



**A bit disappointed with conventional creative-thinking methods?**

## **"ASIT, A Revolutionary Creative-Thinking Method, Will Lead You Step-by-Step from Deadlocks to Breakthroughs"**

Boost your **creative thinking skills**, advance your career and improve your financial standing.

Join the **Ford Motor Company, Intel, Motorola, LG**, leading universities and others who already practice creative thinking using **ASIT** to **invent on demand**.

All this can be done in the comfort of your office or home with our unique ASIT online courses!

Read on to learn more about the exciting **ASIT** method and how **you** can learn it and use it to generate ideas that will make everyone say:

**"Wow! Why didn't I think of that?"**



[Click here to view a short video showing you how ASIT can be used to solve tough problems and to find amazingly simple and creative solutions.](#)

Note: Clicking on this link will open a new window. When you're done, close the window to continue reading from this point

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Hi! My name is Dr. Roni Horowitz. Back in 1980, when I was studying

aeronautical engineering, I became interested in finding a real effective creative thinking method that would help me achieve my professional and personal goals.

I read every possible book and took every possible course, but I couldn't find what I was looking for, until I came across the "**Systematic Inventive Thinking**" course 13 years ago.

This course taught a method called TRIZ. I enrolled immediately and from the first lecture I knew...

**...this was the method that I'd been looking for!**

I loved the TRIZ concept and was amazed by the **creative solutions it helped me find.**

When I started teaching TRIZ a few years later, I began to notice many ways in which TRIZ could be improved to become even more powerful and much easier to learn.

I decided then to dedicate my Ph.D. studies to improving and simplifying TRIZ.

And the result is here in front of you - **a brand new thinking method called ASIT** (Advanced Systematic Inventive Thinking)!

### Join our unique newsletter

This unique weekly newsletter brings you interesting stories of ASIT application, ASIT puzzles, ASIT jokes and anecdotes and even some philosophical thinking on creativity and problem solving

Your Name:

Your E-mail Address:



We wouldn't think of letting anyone else get their hands on your e-mail!

## **Learn ASIT and you'll be able to.**

- ✓ Solve problems and invent new products in a way you never thought possible
- ✓ Become a serial producer of bright ideas
- ✓ Gain an unfair advantage over your competition
- ✓ Be a part of a vibrant, intelligent, creative community that thinks like you
- ✓ Teach others (including your kids!) how to become more creative
- ✓ Win the admiration of your colleagues, superiors, and subordinates
- ✓ Improve your quality of life by injecting creativity into everything you do

## **Because ASIT is...**

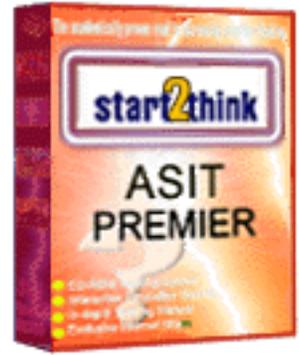
- ✓ academically proven: empirical tests have shown dramatic improvement in the capability of solving problems creatively
- ✓ used by leading companies such Ford, Intel, Motorola and FedEx
- ✓ a fully credited academic course at several universities (yes, assignments and exams and all the good stuff)
- ✓ Unlike brainstorming, lateral thinking and mindmapping, ASIT is a highly structured step-by-step method

## **Your ASIT starter - the "ASIT Premier" course**

Now that you've seen how **ASIT** can help you achieve your **creative goals**, you'd probably like to know how to learn **ASIT**.

That's the easy part! **Invest only \$ 29** and sign up for our **ASIT Premier** course.

ASIT premier is a 70-minute multimedia course consisting of 15 chapters **packed with ASIT theory and instructive case studies**.



On completion of the course you'll be able to **start using ASIT to creatively solve your own problems** or to help others solve theirs.

Because **ASIT** is such a unique approach to creative thinking it requires an extraordinary medium to teach it.

That's why only the best multimedia talents have been chosen and have worked for six months (enjoying every minute!) to provide you with this **exceptional course**.

