugs and Crime, Trafficking in Persons: Global Patterns (Vienna, 2006)

⁵ International Organization for Migration, Counter-Trafficking Database, 78 Countries, 1999-2006 (1999)

⁶ UNICEF, UK Child Trafficking Information Sheet (January 2003)

⁷ The London School of Hygiene & Tropical Medicine, Stolen smiles: a summary report on the physical and psychological health consequences of women and adolescents trafficked in Europe (London, 2006)

⁸ International Labour Organization, Forced Labour Statistics Factsheet (2007)

⁹ International Labour Organization, Forced Labour Statistics Factsheet (2007)

¹⁰ International Organization for Migration, Counter-Trafficking Database, 78 Countries, 1999-2006 (1999)

Estimated global annual profits made from the exploitation of all trafficked forced labor are US\$ 31.6 billion¹⁴

Of this:

- **US\$ 15.5 billion** – 49% - is generated in industrialized economies
- **US\$ 9.7 billion** – 30.6% is generated in Asia and the Pacific
- **US\$ 1.3 billion** – 4.1% is generated in Latin America and the Caribbean
- **US\$ 1.6 billion** – 5% is generated in sub-Saharan Africa
- **US\$ 1.5 billion** – 4.7% is generated in the Middle East and North Africa¹⁵

Prosecutions

In 2006 there were only **5,808 prosecutions** and **3,160 convictions** throughout the world¹⁶

This means that **for every 800 people trafficked, only one person was convicted** in 2006¹⁷

¹⁴ Patrick Besler, *Forced Labour and Human Trafficking: Estimating the Profits*, working paper (Geneva, International Labour Office, 2005)

¹⁵ Patrick Besler, *Forced Labour and Human Trafficking: Estimating the Profits*, working paper (Geneva, International Labour Office, 2005)

¹⁶ US State Department, *Trafficking in Persons Report (2007)* p.36

¹⁷ US State Department, *Trafficking in Persons Report (2007)* p.36

What are we going to do about Human Trafficking?

It seems hopeless, because the problem is world-wide and VAST, but it's EASY for YOU to make a difference if you find just ONE thing you can do to support this amazing project.

Here's what we are doing and how you can find that ONE thing to do.

Step One: [The Impact Action Team](#)

20 Amazing People Are Being Selected to Join Best-Selling Author, Ken McArthur's [Impact Action Team](#),

As An Impact Action Team Member, You Will Discover How to Reach Millions of People, and Inspire Those People to Take Massive Action.

Hundreds of amazing people will apply to be part of a life-changing live experience in a very selective group called the [Impact Action Team](#).

Each member of the [Impact Action Team](#) is personally selected and mentored by Ken McArthur, Best-Selling Author of [Impact: How to Get Noticed, Motivate Millions and Make a Difference in a Noisy World](#) and a coaching team of over 30 top-level experts for three months of intensive training.

This one-of-a-kind program enables YOU to discover how to reach millions with your own ideas products and services! Hundreds apply, but ONLY 20 Action Team members are chosen.

Don't Worry! - We've Reached Millions Before!

As the Best-Selling Author of [Impact: How to Get Noticed, Motivate Millions and Make a Difference in a Noisy World](#), Ken McArthur created the one and only Impact Action Team.

Ken personally mentored 18 special people — purposely from a WIDE variety of experience levels.

He brought in a fabulous team of gifted instructors to coach them personally and he filled a huge conference room with 100+ people to help the Impact Action Team demonstrate in real-time how to reach millions with your ideas products and services.

They wanted to discover how to reach millions of people, by DOING it.

So to make it happen, The Impact Action Team spent a magical weekend together and created an ambitious plan to spread a simple message of hope for teenagers at risk of suicide.

They wanted to reach as many people as they could the next 30 days, so they worked with Ken and the coaches to discover the skills, knowledge and resources they needed to make it happen.

And it worked!

During their adventure together the Impact Action Team got that simple message of hope out to 30 million plus people in 30 days.

Then to put the icing on the cake, they took their project on the road and added another 1.9 million people to the number LIVE in 3 days at [Brendon Burchard's](#) Life's Golden ticket event.

