



Buy 400 page paperback or ebook at

<http://captivate.electronic-boardroom.com>

Complementary resources at <http://tmv.com/cybersecurity>

# Ready, Aim, Captivate!

**Put Magic in Your Message and  
a Fortune in Your Future**



**Exclusive Expert Interviews Featuring  
Deepak Chopra, Ran Zilca, Suzi Pomerantz,  
June Klein, Dan Janal, and Jim Stovall**



June Klein

New York, New York, USA

*June Klein is CEO of Technology & Marketing Ventures, Inc. and creator of Electronic-Boardroom TMVi® Businesses. She provides solutions in consulting, databases, networking, education, TV production, and newsletters.*

*June helps clients prosper from evolving competitive landscapes by developing game-changing ventures and integrating next practices. Her TMVi methodology and ratings systems were launched at*

*Oxford's Values-Education Centre and published by University Press of America. As a British Airways Face-of-Opportunity winner, she is guest chair of BA's global entrepreneur marketing discussion group. June is also director and advisor of Paythru Ltd. which empowers entrepreneurs worldwide via integrated secure mobile commerce platforms and custom merchant applications. June also has been presented with the Ambassadors for Philanthropy's "Founders Leadership Award" and contributes to the digital philanthropist voice worldwide.*

**I:** What is the heart or the core of your message?

**JK:** The 5th Estate Megatrend is a parallel of the opportunities first provided by the internet in the early '90s -- a single person is empowered to create a critical mass of voices and movements to revamp the status quo. Now, the ability of individuals, entities and governments that come out of nowhere and create capital events, is dependent on global accountability. We help our IT, financial, educational, and government policy level clients prosper from changing competitive landscapes. We formulate and execute strategies to develop and manage electronic ventures using TMVi Next Practices™ including TMVi un-conferences, TMVi Think-DO Tanks, and TMVi Capital Events.

While researching my realtime Cybersecurity Integrator Dashboard and global publications, I discovered that there is not a person, nor a business, nor a government entity within a click of the Internet that is not affected by cybersecurity. The question is not, "Who has been hacked?" but, "Is there someone that knows with certainty that they have not been hacked?" With mobile devices and clouds, the issue is getting worse and is never going away.

I believe we absolutely live in a good world. So, the good news is you can minimize the impact on yourself, your business, your government and your "next innovation setup." We can do this together by first assessing what is working for you and minimizing your risks, then implementing the TMVi mindset and next practices.

To grow your company exponentially, let's both THINK and DO.

**I:** How and when did you develop this powerful platform?

**JK:** Everything I have to share can be condensed into 9 words: technology, marketing, ventures, "inc.", electronic, boardroom, solutions and 5th estate. Digesting how they are blended together results in your own 21st century survival platform. Here's how the words came to be:

Earlier in my career at Citigroup and JP Morgan Chase, I developed electronic trading systems connected to exchanges in 120 countries. With trillions of dollars passing through, no one could make a mistake and have it go unnoticed. Yet, a new, non-stress tested technology could result in huge financial and competitive gains. So, I had to build, try and fix a unique methodology that would enable me to manage change, complexity and risk. That is when I architected the four main pillars that have consistently led me to objective solutions: Technology, Marketing, Ventures, "inc."

As an IBM product marketing executive, I worked with expensive, professional naming firms—so I knew that Technology & Marketing Ventures, Inc. did not roll right off of your tongue. However, it said in four words the core competencies TMVi uses to help our clients navigate through uncharted waters.

I was also part of the IBM-Merrill Lynch joint 'venture' that developed the original "Bloomberg" 'technology' piloted with 'marketing' customer Merrill and is now a \$25 billion 'inc.'

Bloomberg's integrated information and distribution channels were the foundation that led to my registered trademark and servicemark. Electronic-Boardroom TMVi® Solutions is registered for 6 lines of business: network conferencing, computer databases, management consulting, television production, educational services, and multi-disciplinary newsletters. 'Electronic' refers to the science dealing with development and application of devices, systems and flow. 'Boardroom' depicts the advisory, policy level of thinking that, if you get it right, everything else falls into place.

I launched my branded approach to Corporate Governance at Oxford's International Social Values Conference. This led to my sponsorship of and collaboration with the Oxford Internet Institute's Research on the 5th Estate.

Ready, Aim, Captivate!

