



Locals swear that May is the finest month on Ibiza. The sun is warm, the air is cool, and the seas are smooth. Walkways are busy, but not crowded. People smile when they pass. Everyone is excited that the season is arriving, along with the summer guests. You can feel a sense of community in the air.

Ibiza is unique in all the world. You can't really remember the time you spend here. You can't forget it either. Here you slip into a calmer, lighter awareness that transcends memory. You have to "be here now" because the present moment floods your heart with love and releases your worried mind.

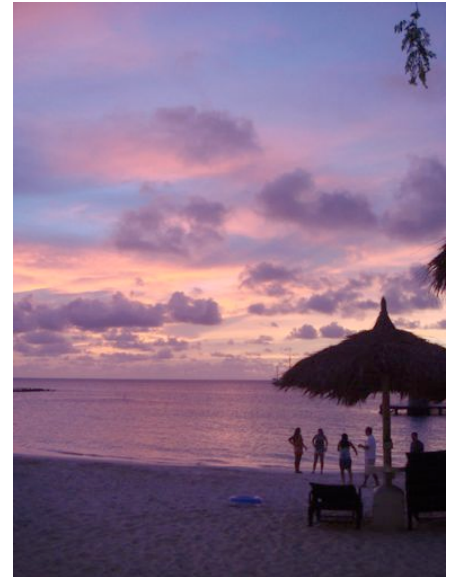
Ibiza is home to Sage University because we recognize the importance of an education that fills your senses and transports you to peak experiences.

## The Road Less Travelled

We instruct entrepreneurs because owning your business is the wave of the future. Governments around the world are struggling to create jobs by propping up banks and corporations. But the big companies now create less than 11% of all jobs. The rest are generated by small businesses that have been around less than 5 years.

When you make the leap from an employee to an entrepreneur you take a risk. But you take a greater risk by clinging to your job. When you bet your future on a giant corporation, you are anchoring yourself to the sinking ship of capitalized businesses. Those big companies will shed you the moment they can find a machine that does things better or a foreigner that will work cheaper.

Countless people never consider entrepreneurship, and countless more quit after taking a few baby steps toward self-employment. They think of everything that can go wrong. Every path has some degree of risk. If you take a chance and then fail, you might lose your money. But if you hesitate too long you will never earn that money at all.



## The New Entrepreneurship

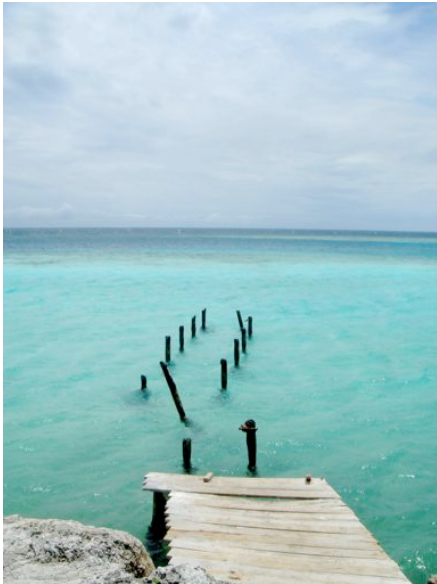
We are toiling away on *Das Neue Unternehmertum* so that our German clients can prepare better for the game of entrepreneurship. This new textbook details the skills you will have to learn and the stages your venture will go through on the path to prosperity. Having good information increases your probabilities of success.

No adventure is risk free. But owning and operating your own business is the least risky path you can take. Entrepreneurs invest their time in projects that have strong earning potential. They design projects that have little or no down side (nothing to lose). More importantly, entrepreneurs fill their days with exciting activities. They live their adventure, and they win friends from all walks of life.



## The Tipping Point

When you reach the point that you follow 10% of the procedures for starting a new business you will be shocked about how much your cash flow increases. Just ask the coaches and trainers that have reached the tipping point, whose business are now earning more than they ever thought possible. Sometimes you don't want to hear the same instructions over and over. But good teachers never get tired of repetition because they have seen a thousand students like you struggling to master the fundamentals—and they have watched with great satisfaction when success finally came.



