

Robert Imbriale

"The Motivational Marketer"



Robert Imbriale is often described in the media as a powerful "blend of Tony Robbins and Jay Abraham." Known worldwide as the creator of **Motivational Marketing™**, which he describes as "a combination of human psychology and traditional marketing," Robert is responsible for helping thousands of business owners from around the world sell more than **\$150 Million** in products and services over the Internet.

Every month, his popular articles on marketing and motivation are read by more than **2.5 million** people. He is regularly published in countless magazines, newsletters, and web sites in as many as 16 languages. He is an accomplished Speaker, Author, and **20-year veteran Internet Marketer**.

"The real power of Motivational Marketing™ is that it taps into the core emotions that cause people to make a buying decision. These 'Emotional Motivators' are the key to doubling, tripling, and even quadrupling sales."

Robert's destiny began forming in 1980 when, at the age of 16, he bought his first personal computer. By 1984, he was already online using a service known at the time as "**Quantum Link**." Today, that service is better known as "**America Online™**." Little did he know his computer "hobby" would later lead him to the top of the Internet marketing world.

In 1986, he finished his formal schooling and pursued what he thought would be a lifelong career in photography. His success as a commercial photographer resulted in accounts with large corporations, which gave him his first glimpse of the advertising industry. Soon after relocating to New York city, he left his position as Studio Manager with one of the largest commercial photo studios in NY to pursue his passion for marketing.

By the time he was just 24 years old, he had served as **Director of Marketing** for a national multimillion dollar direct marketing firm in New York where he increased sales by more than **\$20 Million** in just 10 weeks. In 1989 Robert made his first online sale when he sold a market research report for \$1,100 to a man in South Africa.

Robert served as Director of Marketing for 2 other major direct marketing firms before finally deciding to leave the corporate world in 1995 to pursue a career as an independent Marketing Consultant.

In 1999, he founded **Ultimate Wealth, Inc.**, a San Diego based company designed to bring Robert's **Motivational Marketing™** message to entrepreneurs worldwide. His company has changed the lives of thousands through seminars, books, audio programs, teleclasses, and now live webcasts. He has appeared on both **national radio and television** and currently delivers **live seminars** to people around the country and internationally. Robert is a passionate and entertaining speaker as well as a true friend to those who know him best.

Selected Professional Credits

- ✓ **Appeared On CBS Television's "This Morning"**
- ✓ **Former Co-Host of "The Internet Show" on KFMB 760am Radio in San Diego, CA**
- ✓ **Articles Featured Regularly in the Following Publications:**
*DM News - Entrepreneur Magazine - Entrepreneurial Edge Magazine - Home Business Magazine
Home Business Journal - Money Maker's Monthly - Money N' Profits - Opportunity Magazine
Wealth Building Magazine - and many more.*
- ✓ **Interviewed Regularly on national radio programs, teleconferences, webcasts, and is invited to speak at many live seminars throughout the year.**