



Palm Beach, Aruba

Entrepreneurship is the business of providing value to other people. As a small business owner you must win clients through the quality of your mood and attitude. Travel alone isn't enough to shift your mood and transform your life. That is why we put travel, recreation, adventure and learning all together in a package that will open your heart and mind to a new dimension of living.

But fun in the sun only works when you bring your own sunshine. Some people manage to carry their cloud and their cold anywhere they go. So along with planning your training schedule for 2011, be sure to set your intention on the process of lighting other people up.

When we were babies we needed to take everything we could get—food, attention, time, and protection—just to stay alive. Unfortunately few people ever learn the secret of life--you grow and mature by learning to give. By attending courses at Sage University you find hidden gifts and talents. More valuable, you learn to give your gifts. As you learn to make your life a contribution to others you discover that giving opens you up to receiving powerful, unexpected benefits from others.



Travel is essential for people that want to prosper by learning the ways of the world. To serve people you have to understand them. You have to interact. That is why God invented airplanes—so that you could get out of your village and move beyond the village mentality.

Local sludge builds up in your brain when you sit at home and indulge in worries and recriminations. Breaking free requires a travel and training schedule.

Come to Ibiza. We chose this paradise for our headquarters because it offers warm, sunny skies and a friendly culture. Being here makes us light and happy so that we can deliver a genuine learning experience in the art of business and the art of living. Your mind already knows everything important. But your spirit longs for the aliveness that only Sage University can deliver.



The New Entrepreneurship

Our newest book will be ready in both German and English by early summer. This book contains all the fundamentals of business you need to start your own business. The opening chapters show you how to attract people by creating an exciting business game that fulfills your fondest dreams. Then you learn all the essential stages of growing a business so that it will earn a good living for you. The climax comes in later chapters where you learn to clarify the process of innovation so that you can adapt to the changing needs of your clients.

If you plan to work for a large company you won't need this information. But if you plan to prosper by living your dream, we have the best manual available. You can preorder by contacting Mia at info@sageuniversity.com.



WHAT'S NEW

Sage University Four-Year Program

Sometimes the 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. That is why we are now offering the opportunity to sign up for a full year with Sage University at a substantial cost savings.

By signing up for 30 days of training in advance you save money on tuition, on room bookings, and on travel. Commitment eases your mind and gives you the certainty that you won't miss out on any of the essential skills necessary to building your business.



Plays Well With Others

Anything you do alone has less than 10% of the value compared with the things you share. That is as true in your private life as it is in business. When you are ready to expand your business, we offer the courses and experiences you need to help you find the right partner.

Over the next few weeks we will present exciting new courses that will show you how to find a mate and how to connect with project partners that will really help get your business off the ground.

Before you attend, we recommend some homework. Read *Never Eat Alone* by Keith Ferrazzi. His words of wisdom will open your mind to making the connections you need to take the pain and strain out of business.

But to open your heart and pour your love into your life game, you will need to come to Ibiza and let the process of osmosis wash away your worries and fill you with inspiration.



Business Round Tables

On your own, but not alone.

We want to invite you to start-up 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.





What To Do with the Rest of Your Life

Mastering the Coaching Game

You can learn to earn your living as a professional 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 off into the forest.

People are beautiful, brilliant creatures. 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. Inspiration comes by itself. If you can do those things, we can show you to earn your living by helping people reach their goals. Check out our web site to learn more.



E-Learning: the Wave of the Future

E-learning is quickly taking the lead in the coaching and training field. Individuals and organizations are saving costs on travel, accommodations, and expenses by using the power of the Internet for video-conferencing.

Sage University delivers the excitement of team spirit along with the convenience of the virtual classroom better than anyone in the business. Our web-based training tools make it easy to improve your coaching skills and to achieve success as an entrepreneur or business leader.

Currently we are offering a wide array of weekend seminars near you to help you find your calling and transform your dreams into a lucrative career. We also offer *The Coaching Game* and *The Selling Game* as off-campus 6-day intensives throughout the US and the EU.



Client-Centered Coaching

All coaching is good coaching. Anytime a person takes the time to help another person reach a goal, the result is good for everyone. There are dozens of coaching methods available, and hundreds of different styles you can adopt.

At Sage University every student coaches the other. Win-win colors every interaction you will ever have as a student here.

Our favorite approach to coaching is the client-centered method pioneered by famed psychologist Carl Rogers. People know more about themselves and about what they need than you or I can ever know. So we follow their lead. The result is a bond of trust you seldom see with other methods.



Time & Money

Ibiza

(April 22-24)

Only a few people ever achieve the income level they desire. Most people don't plan to fail. They just fail to plan. Planning is the essential practice of putting your desires and intentions on paper. When your plans are clear you can find the associates and contractors you need to transform your ideas into solid business realities.

When we designed and built the Ranch in Texas, we kept asking the contractor if we could do this or that. "I won't know what is possible until I see the plan," he told us. So we hired a top architect to create a good plan that resulted in one damn fine conference center.

You can make your career and your business a success. But first you need the plan. Let us help you. We have been doing this for more than 30 years, and we have launched over 100,000 good business projects. Spend three days on Ibiza with us and you will have the plan you need to start building your dream.

Entrepreneur School

Ibiza

(April 25-30)

After you plan your future you have to put those plans into action. No business training or college course in the world is as effective as the training you will receive in this six-day intensive. You will learn the 20 essential stages that your business will go through as it grows, and you will rehearse the specific skills necessary to navigate the world of business.

Most people work too hard at the wrong things, so they expend a lifetime of energy to make a small achievement. This course will show you how to build a winning team of specialists that will reduce your effort and radically increase your results. You will get the overview you need and examine the map for the road ahead so that highly effective people will gather to help you build the right career for you.

Sales & Marketing 6-Day

Ibiza

(May 16-21)

The most important key to your success in any business is the ability to present your products and services so that other people will pay you for them. Whether you sell yourself, or build a professional sales team to assist you, it is absolutely essential that you understand the four stages of the sales process. When you really know selling you can attract the best professionals to sell for you.

Too many entrepreneurs and coaches dream of becoming so effective that they will never need to sell. Or they imagine a marketing system that will relieve them of that responsibility. The truth is that every successful business is built upon a foundation of selling. Master it and you will succeed.

The real discipline of selling is the ability to create pleasure in the process of meeting people and sharing your skills and your products with them. Selling today is based on your ability to earn the trust of good people and to build lifelong relationships with them. This course will show you how to make selling fun and how to inspire your teams to earn the kind of money you want to earn.



April 2011

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

| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday |
|-------------------------------------|---------|-----------|-----------------------|---------------------------------------|----------|--------|
| 28 | 29 | 30 | 31 | 1 | 2 | 3 |
| | | | | How to Talk to Men Advanced – Hamburg | | |
| | | | | What To Do – Austin | | |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| | | | | How to Talk to Men Advanced – Chicago | | |
| | | | | How To Talk to Women – Ibiza | | |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| | | | Geisha School – Aruba | | | |
| | | | | The New Sexual Contract – Ibiza | | |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| | | | | Time & Money – Ibiza | | |
| 25 | 26 | 27 | 28 | 29 | 30 | 1 |
| Entrepreneur School – Ibiza (6-Day) | | | | | | |

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May 2011

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

| 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
- Self-Actualization
- Sage University 6-day modules
- Internship

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

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