“A Leap of Faith”
Book Campaign

“Investing in Tomorrow’s Leaders”

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Prepared By:
Ken Brown International

2009/2010
On July 1, 2009, Ken Brown International launched its “A Leap of Faith” Book Campaign to help inspire students to read, learn, grow and fulfill their dreams.

Our goal is to put a copy of the life-changing book, “A Leap of Faith” into the hands of 1 million students within one year.

With a joint effort from businesses, foundations, philanthropists, organizations and individuals, our mission can be accomplished.
Everyone has a story to tell, but few would prove to be as profound and inspirational as that of Mr. Kenneth Brown. He had every excuse to choose a life of failure. At the ages of 13 and 14, his parents had their first child. In spite of being poverty-stricken and evicted ten times, Ken parents still emphasized the importance of education, faith and a strong work ethic.

Starting his journey in less than ideal circumstances, his focus and hunger for excellence, has led to monumental personal and professional opportunities. As one of the youngest African American McDonald’s owners and operators, Ken has proven to be a formidable presence in the arena of entrepreneurial accomplishment.

Ken worked his way through college as a bus boy and waiter graduating from Southern Illinois University. His story is a modern day rags to riches story that he hopes will inspire and motivate his readers to live out their dreams.
“Mr. Brown, I can really relate to your story. I’m a product of teenage parents. I have 3 brothers and one sister. I’ve experienced many of the same struggles in my life as you described in yours. But this book has given me hope and courage to live life, stay out of trouble, get an education and pursue my DREAMS!!!”
“Investing In Tomorrow’s Leaders”

56 million students will be enrolled in the nation’s elementary through high schools (grades K-12) during the 2009/2010 school year.

**Why Invest In Tomorrow’s Leaders?**

Because tomorrow’s leaders need guidance and hope as they prepare for their future. They need to be equipped to face all challenges and obstacles with a plan and a purpose.

**Why is education important for tomorrow’s leaders?**

As author Ken Brown, states in “A Leap of Faith”, education is the way out of poverty.

*Average Earnings for Workers 18 and Older*

- High School Dropouts: $21,484
- High School Diploma: $31,286
- Bachelor’s Degree: $57,181
- Advance Degree: $80,977

**Source:** Educational Attainment in the US Upcoming Statistical Abstract of the US
Top “10” Student Benefits

After reading “A Leap of Faith” students will:

- Understand the value of always OPERATING with EXCELLENCE and INTEGRITY
- Become inspired to be LIFE LONG LEARNERS
- Learn valuable skills that will prepare them to WIN in life and business
- Start embracing and welcoming CHANGE
- Be empowered to take OWNERSHIP of their future
- Gain insight on how to LIVE and THINK “BIG”
- Know how to CREATE the CHANGE they want to SEE in the world
- Find out how to THINK OUTSIDE the BOX
- Discover how to MAXIMIZE every OPPORTUNITY
- Realize that “ALL things are POSSIBLE for those who believe”
PARNTERSHIP

Ken Brown International is preparing to distribute 1 million copies of the Award-Winning book, “A Leap of Faith” to Underprivileged, Uninspired and Unmotivated youth.

WILL YOU PARTNER WITH US?

· Consider purchasing copies today for ONLY $15 each.

· Your partnership makes a difference in the lives’ of TOMORROW’S LEADERS.

· Your partnership will help YOUNG PEOPLE fulfill their dreams.

“Ken Brown is truly a messenger of hope and a shining example that his methods work. He is serving notice to the world that he is a force with which to be reckoned. Get ready for some great things to happen for you and through you, as you take in his life principles. After completing this book your life will NEVER be the same.”

- Les Brown
Motivational Speaker & Author of Live Your Dreams
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<th>Partnership Levels</th>
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Get Involved…

Contact Information

Ken Brown International, Inc.
39500 14 Mile Road Suite 391
Walled Lake, MI 48390

(248) 669-6614 Office
ken@kenbrowninternational.com

“Readers will be challenged to change some actions, habits and thoughts which will transform their lives.” ---Ken Brown