

Berny's Forward

I had the pleasure of meeting John in July of 2006 at one of the CEOspace forums we hold five times a year. I was impressed with all he had accomplished but, resigned to his working harder than he needed to, since it was obvious that in the last several years he wasted tens of thousands of dollars because “he did not know what he did not know.” Moreover, he still thought he would be able to accomplish everything by himself.

John attended multiple [CEO Space](#) biz retreats picking the brains of the fortune trainer, branders, security attorneys, patent attorneys, manufacturers with plants in multiple countries, global supply chain logistic experts, marketers, seasoned entrepreneurs, that understand the whole process and have successfully helped many companies become profitable. John began to realize he needed seasoned help a new sequence and capital to make ATHLETES' OASIS all that it should and would be world wide.

Since that original meeting, some years ago now John has followed [CEO Space](#) guidelines and implemented the “sequence” elements essential to create the global brand he shares with you in his new book. *The Secrets of Successful Inventors* walks you through the process of moving ideas to market, giving you valuable advice and guidance. You will be able to determine your ability to succeed before your time and other people's money. The step-by-step process outlined in the book can give you the tools you need to launch any new business more effectively.

SECRETS is a must read for all inventors and anyone who is created a new product to market. As a long time business coach who works to help CEO's thrive and become ever more successful, I am confident the advice offered by SECRETS will launch you on the path to achieve your goals in less time for lower cost. Have a market pen handy you will want to make notes and come back to SECRETS time and time again as you move from millions to billions. Its your turn next and that is the most important SECRET of all.

B.J. Dohrmann,
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PS: Give Secrets to any dreamer you network with who wants to get there faster with lower cost and pain. Be the gift giver and have an extra copy to inspire the next BIG IDEA you run across...they will always remember YOU when you give them John Hobbs's SECRETS of Successful Inventors sharing what he has experienced along the way.