And you're only **minutes away** from indulging in our amazing creation!

Interested?

Don't miss our **FREE demo** presenting the first three chapters of the course and a summary of the rest. **Turn on your speakers and...**

[Click here to view a FREE DEMO of the ASIT Premier online course.](#)

Note: Clicking on this link will open a new window. When you're done, close the window to continue reading about your bonus.

Once you receive the access code to the **ASIT Premier** course you can enjoy **unlimited online viewing**. You can also enjoy a fully downloadable version of the course to view it **comfortably from your desktop or laptop** without having to connect to the Internet.

**This is what other people have to say about the ASIT Premier course**

**The ideas and methodologies of ASIT are very intriguing.** Overall, I am impressed and can see where **these techniques could be readily applied in my job as a software development manager.** I could feel the juices flowing as I went through the introduction. Good stuff.

Robbie Hughes  
FedEx Services, IT  
Manager of Enterprise Server Development

Zipatoni is known for its breakthrough creative thinking for our clients. We are always looking for ways to get smarter, sharper, faster. **ASIT is the sharpest thinking I've seen in a long while;** the principles serve as a roadmap and a shortcut to better solutions.

Jim Holbrook, CEO  
Zipatoni, Marketing Agency  
[www.zipatoni.com](http://www.zipatoni.com)

You've created flowcharts galore, mapped the last neuron in your mind, brainstormed your brains out and are still without a workable solution to your latest problem or challenge?

If that sounds familiar than **you MUST get your hands on this course on ASIT.**

**You will experience one "A-ha" moment after the other** as crystal-clear examples demonstrate the principles behind this revolutionary thinking method.

I view **ASIT** as a blueprint to guide and structure the thinking process, literally "**forcing**" me to come up with solutions to problems. On top of it - most of the time **those solutions are not only workable but are elegant and creative as well.**

**Professional or personal settings, ASIT works.**

Marko Zirkovich, USA

Searching around on the Internet for some **user-friendly practical tools** that one can use to increase their **creativity** - I stumbled across **start2think - what a find!**

As an occupational Psychologist that helps people and organizations to increase their intellectual capital **I am always on the look out for new techniques** that allow people to think more and find 'effective surprises' to business solutions. I have used these and similar techniques in workshops and in one to one coaching sessions for years, **but never found a website that pulled all the thinking together and takes you through it all in an interactive learning experience.**

I do find that some people take to the new way of thinking quicker than others and some need to be warmed up (personality at play here) - but when people are in the flow - they amaze themselves with what they can come up. And the same goes for me too. I was struggling with a name for a workshop that we were running and we needed to create a powerful hook with the title - one that sparked off some interest. **Using ASIT's division method** allowed us to create a real snazzy title that looked right, sounded good and moreover the client loved.... thank you!

David Langdon  
Business Psychologist  
[www.nicholson-mcbride.com](http://www.nicholson-mcbride.com)

**Using ASIT can bring about surprising results even for the most difficult problems:**

The ASIT technique is terrific; it also helped me to solve two problems. One of them was something we needed to do and had **no idea how to do it**. We tried to do it during the whole month without success. Then, **following ASIT principles**, I thought about a solution that does not involve any new technology and which is very close to the problem itself. **The solution was so simple that I laughed for an hour** - it took only 10 minutes to implement and the most important thing ...IT WORKED!

Vlad Azarkhin  
Software Development Manager  
RANSYS Ltd

I am an entrepreneur and inventor with products developed and sold in more than 40 countries.

Over the past 20 years, I have searched for, studied and applied the best creative methods that I could find. Recently I obtained **the ASIT Premier Course**. After having studied the course I realised that it offers **a unique, enjoyable and powerful method towards problem solving**.

**It works!** Shortly after receiving the course, **I was able to quickly and effortlessly solve a number of complicated problems** whilst simultaneously achieving a highly lucrative breakthrough innovation. Subsequently **I repeated the process a number of times with great success**.

