

*Now New York Times best-selling author and multimillionaire entrepreneur Mark Morgan Ford shares with you ...*

## “All the Things You Need to Know to Sound Smart”

Give us 30 days, and we'll enable you speak intelligently, with anyone and everyone, about everything that matters

**Order Now and Learn How to Speak  
Intelligently About Everything that Matters**

The other day, friends of ours who are more cultured than I am asked us if we wanted to go see a Renaissance art exhibit at the museum.

When they did, it suddenly occurred to me that while, of course, I have heard the word “Renaissance” a million times, I didn’t actually know what it meant:

- I had no idea when the Renaissance took place.
- I did not know which famous painters were from the Renaissance vs. other schools of art — and I also didn’t know the names of those schools, either.

- I could not say what the Renaissance really is or define its characteristics vs. other periods — and I didn't know what those periods were, either.
- I had no idea what to look for in Renaissance art when evaluating paintings from that period.

As a result, I felt embarrassed. Hesitant to go. I enjoy looking at paintings. But I was afraid our friends would want to discuss the art we were seeing, and I wouldn't understand what they were saying. Or be able to contribute to the discussion.

My ignorance would be revealed, and I would appear uneducated, or worse, stupid. And what was supposed to be a fun and pleasant outing would turn out to be embarrassing and even humiliating to me, as my utter ignorance was laid bare for them to see.

Has that ever happened to you? The discussion at a social gathering shifts away from the subjects you know well (in my case, science and technology) to other topics in which you are largely ignorant — maybe art ... architecture ... literature ... poetry ... theater ... writing ... literary criticism ... philosophy ... or, you struggle with *Le Mot Juste* (finding the perfect word in any situation).

Of course it has. All of us find ourselves from time to time in situations where the conversation turns to topics so far out of our wheelhouse that we stand there, red-faced and mute, hoping no one turns and asks us, "So what do you think?"

And that's to be expected. The amount of what there is to know in the world today is enormous. And human knowledge is said to double at a breathtaking pace — every 12 months. No one can keep up with every field, or even everything new in their own field.

Yet there are certain topics considered basic and essential knowledge for every cultured, educated adult today. If you don't know them, and can't hold your own when they crop up in conversation, you come off as not nearly as smart and well-read as you know you are.

That's where Mark Morgan Ford's new guide, *How to Speak Intelligently About Everything That Matters*, can help.

In just 208 quick-reading pages, this program condenses, presents, and explains — in clear, understandable English — all the key topics a well-read person is expected to know about and be able to discuss.

For instance, in just a couple of minutes reading, I knew exactly when and where the Renaissance began ... what inspired its art and literature ... and who the major Renaissance painters are. Now when people bring up the Renaissance, I feel comfortable chiming in because I know what they are talking about.

You can think of *How to Speak Intelligently About Everything That Matters* as a "CliffsNotes®" of western civilization and culture, if you will. And for a limited time only, you can examine it 100% risk-free in the privacy of your home for 30 days. Read on for details about this special time-limited offer ...

## **30 days to complete cultural literacy about everything that matters**

Imagine if you were a contestant on the TV show *Jeopardy* right now, and the categories were art, architecture, literature, poetry, theater, literary criticism, and philosophy. Do you think you'd win the day? Or be



humiliated in front of millions on national television, as you remained silent and unable to answer question after question?

With *How to Speak Intelligently About Everything That Matters*, you can quickly gain a basic knowledge of every one of these categories — and in just 30 days, get to the point where you can easily and comfortably ...

- Discuss how John Locke, the 17th century English philosopher, influenced the USA's Founding Fathers.
- Identify the most noteworthy thinkers, writers, and artists of the Renaissance and explain why they were important.
- Elucidate on why Andrea di Petro della Gondola (a.k.a., Andrea Palladio) may have been the most important architect in Western history.
- Understand what she means when your favorite critic calls a new book a *Bildungsroman*.
- Walk into any church and know immediately if it is structured on the Latin or Greek cross and explain why that matters.
- Know the difference between a novel, a novella, and a vignette or a parable and an exemplum.
- Name Tycho Brahe's assistant, the man responsible for the laws of planetary motion.
- Tell your friends that Descartes famous declaration "Cogito ergo sum" was not in fact uttered first in Latin but in French (*Je pense, donc, je suis*) and why that matters.
- Know how and when to use the phrase *persona non grata*.

