

If you could multiply your per-hour output by 10... how would your life and business change?

Start #IFA2017 off on the right foot with a profound and eye-opening presentation delivered by thought leader, best-selling author, master of reinvention and highly-acclaimed keynote speaker, Tim Ferriss.



TIM FERRISS

New York Times Best-Selling Author of
The 4-Hour Workweek

#IFA2017 CONVENTION

JANUARY 29-FEBRUARY 1

MANDALAY BAY // LAS VEGAS, NV

Why do you need to hear Tim Ferriss speak at IFA's Opening General Session?

Tim Ferriss has been listed as one of Fast Company's "Most Innovative Business People", *Forbes Magazine's* "Names You Need to Know," and was the 7th "most powerful" personality on *Newsweek's* Digital 100 Power Index for 2012.

Tim is the author of *The 4-Hour Workweek*, which has been sold in 35+ languages and was a #1 *New York Times*, *Wall Street Journal*, and *BusinessWeek* bestseller. It is a must-read for anyone looking for a lifestyle redesign.

Tim's Twitter account was selected by Mashable as one of "5 Must-Follow Twitter Accounts for Entrepreneurs."

Tim's book, *The 4-Hour Workweek*, has 1,500+ 5-Star reviews and is a Top-10 Highlighted book of all time.

Tim's podcast, *The Tim Ferriss Show*, has more than 100 million downloads. It is focused on deconstructing world-class performers and is often ranked #1 across all of iTunes. It won podcast of the year by Product Hunt in 2015, episode of the year with Jamie Foxx, and was awarded "Best of 2015" by iTunes.

Tim has also written *The 4-Hour Body*, a #1 *New York Times* bestseller and *The 4-Hour Chef*, a #1 *Wall Street Journal* and *New York Times* bestseller, and winner of a Gourmand "Best in the World" Award at the 18th Annual Paris Cookbook Awards.

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“Smash fear, learn anything.”

- TIM FERRISS

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Tim's blog is one of *Inc. Magazine's* "19 Blogs You Should Bookmark Right Now", and it has been ranked #1 on the Top 150 Management and Leadership Blogs list, based on Google PageRank, Alexa traffic ranking, Bing results, Technorati authority, Feedburner subscribers, and PostRank.

Tim's Twitter account was selected by Mashable as one of the "5 Must-Follow Twitter Accounts for Entrepreneurs," a list including Richard Branson, Mark Cuban, Marissa Mayer, and Jack Dorsey.

Tim has spoken to some of the world's most innovative organizations, including Google, MIT, Harvard Business School, Nike, PayPal, Facebook, The Central Intelligence Agency (CIA), Microsoft, Ask.com, Nielsen, Princeton University, the Wharton School, and the Stanford Graduate School of Business. He has also been invited to speak and keynote at world-renowned technology summits where he

“If effectiveness is doing the right things, efficiency is doing things right.” - TIM FERRISS

shared the stage with figures like Eric Schmidt, Chairman of the Board of Google, and Jeff Bezos, founder and CEO of Amazon.

Tim is listed as #6 in the “Top 20 Angel Investor” rankings for 2014 (he has invested and advised for Uber, Facebook, Twitter, and 40+ more) and Newsweek calls him “the world’s best guinea pig,” which he takes as a compliment.

Tim is currently working on his next book, *Tools of Titans: The Tactics, Routines, and Habits of Billionaires, Icons, and World-Class Performers*, a focus on the top habits to being a successful leader gathered from over 200 interviews he has conducted with top leaders, celebrities and business men and women.

Tim has been featured by more than 100 media outlets—including *The New York Times*, *The Economist*, *Late Night*

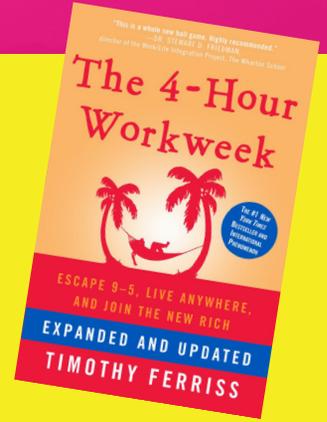
with Jimmy Fallon, *TIME*, *Forbes*, *Fortune*, *CNN*, and *CBS*—and has been a popular guest lecturer at Princeton University since 2003, where he presents entrepreneurship as a tool for world change and ideal lifestyle design.

The New York Times calls Tim Ferriss “A cross between Jack Welch and a Buddhist monk.”

Tim serves on the advisory board of DonorsChoose.org, an educational non-profit and the first charity to make the Fast Company list of 50 Most Innovative Companies in the World.

Get up-to-speed on Tim by visiting his website, following him on Twitter, reading his blogs and listening to his podcasts. Once you do, you’ll be as excited as we are to hear from him live during the IFA’s Annual Convention. You will walk away with tips, solutions and strategies to reinvent the way you live your life, manage your career and your business, all while achieving your long-term goals. **Being a successful entrepreneur does not mean you have to give up your life!**

This will be the most compelling presentation you hear all year. For more information on Tim, please visit www.fourhourworkweek.com.



What is The 4-Hour Workweek?

Forget the old concept of retirement and the rest of the deferred-life plan...there is no need to wait and every reason not to, especially in unpredictable economic times. Whether your dream is escaping the rat race, experiencing high-end world travel, earning a monthly five-figure income with zero management, or just living more and working less, *The 4-Hour Workweek* is the blueprint.

This step-by-step guide to luxury lifestyle design teaches:

- How Tim went from \$40,000 per year and 80 hours per week to \$40,000 per month and 4 hours per week.
- How to outsource your life to overseas virtual assistants for \$5 per hour and do whatever you want.
- How to eliminate 50% of your work in 48 hours using the principles of a forgotten Italian economist.
- How to trade a long-haul career for short work bursts and frequent “mini-retirements.”

What will you learn from Tim at #IFA2017?

- Lifestyle redesign tips and tricks.
- The art of reinvention.
- How to master anything.
- How to be more productive and efficient.