



jason GREENLEES



The Big Goal Game - Ironman Canada 2011

I will compete in *and* complete Ironman Canada.

Your sponsorship and participation will deliver results.

My **Big Goal** is to finish in less than 10 hours and 45 minutes PLUS raise \$20,000 for SickKids®.

Event Details

Name: Jason Greenlees	When: August 28, 2011
Fundraising Goal: \$20,000.00	Location: Penticton, BC

www.sickkidsfoundation.com/fundraise

The Big Goal Game Vision

Take one man: Jason Greenlees — Investment Advisor, athlete, and author of *The Big Goal Approach*.

Take one gruelling Ironman competition — three full-size, back-to-back events: swimming, cycling, and running.

Take one deserving, life-and-hope giving Toronto hospital — SickKids.

Add your support — contributions to the SickKids Foundation and participation in The Big Goal Game.

The result: a one-of-a-kind opportunity to make a difference in the world and achieve a big personal win.

You've never seen anything like it!

Have You Got Game? Play the Big Goal Game: a win-win opportunity!

Make your Big Goal a big win for yourself and others

This is a 'game' because you compete... *against yourself!* The prize for winning? Read on...

Over and over again, studies prove that having big, lofty goals sets the wheels in motion to **achieve your objectives**. By setting goals, you increase the chances of success in whatever you pursue in life.

Furthermore, sharing your big goals with others goes a long way toward **making dreams and goals a reality**.

Achieving big goals **builds big confidence**, a very powerful tool. The Big Goal Game lets you measure your progress along the way. When you review your successes, you feel your confidence grow!

Do Something Different — play a big game and win big personal results!

Play the Big Goal Game... or simply support SickKids

As you read this exciting offer, you may decide to play the Big Goal Game. Or, you may decide it's not quite right for you.

If you decide to play, let me know right away. Should you be among the first ten people to reply, you're in for **FREE!** The next twenty players contribute \$1,000. each to the SickKids Foundation.

If you decide it's not quite right for you, there's still a way for you to make a difference. **Please contribute any amount you can to the SickKids® Foundation.**

THE HOSPITAL FOR SICK CHILDREN (SICKKIDS) is recognized as one of the world's foremost paediatric health-care institutions and is Canada's leading centre dedicated to advancing children's health through the integration of patient care, research and education.

Founded in 1875 and affiliated with the University of Toronto, SickKids is one of Canada's most research-intensive hospitals and has generated discoveries that have helped children globally.

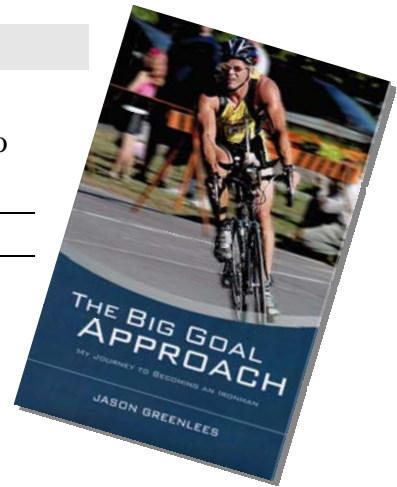
Its mission is to provide the best in complex and specialized family-centred care; pioneer scientific and clinical advancements; share expertise; foster an academic environment that nurtures health-care professionals; and champion an accessible, comprehensive and sustainable child health system.

SickKids is proud of its vision of Healthier Children. A Better World.™

Now... on to The Big Goal Game

Big Goal Game Playbook

A few years ago, I wrote a book on this subject called **The Big Goal Approach**. Now, I am offering to work for one year with people who want to set and reach big goals.



Part 1: Set a Big Goal... and be accountable!

- ☐ You come up with your big goal and tell me about it.
- ☐ I spend an hour with you on the telephone to help you break your big goal into smaller sub-goals.
- ☐ Your big goal, along with your smaller sub-goals, appears on my website under your name.
- ☐ This website takes up to 1000 hits each month. So, your goals will be out there for many to share. *How's that for accountability!*

Part 2: Track your Success!