---

I filled in the strategy-execution gaps of the director's formal academic research to move real world problems into solutions. TMVi is the missing link between thinking and doing. Ergo, TMVi Think-DO Tank™.

**I:** What have you found are the most critical ingredients that make a message magical?

**JK:** The message must be crafted to incorporate 1. the incentives of the person giving and person receiving the message and 2. proof of authority and customized infrastructure needed to execute the message.

To pinpoint the magic, I would ask "How can I help the person overcome the stumbling block that is keeping them from moving forward right now?" Then, "What is the process that lets them get to their endgame?" Lastly, "What are the modifications to the message that will meet their emotional and situational needs?"

**I:** What is the best way you have found to put your message out to the world and be heard?

**JK:** 5th Estate Communications encompasses the entire spectrum of 4th estate media including TV, radio, newsletter, video, and live interviews. This expands into websites, collaborative movement sites, blogs, online videos, online TV, Twitter, Facebook, LinkedIn, emerging social media, new blended news sources not validated but timely and not refuted.

You need to have individual presence in all of these mediums and be able to react immediately and appropriately. Even Presidential hopeful Romney recognized his need for accountability to this type of media on a 2012 trip to the UK. He was quoted as saying "it is the 4th estate media or whatever the other estate is that is causing misdirection." My collaborator and research fellow at Oxford Internet Institute has jointly coined and promoted these difficult to explain communications entities as "the 5th Estate".

**I:** How has your message changed your life, and the lives of others?

**JK:** Forty years old is the new 20. And 64 is not the old 64. Baby Boomers have the greatest potential to create successful entrepreneurial businesses with social purpose and profit. There are 5 generations in today's workforce. To facilitate 24/7 global, freelance, work-live dynamics, TMVi has developed model environments for urban, suburban, and multifamily homes. We are also creating models for a townhouse and for a condo service center. Electronic-Boardroom TMVi® Solutions has the toolsets and mentality to create win-win, peace-of-mind for all differently focused age groups.

**I:** How do you hope your message will inspire others in the future?

**JK:** I hope that you recognizes

1. It is your choice whether the 21st century is one of disasters and near extinction or one in which you create a new era of civilization.

2. With TMVi methodology, Electronic-Boardroom TMVi® Solutions and 5th Estate Communications, you have the core tools to forge forward with your own positive, accountable movement.

**Make Your Message Magical:**

Passionately believing in what you do complemented with ethics, work, and humor is necessary. To be sufficient, you need the right topic with a value that increases over time. For example, the value of the Homeland Security market in 2012 amounts to \$206 billion and is evolving globally. \$1 trillion trying to straighten out illicit cyberspace activities = "greatest transfer of wealth in history." My Cybersecurity Integrator Dashboard and University IP-Corporate Exchange can help you identify or grow an innovative technology security defense solution.

Cybersecurity ranges from cyber hygiene and identity to cybercrime and warfare. Apply the TMVi Think-Do method to **Your Cyber Security** endeavors by asking: What **technology** is involved? If you are deploying m-commerce to reduce the risk of payment fraud using mobile solutions, look at Paythru Ltd. because it complies with PCI DSS: the top finance industry security standards. What **market** segments is this uniquely protecting? Crowd funding philanthropy democratizes giving but some sites introduce risk via redirecting your payments versus PaythruDonate which stays within your trusted merchant's area. What **ventures** are in place overtly or by architectural design? How do we integrate these answers and pull it together as an **inc.**? Let's make it happen together and DO a "TMVi capital event." <http://tmv.com/Cybersecurity>

Top 100 Paid



1.

**Ready, Aim, Captivate! Put Magic in Your Message, and a Fortune in Your Future**

Deepak Chopra, Jim Stovall, Ran Zilca, Viki Winterton, Dan Janal, Suzi Pomerantz

★★★★★ (3)



Hot New Releases in International Economics



1.

**Ready, Aim, Captivate! Put Magic in Your Message, and a Fortune in Your Future**

Deepak Chopra, Jim Stovall, Ran Zilca, Viki Winterton, Dan Janal, Suzi Pomerantz

★★★★★ (3)

Release Date: December 15, 2012

Top Rated in Mail Order Business



1.

**Ready, Aim, Captivate! Put Magic in Your Message, and a Fortune in Your Future**

Deepak Chopra, Jim Stovall, Ran Zilca, Viki Winterton, Dan Janal, Suzi Pomerantz

★★★★★ (7)

Kindle Edition

Auto-delivered wirelessly