- Spend an afternoon at a great museum and recognize instantly the difference between impressionist, post-impressionist, and expressionist works of art.
- Recognize the difference between a loggia and a portico or a column versus a colonnade versus a pilaster.

**A half-decade project produces the ultimate guide to cultural literacy for men and women who want to sound smart ...**

Mark Morgan Ford, the author of *How to Speak Intelligently About Everything That Matters*, says:

"I spent five years researching and writing *How to Speak Intelligently About Everything That Matters*. And then I spent a year refining it after I had it scrutinized by some of the smartest, best-educated people on the planet.

"It identifies and explains every important idea you are likely to encounter in conversations with people who matter — powerful people, wealthy people, political people, social people, and most of all, smart and interesting people.

"I've had the idea of writing this book for at least 20 years. Several times, I attempted to start it, once with a colleague and once by myself, but I was not happy with the results.

"They saw it as a reference book of literary and cultural terms. I had a different idea: to focus on the ideas behind the terms, to try to explain why so many of them are still known and used in serious conversations after so many years.

"I didn't want to write a vocabulary book on important words. I wanted to write a cheat sheet to the most important ideas — ideas that can explain, elucidate, and enrich your life."

Such as:

- Feel confident discussing Adam Smith and his contribution to our current understanding of economics.
- How the "dead parrot" speech from *Monty Python's Flying Circus* is a wonderful modern example of the ancient figure of speech called *commoratio*.
- How to distinguish high comedy from low comedy from farce.
- What *memento mori* means and why you should care.
- Why you shouldn't be intimidated by textual criticism, exegesis, and hermeneutics.
- Famous people whose real names you've never heard including Alisa Zinov'yevna Rosenbaum (Ayn Rand) and Francois Marie Arouet (Voltaire).
- The difference between blank and free verse.
- How Stephen King's *Carrie* is a modern example of the *epistolary* novel.



I have known Mark Morgan Ford for well over three decades, and so I am a bit biased. But in my humble opinion, he has achieved the amazing feat of giving you nothing less than a comprehensive crash course in the important ideas that should be in the intellectual arsenal of every person who wants to come across as literate, cultured, educated, and smart — and in fact, actually be all those things.

### **But that's not all ...**

I've already stressed that *How to Speak Intelligently About Everything That Matters* can make you more comfortable talking about the things that matter most with almost anyone in virtually every situation — from an art show or poetry reading to a cocktail party or your college reunion.

But Mark, who has started more than a dozen successful businesses, several of which gross over \$100 million a year, contends that mastering knowledge which demonstrates your intelligence and cultural literacy can translate into business and career success, and with that, increased earning power.

Mark says ...

"We are judged by what we say and how we say it. And that affects our ability to create and keep our wealth. And if you want me to help you get richer through an introduction or recommendation then you had better be two things: honest and smart.

"I have, in the past, secured jobs and made introductions for friends who were wonderful in many ways but were not smart and the results were always futile and embarrassing for everyone.

"And it's not always enough to have a natural intelligence. Raw, unrefined brainpower can fuel a great business that can generate millions of dollars in personal income. But if you can't speak with at least a modicum of knowledge about cultural things, you will be quietly rebuffed from lots of relationships that could be beneficial.

"I'm not saying it's good or fair. I'm just saying something that some people don't want to admit. There is definitely a glass ceiling in the USA — and also in England and France and Germany and Japan — that is based primarily on being able to speak intelligently about things other than business or finance.

