



## **DICORTE'S EMPORIUM LTD**

Office: 715 New Dallas Hwy • Waco, Texas 76705 • Phone (254) 799-5390

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To Whom It May Concern:

In 1970 I completed the 'Dynamics of Personal Motivation' program. At the time I was working for Success Motivation International as part of their artwork team. The program motivated me to start looking at my own potential for growth and begin working on the dreams I had for my life. My whole perspective changed. I began looking at the people around me and couldn't understand why they weren't as active as I was.

Before joining SMI, I had worked for several large companies such as Collins Radio and Texas Instruments. Now, I know I was searching for a direction to go with my life, but I was disoriented and could not seem to focus on any one direction.

My father was a very successful businessman and was about to open his second retail package store. He wanted me to work along with my brother to help manage the new location. A few years after we opened the store, my brother and I bought that second location. It was about twenty-two years later working with my brother that I felt stifled. I could not make decisions on my own without consulting him. It was the entrepreneurial spirit within me that made me seek out new opportunities. In 1996 my brother and I split up our partnership and I struck out on my own. In the agreement of our separation I was to get the first and very old location, my brother got the newer and larger second location. However, I saw the potential that was waiting for me and agreed to the deal. By 1998 I had demolished the old building and replaced it with a new beautiful retail store. I recently opened a second location and I am now living in a new half million dollar house. It amuses me to think that when I first began my career I was living in a \$12,000 house and had few other possessions.

The power of the SMI program was in its ability to get me to see and use more of my potential. I developed a success consciousness and the courage to take action to turn my dreams into reality. Everybody has an opportunity in their life to make things better. Recognizing that opportunity when it comes along and acting on it with a positive attitude is not a God-given talent. I would recommend that anyone who wants more out of life and wants to put their creativity to work to create concrete results should invest in a SMI program.

Sincerely,

Frank W. Dicorte, President of:  
Dicorte's Spirits, Wine & Beer Emporium, Inc.  
General Partner of: Dicorte's Emporium, Ltd.