



Tony Quinn

FROM two imposing Georgian buildings on Dublin's Eccles Street, Tony Quinn's so-called Blueprint for Living is operated, offering classes in yoga, keep-fit, dieting, etc. However, these days you will not find Tony Quinn in Eccles Street, nor in his impressive Malahide pile. His booming business has led to tax-exile status for the former Mr Ireland and a life in the Caribbean sunshine where punters pay big money to visit him and learn his secret route to happiness. The man who trained Steve Collins to win a world boxing title in Millstreet is now in a heavyweight league all of his own.

There are two sides to Tony's business, both of them lucrative, although one has a more public face than the other. Up front is the Tony Quinn Health Centre operation which broadly encompasses the Eccles Street gym and 12 health store outlets around the country. Through these, Tony sells his array of life-improving products: videos, CDs, vitamin supplements and diet products. The other, more glamorous but low-key arm of the TQ empire is the off-shore life improvement "Educo" seminars which involve personal sessions with the great man.

Quinn has been making so much moolah that he has moved his business off shore and operates out of Jersey while living in the sunny Caribbean. Not surprisingly, tax-exile Tony's name is pretty scarce on any paperwork in Ireland and the various health stores around the country – Dublin, Cork, Galway, Dundalk, Kilkenny, etc – are actually franchised operations which pay for the privilege of using the high profile Tony Quinn name. As franchiser, Quinn would receive a relatively modest take from these operations but profits from the individual TQ products sold there have made him a very wealthy man.

Many of these dietary supplements are imported to Dublin via Jersey which presumably helps minimise any tax implications. They all bear the Tony Quinn logo although obviously are sourced from a variety of suppliers and Tony is naturally anxious that his customers retain brand loyalty, warning against mixing and matching elsewhere. For example, his *Weight Loss Guide* notes that many of the products sold in the TQ stores are exclusive to the Group and often made to its formula: "Genuinely, we have often tried apparently similar products and not obtained the same results. Please don't take any chances – make sure that you are getting the right products ... A simple example: we mention the value of liver supplements in our other booklets, yet one of the most widely sold in this range consists largely of sugar".

Tony Quinn is a valuable brand and promotion of the name and products through his *Blueprint for Living* publication is relentless. The current issue features stories on getting in shape, hormone replacement therapy, arthritis, mood changes, and tanning – all of which push TQ products. The *Blueprint* has been around for many years and many of the popular

features crop up all the time, including the "Educo Postal Request" whereby readers are asked to send in a recent photo and £25 per month (or £40 for a family), listing a specific goal they wish to achieve. In return, they receive information on how to apply their own minds while Tony Quinn (somewhere in the Bahamas) and his right hand woman in Dublin, Aideen Cowman, "apply our minds to the request for a successful outcome".

Apparently it works and *Blueprint* has



Tony Quinn

plenty of readers' testimony to that effect (eg "my husband's business is really booming and he's also stopped smoking. I am much happier in myself and lots of things are turning around for me and my family" – Mary, Cork). £25-40 a month is more or less the going rate in TQ's book. For example, weight loss products (Amino-Or and Amino Energise) will set you back £30 per month while the much vaunted Life Extension Mix works out at £34.50 per month. The mix is promoted in TQ's brochures by one Bob Delmonteque who, despite his name, is not a cabaret entertainer but a remarkably fit-looking 81-year-old doctor who claims to have trained the erstwhile stars of Hollywood (including Rita Hayworth and Clark Gable). Quinn met him in the Bahamas and the two teamed up to promote their videos, supplements, etc.

Like all the best gurus, Tony Quinn

inspires loyalty and his core team in Ireland are all old hands who have been with him for over 20 years. These include the likes of osteopath, Martin Forde and his wife, Margaret, a holistic psychotherapist. Aideen Cowman – who runs relaxation classes in Eccles Street – and Hughie Chambers are also lifers with the latter now living in Quinn's magnificent Martello Tower in Malahide, the setting for the annual TQ Christmas bash. This is the only time you can be sure Tony will be in the country.

Although only 31, Dave O'Connor has been with the TQ operation for over 12 years and asked questions from the audience when Quinn appeared on the *Late Late Show* a number of years ago to demonstrate his powers. O'Connor is listed as a director of Tony Quinn Health Centres Ltd (accumulated losses at October 4, 1998 of £120,000) along with Colette Melia and accountant, Bernard Le Claire. However, Tony himself is not a director here and the only place he crops up as a director in Ireland is in a non-trading company, Educo Ltd, where his fellow director is listed as Margaret Forde.