"That ceiling may be invisible, but it is there and it can stop you from rising. Be sure of that. So if you have ever felt uncomfortable talking about art or architecture or philosophy or economics, then you should study my new guide to cultural literacy.

"Likewise, if you have ever wanted to know more so you could enjoy more, you should read this book.

"And if you have ever wanted to be a better conversationalist ... or take courses to supplement your education ... you can now gain those advantages at a fraction of the cost — and in a fraction of the time — you would spend taking classes in philosophy, art, literature, and many other topics at a local college."



## Can knowing these words and ideas make you smarter and even richer?

There is ample evidence to support Mark's assertion that improving your education, knowledge, literacy, and vocabulary can not only enable you to more than hold your own in any intellectual conversation ... but can also put more money directly into your pocket and even make you smarter. As Ben Franklin said, "An investment in knowledge pays the best interest."

For instance, a study at the University of Kansas found that when parents talked more to their children, the children's vocabularies grew faster and their IQ scores increased.

The federal government reports that a person with a master's degree earns on average \$1.3 million more in his or her lifetime than someone with only a high school diploma. When you master the concepts and ideas in Mark's crash course in cultural literacy, you will know much more about the things that matter most than the average college graduate.

Because by reading *How to Speak Intelligently About Everything That Matters*, you will discover:

- How to identify by sight key architectural features of buildings including atriums, colonnades, loggias, pilasters, porticos, posts, lintels, mullions, trusses, and vaults.
- What's the difference between a myth and a legend? A fable and a fairy tale? An essay and a tract? An autobiography and a memoir?
- Techniques writers use to make their prose more compelling and powerful, including anaphora ... assonance ... tricolon crescendo ... cacophony ... euphony ... onomatopoeia ... litotes ... and periphrasis.

- The five major fields of philosophy. Can you name and discuss them all? And do you know the view of the world each presents?
- You've heard of the Age of Enlightenment, Neoclassicism, Romanticism, Naturalism, Impressionism, Expressionism, Cubism, and Dadaism. But do you understand them well enough to explain the differences between them to your kids?
- The major schools of architecture are Romanesque, Gothic, Neoclassical, Gothic Revival, Baroque, Georgian, Federal, Victorian, Bauhaus, and Prairie School. Do you know what characteristics each has?
- Which of these novels is a Bildungsroman — *Moby Dick*, *Great Expectations*, *Wuthering Heights*, *Slaughterhouse-Five*, *Tom Jones*, or *Postcards from the Edge*?
- Most people don't know the first thing about poetry. But when you learn to recognize the iam, the trochee, the dactyl, the spondee, the anapest, the elision, and the enjambment, you will.
- How many of these words do you know well enough to use in conversation? Exegesis ... hermeneutics ... belles-lettres ... epithet ... mimesis ... nom de plume ... bathos ... motif? After reading Mark's book, you will know them all and dozens more.

**Become a more refined, cultured, and educated person in  
only 30 days or your money back**

An education at a top university today is fantastically expensive. Recently, I spent a quarter of a million dollars paying for four years at Carnegie Mellon for my younger son to earn his BS.



Even taking a handful of courses in subjects of interest can put a big dent in your wallet: the average private college now charges a hefty tuition of around \$31,000 a year.

But you don't have to pay \$31,000 ... or \$3,100 ... or even \$310 to get a crash course in what every educated adult needs to know about the things that matter most. And it won't take you months or years of study to master, either.

That's because *How to Speak Intelligently About Everything that Matters* is yours for only \$35 plus \$6 shipping & handling.

What's most impressive to me about *How to Speak Intelligently About Everything That Matters* is that it makes you conversant in literature, art, philosophy, theater, and other essential subjects in just 208 concise, quick-reading pages.

You could probably read it in a couple of evenings, although when you sit down with the guide, you'll relish Mark's erudite and masterful lessons — and want to savor it more slowly.

But we certainly can and do guarantee that within 30 days or less, *How to Speak Intelligently About Everything That Matters* will raise your grasp of Western civilization's culture to a new level ... one at which you'll feel you can hold your own with anyone, in any discussion.

