

Burke Franklin

Real-world business start-up & growth expertise
for entrepreneurs, inventors & advisors

"The man who launched a million businesses!"

Entertaining, Informative & Motivating Keynote Topics:

- *Business Black Belt: Becoming a Mindful & Responsive Entrepreneur*
- *Knowing Where You're Going and Trusting Yourself to Get There!*
- *Investor Aphrodisiac: Making Your Business Irresistible*
- *Practical Business Planning to Raise Capital*
- *Financing Your Business Without Money*
- *Verbal Awareness—How Conscious Language Leads to Business Success*

“It's crucial that your innovations succeed in our world. This means that your business must be profitable and sustainable—without you losing control, your mind or your shirt!”



Building a successful business and being a mindful and responsive entrepreneur is an emotional, mental, physical and spiritual bootcamp. Yet, few things are more rewarding and gratifying than succeeding with your own ideas and making a difference in the world.

Entrepreneurs need a mentor who can tell them how the world works and what to focus on when it comes to the volatile business of starting and building a successful company.

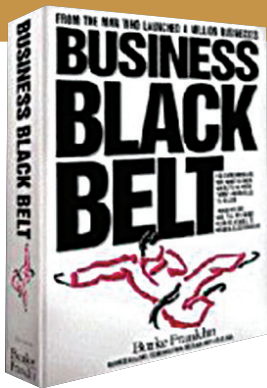
With an extensive background in sales, marketing and management, Burke brings a very practical approach to everything he does.

Burke regularly speaks and participates in seminars, conferences, and panels, and has been interviewed on radio and television shows for entrepreneurs throughout the world.

Burke was elected to the *White House Conference on Small Business* as well as nominated to Ernst & Young's "*Entrepreneur of the Year*." He promises to contribute a dynamic, memorable and productive presentation at your event!



Burke Franklin is the Creator & CEO of Business Power Tools (formerly known as JIAN), the inventor of BizPlanBuilder (the most popular software package for producing a comprehensive business plan), plus many other business development apps.



As a 2nd-degree black belt in Tae Kwon Do, Burke shares his experience in his best-selling book, *Business Black Belt*. Drawing parallels from the martial arts, flying, sailing and entrepreneurship, he shares lessons learned from success. In this book, Burke reveals 101+ current, real-world lessons—Rich in hard-won tips for building and running a business today.



Book Burke Franklin! 1-800-346-5426

Success@BusinessPowerTools.com

What People Are Saying About Burke

"Wherever you are in your career, whatever the stage or situation of your present business, reading *Business Black Belt* will energize and stimulate you with wisdom that is at once hard-hitting, subtle, and profound." **SCOTT DEGARMO**, former Editor-in-Chief & Publisher of *SUCCESS* Magazine

"Burke is the model business person... caring more about the value he gives customers than the bottom line of his company. This concern and integrity he gives to his market can be measured by the longevity of his company success—over 20 years. Burke and I had the same flight instructor and we both have a martial arts background—we value many of the same things—I am proud to know him. The innovation he continues for his company (Business Power Tools) is based on the value he is committed to provide to his client base. Although he is continually updating and upgrading his products and programs—he sticks to the basics in offering true value to his customers. His best-selling business software and book (*Business Black Belt*) are among the most revered in the world. Burke is just as comfortable having a cup of coffee with you as he is having a beer with you—he listens and communicates like he cares... because he truly does. He's a rare and awesome individual. (Get his software!)" **MICHAEL MORALES**, A.C.T. Advanced Consulting & Training

"Burke has made organization for performance optimization his life's work. Now that sounds like a bit of mumbo, but what Burke does is make it possible for the creative fly by the seat of your pants types such as myself to remain creative and fly with a solid flexible plan based on real life information. Burke's products and philosophy will help the starving creative genius become the creative mogul in a reasonable amount of time. I highly recommend his products and have been using them for about eight years." **JERRY O'BRIEN**

"I've known Burke for almost 20 years, he is a very capable and creative CEO. He is honest and trust worthy and an excellent business partner." **DAVID FEIN**, President/CEO, ValuSource



"Burke is an amazingly creative and resourceful entrepreneur. He found a market niche and captured it whole-heartedly. As a speaker, he is funny, engaging, entertaining, and wonderfully motivational. There's no question that anyone who is lucky to work with Burke will find it truly rewarding."

JAN ALTMAN, VP, BizDev, DrivAd, Inc.

"Burke Franklin is a frequent guest on my radio show americandreamersradio.com. BizPlanBuilder is endorsed in 140 countries by IBI Global to tens of thousands of entrepreneurs."

BJ DOHRMANN, Founder CEO Space

"I first found Burke and Business Power Tools almost 10 years ago—and have been a RAVING FAN ever since. I trust his knowledge, skill and more importantly—his Wisdom—he is after all—a JIAN... Seriously, we've used many of Business Power Tools' products and found them accurate, up-to-date and incredibly useful—I strongly endorse both Burke and Business Power Tools." **JEFFREY EDWARDS**, CEO, Alchemists Intl

"Burke is a brilliant marketer and an inspiration to anyone he comes in contact with. He's a true entrepreneur and I've learned much from him. I've known Burke for over 20 years and he's an honest, exceptional business man and person." **JIM COUGHLIN**, Managing Director, Foundation Systems

"It has been a pleasure to work with Burke and Business Power Tools over these past 5 years. Burke is one of those rare entrepreneurs who listens to input from others. I'm looking forward to our next project together." **ROBERT JOHNSON**, Managing Member, Business Growth Masters, LLC

"I first started working with Burke in 2004. Since that time he and I have completed some joint ventures, have collaborated on business deals, and I have reviewed some of the products that his company produces. I have found Burke to be a professional that can handle the complex issues of business and cut immediately to the core issues that will maximize the possibility of the success of the venture. I recommend Burke with no reservations." **DAVID NEWMAN, SC.D., C.H.T.**, Managing Partner, Templar LLC

"I've never met Burke but I am a huge fan of his products and his company. In my various roles as a VP of Marketing at a \$400M company, as an independent consultant, and as an entrepreneur, I have used several Business Power Tools Apps. In sharp contrast to cookie-cutter, turnkey packages that promise much and deliver little, Business Power Tools Apps tools are clean, powerful, and effective. Based on applications you already know how to use—and tailored to specific issues, they enable you to ground your mission in reality while enabling your creativity to run free. I strongly recommend this man's company and products." **CARL D. MELVILLE**, Chicago, IL

