



C an We REALLY Transform Our World?

If you could pass a magic wand over the troubles of the world and magically transform them today, what kind of world would you like to see?

It is so easy to focus on the huge social and environmental challenges that we face and feel despondent. Yet what if there was a simple way we could all start joyfully transforming the world through our simple purchasing choices – every second, every day and in every way.

J OY in Every Action

In 1972, John Lennon wrote 'Imagine'. So let's do that for just a minute.

Imagine if every time a plasma TV was sold, a blind person got the gift of sight.

Imagine if every time a car was sold, a child in a developing country got a bike to go to school.

Imagine if every time someone dined out, someone really struggling got fed.

Imagine every time a book was sold, a tree was planted to give back to the environment.

Imagine if all of that happened automatically.

And just imagine if we could all be a part of transforming our world like that. Every second, every day, everywhere!

When that happens (and it is happening right now) it is no longer about feeling guilty for not taking certain action. It is about enjoying our life even more by giving back.

Everything we do and we consume can be a gift to the world. Only when we enjoy and be inspired with the process, a change becomes a sustainable transformation.

It is a little bit like what happens with dieting. If we felt guilty about being overweight and tried to starve ourselves and did excessive rigorous exercise, we would not be able to continue it for a long time and most likely, gain more weight later. If we felt really happy and in love with life and who we are, we would more easily and naturally lose weight (if we were overweight) and become more attractive without stressful effort.

We have a choice to do things from guilt or with happiness and joy.

What is your choice?

Which attitude creates real long-term results?

E ffective Giving... How Effectively Could We Give?

Gorge Soros once said, "Giving away money is more difficult than making money in one respect. It is much harder to do good than to run a high-risk enterprise."

So, what is 'effective giving'?

Effective giving was usually measured by the way we give money, resources and support so that the things and support given can create a long-term effect rather than a short-term fix. It is also important that the given causes can create sustainable transformation to eventually become self-financing.

Yet one thing we could still easily miss is "What is effective giving for the person who gives?"

If we are giving only for a nice feeling

that we did something worthwhile, we may not continue giving regularly. We cannot really measure our contribution and the impact it made. And this giving may not directly enable us to create more wealth so that we can give even more. This is the reason why many non-profit organisations still constantly have to ask for donations chasing new donors.

Often, we postpone giving because we feel we do not have enough ourselves yet. But do we actually have to give 'a lot' to make a difference? Can we give one dollar right now? Do you know the impact this dollar can make? It could feed 5 children. It could plant a tree. It could send an inspiring gift to someone. It could let a child go to school for more than a day.

If we effectively communicated with our customers the specific and inspiring results their purchases can create, then we attract more business transactions through donating small part of profit away. The percentage and numbers are not the key part. We can choose the percentage we can easily give and choose a story we want to be part of. The story is the gift.

L etting Each Other GIVE

Another distinction of 'effective giving' is how to enable others to 'give' rather than to 'get'. Only by giving can we experience real happiness in life. So, if we simply gave money because we felt guilty that others had less, we may just be letting others 'get'. This does not create real inspiration and empowerment to the person who received it.

That is why we call this concept 'Buy1GIVE1Free™', not 'Buy1GET1Free'.



The Story of Sagaya

Sagaya lives in one of the slums in Mumbai, India. She is a mother of three children. Her drunken husband left her a long time ago. She calls herself 'poor' but she's one of the wealthiest people you could ever meet. Why? Because she continuously gives and shares her love with many others. She is called 'angel' in Geetanagar slum where over 40,000 people live in a very small area. And this is what Sagaya says:

"My mum named me Sagaya which means 'giver'. Here, I see others suffering. Many women come to me crying that their husband would drink up all salaries from their work (if they are working at all) and give them no money to feed the family. My next-door neighbor poured gasoline over his wife and burned her while being drunk and angry. The daughter who saw her mother burn to death has a tremendous trauma and now struggles to even nurture her children.

I feed them at my house everyday. I also started a school at the small church here to provide classes so one day the children can go to proper schools outside the slum. Many of the children who studied at our school (nearly 200 children are coming) have passed the exam to go to outside schools. They are proud to be educated and able to give to others."

So what is so powerful about the story of Sagaya?

She finds her happiness and empowerment in giving while she herself has so little. And by doing this, she is becoming so wealthy. Just recently Sagaya was invited to speak at a business event where many wealthy and influential people were present. When she spoke, she spoke with great strength. And she inspired and touched each person with her courage and pure loving heart.

Situations like this give us the understanding that we are all the same. And we're all the same whatever the environment and situation we are in. We all seek to love and give in our life journey.



Powerful matches

So, why not just give to any charity cause now? Or could there be a better way? A way that literally transforms the giving process. Buy1GIVE1Free™ (B1G1™-'Big One') is that way.

Buy1GIVE1Free™ was founded in 2006 as a result of an idea which germinated from the Entrepreneurs' Business School (EBS) programme

through an Australian food company, Bouncing Olive. At the time, Bouncing Olive produced wonderful frozen gluten free meals sold in supermarkets across Australia.