Persistence is the most important component of entrepreneurship. If you don't quit, you will finally succeed. But it won't be quick. Sometimes the long struggle of starting your own business can seem overwhelming. Like a seed in the ground, you can feel the warmth above you, but you can't yet see the light.

Your people skills and business skills are the keys to your success. The more you learn the more you earn.

If you have a tendency to get off track and lose your way, you might want to officially enroll in Sage University and participate in one of our support groups. Even self-starters that have initiative and drive can benefit from joining a motivated team that will go over your checklists with you each week and hold you accountable. Getting results is easier when we pull together.

If you need special care you can also hire the new kickyourass service with Melissa Hendrick or Andrea Ludwig. For one dollar (or Euro) per day, they will make damn sure you keep moving ahead with your career.

## Business Round Tables On your own, but not alone.

We also want to invite you to host Business Round Table meetings in your city. People pay you a small fee to join you for an evening in your home, office, or favorite room to watch Sage University Online together, and then to use the tools you learn to assist one another with your business projects.

This exciting new format helps you by giving you a chance to help others. Conducting small seed projects is fun when you mix and mingle with other good people, all determined to assist one another. Call us for details so you can get started right away.







## Sage University in Your Home Town

We just completed our fourth Austin training via SKYPE. Videoconferencing is opening a whole new world of possibilities by enabling us to train in any city in the world.

If you are curious about hosting our training team, we would love to talk with you about offering a weekend event in your area. You earn 50% of the tuition and you build trust with your clients.

You can grow your business and develop your influence by expanding Sage University worldwide. Please E-mail Mia Sage for details.

## Mastering the Coaching Game

If you often find yourself coaching people for free, maybe it is time for you to go professional. You can learn to earn your living as a life coach as easily as you learned to drive a car. When you drive, you stay in your lane, slow down and stop when necessary, and obey the rules of the road. It takes a few days to get it right. But then most people drive millions of miles safely and reach their destinations on time.

Good coaches are simply good conversationalists. The only real difference is that they don't criticize or give advice. As coaches we don't fall into gossip or small talk, just like a good driver doesn't drive into the opposite lane.

People are brilliant. They know what they want to do and how they want to do it. What they need is a good ear and a warm heart. So coaches listen a lot and offer clear, accurate feedback. We let the client take the lead, and we follow with a few basic metaphors, laced with some humor and appreciation. If you are ready to earn your living by inspiring other people, then be sure to attend *The Coaching Game* in your area.



## Following the Curiosity

Entrepreneurs earn their living by reaching their goals. Coaching is the method we use to assist one another to be effective. The two practices go together like a horse and carriage.

If anyone asks you what coaching method we practice at Sage University, you can tell them that that we are eclectic—we use a mixed bag. But the system we favor is the client-centered method pioneered by famed psychologist Carl Rogers.

People know more about their own lives than anyone else. Behind their doubts and fears, people are wise and courageous. So we follow their lead.



## Coaching School

### Ibiza

(June 13-18)

The finest athletes practice constantly. The best musicians never stop rehearsing. So it is that the most effective coaches are the ones that get the most training. If you coach people for a living, or if you want to, **Coaching School** will give you the winning edge. This is where you come to make certain that you have the skills and the finesse to rank with the finest practitioners in the field today.

The secret of producing fine coaches is to drill them with great intensity so that they are prepared for anything and everything that will come up in their practice. Our training team provides you with innovative exercises so that you can master the fundamentals of coaching, and then we push you like hell so that your weaknesses will come to the surface. You want to make your mistakes here among lighthearted friends so that you don't make them with your clients. Spend 6 days with us in paradise and we will show you how to take your players and teams to a whole new level.

## Trainer Training

### Ibiza

(June 20-29)

If you want to run with the big dogs you can't cover under the porch and pee like a puppy. The annual **Trainer Training** is big dog training for people that dare to wield the power necessary to step in front of large audiences. To earn greater success you have to be willing to take bigger chances. This is the most intense training you can get for public speaking and for transforming large crowds into attentive audiences.

