

## The Essence of the M Car

*How can a four-door sedan be a sports car,  
and what does that have to do with being cool?*

In the years following World War II, the United States entered an era of widespread economic prosperity. For the first time in human history, a primary engine of growth was a new phenomenon—the consumer economy. In the preceding decades, and particularly during the Great Depression, only the wealthiest families had a taste of the cool life. Everyone else had to work hard just to pay for necessities. For all but the wealthy, if there was a bit left over, it went into a little savings account for a rainy day. Nowadays anyone can have a taste of The Cool Lifestyle, starting with owning a cool car.



**Speaker Robert P. Hall** will teach you how to leverage your own life experiences and turn them into The Cool Lifestyle experience.

As a participant in this seminar, you will learn the relationship between The Cool Lifestyle experience and the four-door BMW sedan—the M5. Through the use of stories, images, and interactive exercises, Robert P. Hall will teach you how to leverage your own life experiences and turn them into The Cool Lifestyle experience. You will also discover how owning a classic sports car can take your lifestyle to a whole new level. Bob's stories of discovering "life's sweet spot" will entertain, inspire, and motivate you to identify your *own* sweet spot.

In this seminar you will:

- ▶ Learn how to find and leverage your sweet spot
- ▶ Examine the connection between a cool car and The Cool Lifestyle
- ▶ Identify strategies for converting your BMW M5 into a cool car
- ▶ Explore tools for creating *your* cool lifestyle

*Bob can show your group how to experience The Cool Lifestyle.  
Contact him today: [rhall@thecoolifestyle.com](mailto:rhall@thecoolifestyle.com)*