Uniquely, whenever a customer bought Bouncing Olive food, a child in India got fed. But the Bouncing Olive team never got the real importance of what they were doing

The name 'Buy1GIVE1Free' landed on the founder Masami Sato and her team during the program as if it

The power of 1-to-1 giving is that it is measurable with every transaction and the giving is actually carried out, in effect, by the customer, not the business.

was an accident. It was SO clear that the branding of the concept was so powerful that it instantly inspired all the mentors and participants.

Masami returned to Australia carrying the idea back home. However, at the outset she did not fully grasp how powerful it could actually be.

A few months later, while she was still supervising the production in Bouncing Olive, she suddenly 'got' the full picture. Instantly, Buy1GIVE1Free™ was formed. It's now doing truly great work around the world, transforming the giving process by providing impactful match-making and marketing services, powerfully connecting businesses, non-profits and consumers around the world. The project is now attracting great people and companies around the world. It's expanding and 'catching on' quickly.

The power of 1-to-1 giving is that it is measurable with every transaction and the giving is actually carried out, in effect, by the customer, not the business. A large cheque of 1 million dollars handed on the stage by a corporate figure is not as impactful as the inspiration one of your customers can experience through purchasing your product when the gift gets 'passed on' automatically. Even if the given amount was 20 cents, it is not

Masami Sato, the founder of Buy1GIVE1Free, with happy children in a village school in India. There was no electricity in this school until recently. It cost only US\$500 to install lighting in the entire school. Now these children can read better and learn more. How can we leverage our giving in a most effective way? The stories continue to inspire.



about the 20 cents. It is about the smile of a child who receives a meal, whose parents now encourage him to go to school as a result of free meals rather than begging on the streets.

Giving Creates
So, can we start giving today?
Can our businesses start giving today?

Yes, we all can!
And in fact, if one of the secrets of "Laws of Attraction" is feeling good and worthy, then clearly giving plays a major role in our on-going success and happiness.

If we postpone the giving, the success and happiness are also postponed.

What You Can Do
So here is how you can be involved today.

Become a Business Member of Buy1GIVE1Free

Start giving today!

Buy1GIVE1Free™ finds the best matching causes to give to for your products and services while providing powerful marketing materials, ideas and branding (integrating the giving process) to take your business to an even higher level. Annual and lifetime memberships are available.

Visit www.Buy1-GIVE1Free.com. Check out what we're doing and how we're doing it. And then join as a

community member, annual member or become a Lifetime Partner.

Register Your Non-Profit Organisation

As a result of donation from Paul Dunn, the winner of the 2007 Extraordinary Lives Award, 70 charity organisations are receiving free registrations with Buy1GIVE1Free™ right now. Be quick to let us know what you do so that we can support your organisation to find business sponsors to co-create long-lasting sponsorship.

Tell friends about Buy1GIVE1Free

Visit www.Buy1-Give1Free.com and download the brochure and forward it to as many friends as you have. Soon you'll see Buy1GIVE1Free™ logos everywhere as this 1-1 giving concept becomes a standard of business practice around the world. You can also become a community member for \$1 a day to start giving today and impact 150 people's lives (and more!) in a magical way.

Become a Buy1GIVE1Free ambassador

If you want to support the idea more than just telling friends, you are welcome to become our team member by presenting the concept to others in business. This could be a great business opportunity for you.

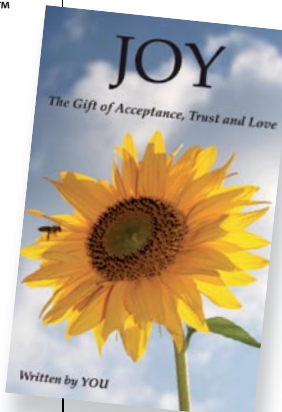
Simply contact us and express your interest as we are looking for people who can spread the word in every country.

For all enquiries, simply contact admin@Buy1-Give1Free.com

Buy1GIVE1Free™ really is a stunningly simple idea changing the world; every second, every day and in every way.

JOY ~ The gift of Acceptance, Trust and Love ~ Written by YOU

This inspirational life-changing book JOY was one of the first products to adopt the concept of Buy1GIVE1Free™. Every book purchased sends a gift to a child in developing countries at the same time gives another copy of the book to



a person who cannot afford to buy a book. This is, in fact "Buy1GIVE2Free"! You can purchase the book (in multiples of two so that you can give one away) at www.MasamiSato.com

SPECIAL OFFER to Life Members!

- FREE audio book, JOY

- to request your free copy, simply email Masami at masami@Buy1-Give1Free.com TODAY!



When Paul Dunn was given a cheque by Roger Hamilton for winning the inaugural Extraordinary Lives award, he donated the money to give 70 non-profit organisations free registrations with Buy1GIVE1Free

"In the short time we have on this planet, we have the opportunity to live a life beyond the ordinary. An extraordinary life begins with the magic of giving, and 'Buy1GIVE1Free' is a global program that ensures your giving and opens up your flow."

Roger Hamilton, Chairman, XL Results Foundation