- ☐ *It gets better.* Each quarter you receive a short questionnaire where you itemize all your successes towards your goals over the last 90 days.
- ☐ We spend 30 minutes on the telephone. This conversation helps you fully appreciate your accomplishments.
- ☐ These results are then updated on my website for all to see.

As mentioned earlier, when you realize everything you have accomplished over a 3 month period, you enjoy a tremendous surge of confidence.

Most people miss out on this reward because they don't take the time to sit down and do this vital review. *My* commitment and *your* effort capitalize on the opportunity. Don't underestimate the power of this process: it's a game changer!

- ☐ At the end of one year, we review what you and other participants accomplished and whether or not everyone met their big goal. *We celebrate success!*

My Big Goal: Penticton Ironman

Don't forget: I am playing The Big Goal Game right beside you!

After a three-year hiatus from competition, I have decided to take on the **Ironman Canada**. For those unfamiliar with the triathlon sport, it includes a:

- ☐ 4km swim, followed right away by
- ☐ 180km bike ride, immediately followed by
- ☐ full 42km marathon run.

My big goal is two-fold:

- ☐ finish under 10 hours 45 minutes at **Ironman Canada** on **August 28, 2011**
- ☐ raise \$20,000 for SickKids®.

Hey! There's FREE STUFF on the next page...

Here's the free stuff!

The Big Goal Game is FREE to the first 10 people who enrol! (Maximum enrolment: 30)

The cost/charitable contribution for everyone thereafter is \$1,000.

Research shows that when you put money down, you are more committed to a process. To me, it's not about the money — all of it goes to SickKids®. It's about being committed to the goal. (See **Phoenix' story on Page 5.**)

Once the first 10 spots are filled, I will e-mail a link that invites you to sponsor my Ironman Canada competition directly with SickKids® Foundation.

When they notify me of your \$1,000. sponsorship, I immediately add you to the game.

Remember, even if you don't play the game, please contribute whatever amount you can. All money collected from my Ironman Canada sponsorship / Big Goal Game goes to SickKids® Foundation.

Are you ready to play?

Please respond to this offer if you would like to play. I will

- ☐ officially enrol you on the Big Goal Game team
- ☐ send you a workbook to get started
- ☐ send you a copy of my book, The Big Goal Approach.

So, what is it that you have wanted to do for years and have been putting off?

- ☐ Lose weight?
- ☐ Start your own business?
- ☐ Run for office?
- ☐ Travel the world?
- ☐ Climb a mountain?
- ☐ _____ ?

Here is your chance to work with a master at goal setting. A competitor/coach who does it himself, supports your efforts for a year, and keeps you accountable for what you promise to do. The clock starts now...
Who's got game...?

To visit my web page please click on the link below or paste it into your browser

<http://my.e2rm.com/personalPage.aspx?SID=2738618&HID=C1EFE9D01D981EAADA93BB7EDE220958&LangPref=en-CA>

For more information on how YOU can help SickKids®, please visit us at
<http://www.sickkidsfoundation.com/fundraise/>

Thanks for your support!

Jason

Why SickKids®? Phoenix' Story

SickKids® has a special place in my heart. My nephew, Phoenix, was born more than a month premature with a tumour almost as large as his entire infant body!

Doctors began immediately. He underwent seven hours of intensive procedures on his second day of life. Needless to say, time crawled by as our entire family sat nervously in the waiting room. Then, what joy and relief everyone felt when we learned the surgery was a success! The tumour did turn out to be cancerous; but luckily, the disease had not spread and he received a clean bill of health.

Today, apart from a few decorative scars on his rear end, Phoenix is a healthy boy. He turns three this November.

Our family is truly grateful for the wonderful SickKids®. Personally speaking, I was absolutely blown away at the care Phoenix received. I could visit him 24/7 and the nurses were extremely friendly.



You now understand why I feel so personally attached to SickKids®, and why you have received this invitation to support this great institution! I truly appreciate your consideration, as do the thousands of children whose lives are now full of promise thanks to the good work of SickKids®.

Jason Greenlees | The Big Goal Game | 2010-2011

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