The ASIT Course represents **excellent value for money**. In my experience, the results achieved far outstrip the relative low cost of the course.

**I would strongly recommend the ASIT Premier Course** to anyone seriously interested in problem solving and breakthrough innovations. For me, it led to a profound paradigm shift in my view towards problem solving and creativity.

W.J. van Straaten.  
CEO: Novacor (Pty) Ltd.; Inventec cc.  
Rep. of South Africa

I had a very important goal of restructuring our finance department. We were experiencing **certain difficulties** that we recognized as symptomatic of a structure that did not support the tasks and responsibilities of the department.

Because of the diversity of the companies, **I wanted us to be very creative and come up with something very original and innovative**.

That's when I stumbled across the **start2think website**. I was intrigued by the Tony the Fish exercise, so I signed up for the course. **The money and time investment was modest. The results, however, that we achieved are phenomenal**.

Thank you for developing this course and making it available on the Internet. **It is an extremely powerful problem-solving tool, and I highly recommend it**.

**Keep up the great work!**

Marcia Futter  
Finance Manager  
Essex Chemie AG (part of Schering-Plough Corporation)

I cannot thank you enough for producing the **ASIT Premier** course. It has proven to be **invaluable to me as a computer consultant** and enabled me to find better solutions for my clients.

**I have recommended it to all my clients**, and I know that if they take the time to watch this course they will find it just as rewarding as I did.

I have looked at many books and articles on problem solving but I have always found them too esoteric or academic for my tastes. Your course was challenging yet it wasn't too cryptic. I am sure that anyone with a high school education and a desire to learn **will get the full benefit of this course**.

Paul G Carter  
[www.pcsupportforyou.com](http://www.pcsupportforyou.com)

## Order the "ASIT Premier" course **NOW** and get these special **FREE Bonuses**:

### 1. The "Introduction to ASIT" E-book

The **ASIT Premier course** will most definitely stir up a desire to learn more about ASIT, and this is exactly where the e-book comes into the picture.

The e-book consists of 11 chapters and **95 pages** of theory, examples, case studies and thinking challenges, many of which do not appear in the ASIT Premier audiovisual course.

The e-book is a **friendly and enjoyable** read written in a discussion format addressing you, the reader, personally!

### 2. ASIT Techniques - Volumes one two and three

A collection of amazing ASIT stories, puzzles and case studies.

See how one company, after just **two hours of ASIT**, found ways to increase their profits by **a few million dollars!**

Download these 3 magnificent 60 page e-books (180 pages altogether), grab a beverage of your choice, and settle down to read the 30 eye-opening stories, each illuminating a different aspect of ASIT.

These volumes will help you get a better understanding of ASIT and how you can use it to solve your own problems.

## Order your ASIT Premier course NOW!

Your investment in the full "**ASIT premier**" course is only **29\$**.

Now it's a perfect time to order your course. **Simply press the ORDER button below** and you will be transferred to our secure credit card billing service **clickbank.com**.

After completing the payment process at clickbank, you will be transferred to a new page where you will get the web address and the password for the online course as well as the link to your download version of the course and your bonuses.

### Try it risk free!



We're positive that you'll benefit immensely from this course. But should you, for any reason, feel that you did not benefit from the course as much as you expected to, no hard feelings. We'll simply give you a full refund, **no questions asked!** so you really have nothing to lose.

**You can start learning ASIT in less than a minute from now!**



**[Order the ASIT Premier course through our secure service ClickBank](#)**

Wishing you an enjoyable learning,

***Dr. Roni Horowitz***

If you have any further questions, I would be more than happy to answer them. Just send an e-mail to me, Dr. Roni Horowitz, at

[Roni.Horowitz@start2think.com](mailto:Roni.Horowitz@start2think.com)

You can also call us at 972-3-7510044 or 972-52-551076

Companies interested in special prices for unlimited "site license" (to current and coming products) please contact us.

**Your first ASIT challenge - Save Tony the fish!**

Start2think

Dov Fridman 10  
Ramat Gan  
Israel