And here's how we make good on that guarantee ...

If you are not 100% satisfied with *How to Speak Intelligently About Everything That Matters*, simply send it back within 30 days. We'll issue a full and prompt product refund, no questions asked. And you'll still have all the wisdom and knowledge you gleaned from Mark's book — so you'll clearly profit no matter what you decide.



To request an examination copy of Mark Ford's *How to Speak Intelligently About Everything That Matters* on a 30-day, risk-free trial basis, call us toll-free at 866-879-2924 today. Or click below now:

**Order Now**

Sincerely,

A handwritten signature in black ink, appearing to read 'R. W. Bly', with a stylized, flowing script.

Robert W. Bly

P.S. Remember, examining *How to Speak Intelligently About Everything That Matters* for a full month in the comfort and privacy of your own home is entirely at our risk and not yours.

If you are not 100% satisfied with this guide to cultural literacy and the knowledge that matters most for any reason ... or for no reason at all ... just return it within 30 days for a full and prompt product refund. That way, you risk nothing:

**Order Now**

*How to Speak  
Intelligently About  
Everything That Matters*



By Mark Morgan Ford

## About the Author

*Mark Morgan Ford* started his first business when he was 11 years old. He's started dozens more since then. Today, he's a self-made multimillionaire many times over.

He's also a *New York Times* best-selling author, a successful business builder, a real estate investor, a movie producer, and a fiction and short story writer — among other things.



If his face looks familiar, it's because it is: You might know Mark by his pen name Michael Masterson, which he retired a few years ago.

Since 1993, he has been the chief growth strategist for Agora, Inc., international publisher of newsletters and books with revenues of over \$300 million annually.

Mark grew up in Brooklyn and Long Island, NY. He has a BA from Queens College, CUNY, an MA from the University of Michigan, and did Ph.D. work at Catholic University.

After college, Mark joined the Peace Corps and spent two years teaching students at the University of Chad in Africa.

Now that he's turned 60 years old, Mark focuses on growing his investments and writing, as the editor of *The Palm Beach Letter*.

He is the author of more than a dozen books including *The Pledge: Your Master Plan for an Abundant Life* and *Power and Persuasion: How to Command Success in Business and Your Personal Life*, both from John Wiley & Sons; and a poetry collection, *Back and Out Again*, from Cap & Bells Press.

## Meet the Contributors

*Andrew Ford* is Professor of Classics at Princeton University. He has a BA from Cornell University and a Ph.D. from Yale University.

*Martine Gantrel* is Professor of French Language and Literature at Smith College. She has degrees from Ecole Normale Supérieure and the Sorbonne.

*Roger Hurlburt* was a columnist and fine arts critic for the Fort Lauderdale Sun-Sentinel for more than 20 years. He has been Professor of Art History at Florida Atlantic University since 1978.



*Tom Morris* is a public philosopher, Chairman of the Morris Institute for Human Values, and author of 20 published books, including *True Success*, *If Aristotle Ran General Motors*, *If Harry Potter Ran General Electric*, and *Philosophy for Dummies*.

*Stefan Schmidt* is an Adjunct Professor at North Carolina State University. He has a Ph.D. in Electrical Engineering and has authored or co-authored more than 10 international conference papers.

What Readers are Saying ...

### What Readers are Saying ...

"Mark Ford has taken a \$250,000 liberal arts education and packed it into a 208-page book with a cover price of \$35. If you're a guy like me—a guy who slept during English Lit, dozed off in philosophy lectures, snoozed his way through art history seminars (and that was my major!)—this handy book will keep you from looking like a dummy when someone says *sine qua non* at a cocktail party, refers to the *zeitgeist*, or says your child's fingerpainting reminds him of Pollock. (That's a compliment, by the way, not a Polish joke). My advice? Give your college-bound kid a copy of this book and put \$250,000 in the bank for your retirement!"

-- Richard Armstrong, author "God Doesn't Shoot Craps"

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