In the process, they learned how to get their own projects out to millions, so they could reach the masses on demand.

It was a life-changing experience for anyone who went through the experience and members of the original Impact Action Team have gone on to be recognized around the world for the amazing value they have to impact the world.

So what does this have to do with you?

Well, you may have missed being a part of the first Impact Action Team, but here's the good news!

The magic is happening again!

Have you dreamed of getting your message out to the world?

Well, you aren't alone.

Thousands of people would love to reach the masses with their ideas, products and services and make a difference in a noisy world.

But, it's not easy!

How do you cut through all that noise and be heard?

Starting right now, you have a unique opportunity to discover exactly how to reach millions and have a blast as you do it!

There's an All New Impact Action Team ...



You'll Discover New Action Team Instructors and Explore an Exciting New Adventure!

This experience won't just teach you how to reach millions. YOU will DO it!

Know how to leverage the power of ...

- Radio and Television
- Social Media
- Publishing
- Speaking
- Video Production
- Corporate Sponsorships
- Press Releases and Public Relations
- Information Products
- and so much more ...

Here's why it's so important to learn by doing ...

There is no better way to learn how to reach millions with your ideas, products and services than to actually DO it.

Most people can't even imagine reaching those kinds of numbers, but it's amazing what you can do by partnering with other people and once you've actually reached millions, it's easy to translate that experience into doing it over and over for ANY idea, product or services you want to get out to the masses.



Do you want to ...

- Publish your own book
- Speak in front of thousands
- Shine on radio and television

- Create a coaching program
- Produce outstanding information products
- Get recognition as an expert in your field
- Head a movement
- Revolutionize a corporation as a visionary leader
- Form a non-profit organization
- Touch the lives of millions
- Accomplish your mission in life

Do you want to be ...

- Heard by millions
- Acknowledged as a visionary leader
- Noticed by the masses
- Moved by the gratitude of your fans
- Respected by your peers



This program is perfect for you!

You will ...

- Be personally mentored by Best-Selling Author and Master of Impact, Ken McArthur
- Be coached by a team of world-class experts
- Experience a live three day workshop to personally train you to get your ideas, products and services out to millions
- Participate in a live case study to actually reach millions over a 30 day period.

Only 20 Impact Action Team Members Will Be Chosen!

Unfortunately, we can't do the kind of immersive live experience, with personalized mentoring and a coaching team of over 30 experts for a large group of people.

Although we will be bringing 100-200 people to our live Boot Camp to train with the Impact Action Team and support them in their live project, a maximum of ONLY 20 actual Action Team members will be chosen from the thousands of people who will be interested in participating.

An Action Team Member is ...

- A person who is an action taker
- A person who likes working with others
- A person who is ready to learn from the best
- A person willing to work for their success
- A person who wants to LEAD, not follow
- A person who has real value to contribute to the world
- A person who wants to GIVE to the people around them
- A person who wants to reach MILLIONS
- A person willing and able to invest in their future

This program is NOT for everyone!

Do not apply if you ..

- Are a whiner, complainer or blamer
- Think the world owes you a living
- Are lazy, self-centered or burned out
- Hate people and don't like working with others
- Want the easy way out
- Are a follower, not a leader
- Are a procrastinator who never seems to get things done.
- Don't have the time and resources to devote to this project

But, if you have what it takes ...

The Impact Action Team experience will change your life.

You will have ...

- An incredible adventure with amazing people
- The experience you need to take any project you want to work on to the masses
- The skills you need to flourish in a noisy world
- The knowledge you need to be the leader you want to be
- The relationships to get your message out to the people who need it
- The friendships that will last a life-time
- The visibility to be seen
- The voice to be heard
- and the certainty that you can do it over and over again whenever you want to

Applications for the new Impact Action Team are open NOW!

Click on the links below to download the application in either Word or PDF format.

It's Easy, but You Need to Do This Today!

There are only 20 slots available on the Impact Action Team. As soon as we reach our target team, we will close down applications. You'll be hearing the success stories soon, so make sure that you don't hesitate.

Don't be the person wishing that you had made it happen when the results start rolling in.

Fill out the application today and follow the instructions in the document!

