

Speaker Rich Rydstrom, J.D.: Learn How To Lead, Influence The Influencers
and Start At The Top™ - Restart Success – Post Covid

The Instant KnowItAll!™

Jump-Start Your Business & Retirement, Post Covid!

Learn the 7 Secrets of the Instant KnowItAll!™

**LEARN HOW TO LEAD, INFLUENCE THE INFLUENCERS AND
START AT THE TOP™ **ACTIVATE THE MILLIONAIRE EXPERT WITHIN!™****

Not Traditional 'Ra-Ra'!™

Everyone can use this system to jump-start their business and retirement – Post Covid.

Praised as “a great lawyer and great thinker” (Wil Leroy, CEO ALFN: banking association), an expert and an expert-for-experts, veteran attorney and industry speaker and author leads the national debate in the banking mortgage finance, default and foreclosures industries. Why? Out to help people, in 2006, Richard wrote an article called ‘Naked Seconds’ – warning that the economy was about to crash. Members of Congress read it and invited him to deliver a neutral analysis and statement to the 110th Congress. Within 3 months, in January 2007 he did just that, and immediately found himself in the middle of the left and right political and economic (world) powers. He became the Chairman of CMIS (the D.C. Coalition for Mortgage Industry Solutions). In mid-2007 the mortgage and credit crisis were wiping out millions. The Great Recession arrived, it was real, and it ran through-out the world. It appeared no one was taking decisive action to stop the snow-balling asset (mortgage) write-offs (per the Reps and Warranties in our banking and credit swap contracts), leading to greater devaluations, credit freezes, and escalating foreclosures.

Out of desperation to save the economy and stop people from being thrown in the streets (by the millions), Richard created a *system* to **Lead, Influence the Influencers, and Start at the Top!** **It’s called the 7 Secrets of the InstantKnowItAll™.** **Everyone can use this system to jump-start their business and retirement – Post Covid.** Richard fashioned a national D.C. Summit with billionaire Wilbur Ross (then largest private owner of mortgages in the U.S.) to create solutions on a live all-day international broadcast. Richard’s been interviewed, published, quoted, or spoken at conferences, over 100 times.

Out of Desperation and Compassion, to save millions from being thrown in the street, Richard created solutions to the Great Recession, with his 7 Secrets of the InstantKnowItAll™!

Napoleon Hill taught us that Specialized Knowledge is the key to success! Veteran Attorney, Accountant and Business Consultant teaches us how to become an Instant KnowItAll™ and how he led the national debate to save 15,000,000 people from being thrown in the streets during the Great Recession. It only took the author some 3 months to be invited to Congress and give his Statement of Solutions to the 110th Congress. Yes, that’s fast, and it starts at the top.

About Rich Rydstrom, J.D., Speaker, Author

Short Bio Chairman, Rich Rydstrom, Esq.: Rich Rydstrom is a veteran California attorney, accountant, and business consultant, for over 33 years.

Mr. Rydstrom has been quoted or published or interviewed by: United States Congress, The Los Angeles Times, iHeart Radio, USA Today Magazine, MortgageOrb, Mortgage Daily News, Orange County Register, Tax.org, National Business Institute, CMISfocus eMagazine, Pepperdine University (Law, Business Journal), AIR Commercial Real Estate Association, Constructor Magazine for the AGC Association, Society of California Accountants, various Landlords and Real Estate Owners associations and others. Richard is a frequent keynote speaker, moderator, panelist, and CLE instructor for National Business Institute for lawyers, judges, banks, and servicers.

Richard Rydstrom, Esq. was Chairman of CMIS Mortgage Coalition reconciling diverse and disparate interests of the banks and the consumer borrowers in developing neutral solutions to the Great Recession of 2007, including the HAMP mortgage modification program with the U.S. Treasury and the official foreclosure and consumer groups. When the 110th Congress wanted a neutral analysis and congressional statement regarding the problems and solutions of the pre-Great Recession, they chose Mr. Rydstrom. When the banks and consumer groups wanted a formal explanation and speech regarding the first HAMP Mortgage Modification Program outline for President Obama and the U.S. Treasury, they chose Mr. Rydstrom.

