



## Funding and Awareness for People and Organizations Fighting the Global Problem of Human Trafficking

Dear Thought Leader,

Imagine...

- 20 hand-selected Impact Action Team members trained by a ....
- World-class faculty of over 50 experts on: 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 areas of expertise as they learn to ..
- Raise awareness and funding to fight human trafficking and provide leadership for a group of ...
- 200 people trained at a live workshop called the Impact Event, held March 15th - 17th to create massive Impact as they create a plan to drive awareness, funding and showcase individuals and organizations who are successfully fighting human trafficking while ...
- A documentary film chronicles their experience and they create a powerful, moving ...
- Best-Selling Book which engages the public along with ....
- Viral videos and mass media social buzz resulting in 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.**

But what if you raised your 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 live event 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 **AND RAISE FUNDS AND AWARENESS OF YOUR SUCCESSFUL EFFORTS TO FIGHT THIS PROBLEM.**

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.

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 and your organization can do to participate.
3. Share this information with at least two more people who can help.

Together we make a difference.

All the best,

A handwritten signature in purple ink that reads "Ken McArthur".

Ken McArthur

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

For more information about Ken McArthur visit:

<http://kenmcarthur.com/about>

# Awareness, Knowledge, Insights, Action

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**As an Individual or Organization Successfully Helping People Affected by the Global Problem of Human Trafficking you are probably aware ...**

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

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

People are reported to be trafficked from 127 countries to be exploited in 137 countries, affecting every continent and every type of economy<sup>3</sup>

**Estimated global annual profits made from the exploitation of all trafficked forced labor are US\$ 31.6 billion<sup>14</sup>**

# What are we going to do about Human Trafficking?

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It seems hopeless, because the problem is world-wide and VAST, but working together we can make a difference if you find just ONE thing you can do to support this amazing project and ALLOW US TO HELP YOU raise funds and awareness for the important work you do.

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](#),

Impact Action Team Members 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 50 top-level experts for three months of intensive training.

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

## 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 and the subject of human trafficking?

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

## The magic is happening again and you and your organization can take part!

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, we have a unique opportunity to discover exactly how to reach millions, raise awareness, funds and have a blast as you do it!

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



## Impact Action Team Members Will Learn from a World-Class Faculty of over 50 Experts and Explore an Exciting New Adventure!

This experience won't just teach the team members how to reach millions. They will DO it!

By the end of this program Impact Action Team Members will 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.



### The Impact Action Team is filled with people who want to ...

- Publish their 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

#### Ken is selecting people who want to be ...

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



#### Impact Action Team members 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 them to get ideas, products and services out to millions
- Participate in a live case study to actually prove that we can reach millions of people in a very short period of time to raise funds and build awareness of people and organizations that are successfully making progress in the battle against this massive problem.



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 that 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.

Participants will experience the excitement as they break into teams based on their own interests and start developing a plan to reach millions of people in a very short timeframe by DOING IT as they plan and put into action all of the key elements that need to happen to drive thousands of people to raise awareness and funding for key organizations successfully fighting this battle!

Hundreds of participants will learn a complete new array of technologies, skill sets and insights as they stretch their limits and expand their horizons then put what they discover into immediate action as they assemble an audience of millions.

Participants will experience our World-Class Faculty as they 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 areas of expertise and discover how to reach millions with their ideas, products and services.



## Impact Factor Documentary Film

You and your organization can 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 and imagine the ways that you can leverage this powerful resource for years to come in your fund raising and awareness efforts.

## The Impact Action Package

But, it doesn't stop there ... 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 or your organization is successfully making progress in fighting this global problem and you want to be involved in this amazing project in any way e-mail me directly at [ken@kenmcarthur.com](mailto: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** and 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>