[Click here to download the application in Word format.](#)



Step Two: The [Impact Action Team](#) and hundreds of people eager to “learn by doing,” experience a three day magical live event called the Impact Event.

Imagine hundreds of people discover the skills, technology and methods they need to reach the masses taught by a world-class team of experts with every skill set you could possibly imagine.

Experience the excitement as you break into teams based on your own interests and start developing a plan to reach millions of people in a very short timeframe by DOING IT!

Learn a complete new array of technologies, skill sets and insights as you stretch your limits and expand your horizons then put what you discover into immediate action as you assemble an audience of millions.

Experience our World-Class Faculty as you learn: Messaging and Branding, Press and P/R, Mobile Marketing and Applications, Social Media, Lead Generation, Follow-up Systems, Off-Line Marketing, Event Marketing, Speaking, Coaching, Authoring, Book Publishing, Corporate Sponsorship, Video Production, Copywriting, Website Development, Systems Development, Launch Tactics, Radio and Television, Media Training and many other expertise and discover how to reach millions with your ideas, products and services.

Experts Being Selected Now

Right now, I'm looking for a few key experts to train the Impact Action Team, at the Impact Boot Camp Workshop, Impact Event and to contribute video instruction for the massive study course.

Experts in this project will be given visibility to literally millions of people.

Our goal is to reach over 50 million people with this project and this will mean ***LOTS of visibility for the experts who participate.***

Key areas include: Messaging and Branding, Press and P/R, Mobile Marketing and Applications, Social Media, Lead Generation, Follow-up Systems, Off-Line Marketing, Event Marketing, Speaking, Coaching, Authoring, Book Publishing, Corporate Sponsorship, Video Production, Copywriting, Website Development, Systems Development, Launch Tactics, Radio and Television, Media Training and any other expertise that would help people discover how to reach millions with their ideas, products and services.

I'm looking for the select few QUALITY experts, who can really deliver solid value on these topics.

Experts can potentially participate in any or all of the aspects of this project depending on your availability, and your match to the available topics and deliverables.

Action Steps for Submissions

If you would like to participate in this amazing adventure, please check out the Impact Project [Expert Faculty Action Steps PDF](#), follow the directions in the PDF file and let me know of your interest ***as soon as possible:***



Impact Factor Documentary Film

Be involved in the full-length documentary film that chronicles the entire process from start to end. Experience the magic as an award winning producer, director and an all-star team of amazing filmmakers come together to capture this unique experience forever and use it to teach others exactly how it's done.

The Impact Action Package

Treasure a massive multi CD, DVD Impact Action package with a comprehensive workbook, simple action plans and powerful checklists that will guarantee that you hone your message to cut through the clutter and deliver it to millions of eager fans, advocates, clients, customers and prospects for all you do.

A world-class faculty of over 50 experts will give you all the materials, knowledge and skills you need in a clear, SIMPLE step-by-step guide to reaching the masses with your ideas, products and services.

Key areas include: Messaging and Branding, Press and P/R, Mobile Marketing and Applications, Social Media, Lead Generation, Follow-up Systems, Off-Line Marketing, Event Marketing, Speaking, Coaching, Authoring, Book Publishing, Corporate Sponsorship, Video Production, Copywriting, Website Development, Systems Development, Launch Tactics, Radio and Television, Media Training as YOU discover how to reach millions with your ideas, products and services.

Take Action Today!

If you want to be involved in this amazing project in any way e-mail me directly at ken@kenmcarthur.com and let me know how you would like to be involved.

If you want to be on the Impact Action Team, [fill out the application here.](#)

If you want to contribute expert content to the Impact Action Package, help train the Impact Action Team, speak at the events, please check out the Impact Project [Expert Faculty Action Steps PDF](#), follow the directions in the PDF file and let me know of your interest **as soon as possible:**

If you know of contacts and resources to help fight the tragedy of human trafficking, please [click here and contribute to our crowd sourced document.](#) You can add your contacts and resources directly to the document on Google Drive.

All the best,



Ken McArthur

Best-Selling Author of [Impact: How to Get Noticed, Motivate Millions and Make a Difference in a Noisy World.](#)

<http://kenmcarthur.com>