About Rich KnowitAll™!

Some significant distinctions include:

- * Published in a Statement to the 110th Congress, House Ways & Means Committee, Chairman Charles Rangel
- * Considered a national expert in real estate, litigation, contracts, mortgage banking and related foreclosures
- * Honorary member of the American Legal and Financial Network (AFN)
- * Chairman of CMIS (Coalition for Mortgage Industry Solutions)
- * Member of the HAMP Policy Working Groups (AFN, United States Treasury, etc.)
- * CLE speaker and educator for attorneys, judges, banks, servicers, accountants and financial advisors for the National Business Institute (NBI)
- * Frequent keynote speaker, panelists, and moderator at national conferences and live broadcast webinars including the AFN, NBI, CMIS, CMBA
- * Voluntary Settlement Officer (VSO) for all Los Angeles courts

RESTART IN BUSINESS & RETIREMENT!
2ND CHANCE SECTION FOR BOOMERS, RETIREES,
RETIRED PRO BALL PLAYERS! NOT TRADITIONAL 'RA-RA'!

The Instant KnowItAll!TM

THE **MILLIONAIRE**
EXPERT WITHINTM

THE **FIRST MOTIVATIONAL BOOK** WITH A STEP-BY-STEP REAL-LIFE
ACTION SYSTEM, NOT TRADITIONAL 'RA-RA'!TM

Learn the **7 SECRETS**
To Become an InstantKnowItAll!TM

Learn How To Lead, Influence
the Influencers & Start at the Top!TM

Learn How To Sell the Truth, Not Hype!
Sell the Vulnerabilities, Not Benefits!TM

THE **FIRST HOW-TO-HELP-OTHERS AND GROW & PROSPER**
GUIDE TO SUPERSIZE SALES PENETRATION

FOR BUSINESSES, PROFESSIONAL & PERSONAL SERVICES SALESPERSONS,
INSURANCE & INVESTMENT BROKERS AND AGENTS, RETIREES & BOOMERS,
RETIRED PRO BALL PLAYERS, BUSINESS & PERSONAL COACHES, LAWYERS,
ACCOUNTANTS, IMOs, FMOs, MLMs, AND RELATED MARKETING PROFESSIONALS.

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Segment Ideas – Restart Success – Post Covid

Lead, Influence the Influencers, and Start at the TopTM

- 1. Hot:** Learn How to Lead, Influence the Influencers, and Start at the Top!TM - Post Covid!
- 2. Hot:** Learn the 7 Secrets of the InstantKnowItAllTM! Jump-Start Your Business, Marketing and Retirement – Post Covid!
- 3. ACTIVATE THE MILLIONAIRE EXPERT WITHIN!TM**
Bootstrap Credibility to Critical Mass - Post Covid
- 4. Leaders Lead. Sincere Proactivity Begets Leadership.**
- 5. Learn the 13 Secrets of the Rich or InformedTM**
- Post Covid!

InstantKnowItAllTM

The 7 Secrets of an Instant KnowItAll™



- * **Credibility**
- * **Proactivity**
- * **Publish or Perish**
- * **Sincere Value**
- * **The Art of Least Resistance and Next Incremental Step**
- * **Bootstrapping Immutable Laws of Marketing to Critical Mass**
- * **Influence the Influencers; JVs, Promotions, Endorsements**

The 7 Critical Product Marketing Secrets



* Product Leadership

- 1st in Mind * 1st in Category

* Product Focus & Sacrifice

* Product Ladder & Positioning

* Product Candor

* Product Attributes & Opposites

* Product Law of Success

* Perception vs. Perspective

The Instant KnowItAll!™



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