If you can make people laugh you can make them listen. Humor varies from one culture to another. But successful people in any country are the ones that can light others up and make them feel good about themselves. People like you better when you can make them feel how much you like them. You can't fake genuineness. If you are ready to go through the crucible to burn off your rough edges and emerge as a winning speaker, then this is your opportunity to stand and deliver. Our unique observation and feedback method guarantees that you develop your talent according to your own values so that you will emerge as a natural, authentic speaker that can reach people at the core of their being.

## DJ School with RJ

### Ibiza

(June 30 – July 1)

The seminars in Austin have been the most exciting we have ever delivered for one simple reason—we are working together with a professional DJ that knows how to inspire people through the medium of music. Now **RJ Johnson** has agreed to come to Ibiza, to the land of DJ's, to instruct our coaches and trainers in the art of transporting people into new dimensions of experience through the medium of music. This is a once-in-a-lifetime opportunity to learn from one of the best professional DJ's in the business today. The tuition is low, the weather is fantastic, and the fun is off the charts. Space is limited, so be sure to sign up early for this special event.



## May 2011

- Entertainment, Theater, Music
- Coaching Instruction
- Business & Entrepreneurship
- Partnership
- Sage University 6-day modules
- Internship
- Self-Actualization

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
25	26	27	28	29	30	1
Entrepreneur School - Ibiza (6-Day)						
2	3	4	5	6	7	8
				Finding Your True Calling - Austin		
9	10	11	12	13	14	15
				Live Your Dream - Ibiza		
16	17	18	19	20	21	22
Sales & Marketing - Ibiza						
23	24	25	26	27	28	29
					How To Find a Partner - Ibiza	
30	31	1	2	3	4	5

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## June 2011

- Entertainment, Theater, Music
- Coaching Instruction
- Business & Entrepreneurship
- Partnership
- Sage University 6-day modules
- Internship
- Self-Actualization

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
30	31	1	2	3	4	5
6	7	8	9	10	11	12
					What To Do - Zurich	
13	14	15	16	17	18	19
Coaching School - Ibiza (6-Day)						
20	21	22	23	24	25	26
Trainer Training - Ibiza						
27	28	29	30	1	2	3
Trainer Training - Ibiza			DJ School with DJ RJ - Ibiza		Geisha School - Ibiza	

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## July 2011

- Entertainment, Theater, Music
- Coaching Instruction
- Business & Entrepreneurship
- Partnership
- Self-Actualization
- Sage University 6-day modules
- Internship

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27 Trainer Training – Ibiza	28 Trainer Training – Ibiza	29 Trainer Training – Ibiza	30 DJ School with DJ Rj – Ibiza	1 Geisha School – Ibiza	2	3
4 Geisha ...I – Ibiza	5	6	7 Power Couples – Ibiza	8 Power Couples – Ibiza	9 Power Couples – Ibiza	10 Power Couples – Ibiza
11 Rock & Roll Camp – Ibiza	12 Rock & Roll Camp – Ibiza	13 Rock & Roll Camp – Ibiza	14 Rock & Roll Camp – Ibiza	15 Family Systems – Ibiza	16 Family Systems – Ibiza	17 Family Systems – Ibiza
18 The Coaching Game – Berlin (6-Day)	19 The Coaching Game – Berlin (6-Day)	20 The Coaching Game – Berlin (6-Day)	21 The Coaching Game – Berlin (6-Day)	22 The Coaching Game – Berlin (6-Day)	23 The Coaching Game – Berlin (6-Day)	24
25	26	27	28	29 The Feminine Mystique with Mia Sage – Munich	30 How to Talk to Women – Hamburg	31

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## August 2011

- Entertainment, Theater, Music
- Coaching Instruction
- Business & Entrepreneurship
- Partnership
- Self-Actualization
- Sage University 6-day modules
- Internship

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
1	2	3	4 On Writing Well – Ibiza	5 On Writing Well – Ibiza	6 On Writing Well – Ibiza	7 On Writing Well – Ibiza
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26 Diversity Training – Ibiza (6-Day)	27 Diversity Training – Ibiza (6-Day)	28 Diversity Training – Ibiza (6-Day)
29 Diversity Training – Ibiza (6-Day)	30 Diversity Training – Ibiza (6-Day)	31 Diversity Training – Ibiza (6-Day)	1	2	3	4

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