Le Claire is based in St Helier, Jersey, which is also the address of Quinn's own company, Baringo Ltd. Another Jersey company with which Quinn is closely associated – as a consultant rather than director – is Human Potential Research Centres Ltd, which organises the low-key seminars in the sun from which Tony has been raking in really big bucks for the last four or five years. These seminars are handled in Dublin by Colette Melia and one-time electrician, Tony McKenna, who runs the Tony Quinn gym in Eccles Street.

What is interesting about the personal Tony Quinn seminars is the manner in which they are sold. Unlike the myriad of TQ "mind power" courses which take place almost weekly around the country, but which are taught by Tony's acolytes rather than the man himself, the off-shore seminars are not promoted at all in the national and local media. Nor are they advertised in his *Blueprint for Living* publication where you can find the price of everything from a bottle of Brian & Muscle Complex (£29.90) or Bob Delmonteque's *Secrets of a Long Life* video (£34.50) to a course in psychotherapy with the so-called Irish Health Culture Association (£1,050).

However, *Blueprint* does include acres of gushing prose about Tony Quinn's fabulous lifestyle in the Bahamas – Paradise Island no less – along with photos of yachts, catamarans and cruise ships "docked in this highly favoured destination of the rich and famous". The text accompanying these colourful holiday snaps is made up of lengthy interviews with a sun-tanned Tony

in which he outlines his philosophy – “Q: How would you describe yourself? A: In many ways a philosopher” – and sells his “unconscious attention” (UA) seminars. UA is something Tony discovered when “working with a university [no name provided]... for this I received my Master of Science degree”. According to Tony, his techniques have proved successful and “people who have come to my seminars are now using more of their minds to a point where their living is almost effortless”.

However if you are interested in learning more about these “Educo” seminars (eg the price) there is no coupon to fill out among the glut of BUY THIS NOW! offers which litter the pages of *Blueprint*. Instead, you have to make a personal enquiry which leads to a very, very hard sell by Tony’s Dublin office. The sales pitch has to be hard because the price for a two-week seminar in the sun (economy flights, twin-room sharing) comes in at a whopping £15,000. So far this year, there have been three such seminars, including one to Egypt.

Most of the sales, however, come through existing seminarians anxious to get their money back and, according to the Educo booklet given to potential customers, “on completion of the seminar – held in some of the most beautiful places on earth – there is a unique financial opportunity available”. This refers to a commission scheme whereby the signing up of a new £15,000 customer generates a £2,000 cut for the person who made the introduction. If the newcomer subsequently sells a trip to a third party, the original agent receives a further £1,000.

From the original 15 who went on the first seminar in the Bahamas a few years



Aideen Cowman

ago, the number of sun-tanned Tony Quinn disciples has grown to almost 80 today and Tony hit the jackpot last month when over 70 fans travelled to Egypt for a two-week seminar at £15,000 a pop. Even conservative costings suggest a profit here of over £3/4 million. Next month, a smaller group will travel to Paradise Island for their session.

The £15,000 price-tag is by no means top of the range. Some punters have parted with £50,000 each for smaller more concentrated seminars and Tony even offers a one-on-one sun session for a cool £100,000. Apparently, this kind of money has indeed changed hands and in one seminar booklet which Goldhawk has seen, it is stated that “private clients have paid £100,000 for this knowledge”.

Certainly, Quinn is not worried about appearing greedy and his publicity machines has pointed out that “Tony Quinn is the highest paid person in his field in the world today” which would explain why boxer, Steve Collins, told the High Court

three years ago that he had paid Quinn £360,000 for his services. Of course, Tony got far more than money from his relationship with the world champion and the publicity associated with Collins’s title fights proved invaluable to Tony and led directly to the establishment of his lucrative sunshine seminar scheme.

While Tony Quinn did turn Collins’s career around with a tough training regime and strict diet, the media focus was on the mental aspect of the WBO world title victory over Chris Eubank in Millstreet. But was it a case of mind power or mind games? Tony Quinn would claim Collins’s mind was primed by him to achieve victory – and on the night, Eubank believed he was dealing with a hypnotised opponent. In his autobiography, Collins quotes Quinn as telling Eubank that “I’ve ensured Steve will not feel any pain”. However, the Irish boxer goes on to say: “On the way back to the safe house, we rolled around with laughter. ‘We’ve fooled him,’ I told Tony. ‘We’ve fooled the poser.’”

Not surprisingly, the relationship between Quinn and Collins didn’t survive the boxer’s dismissing of Tony’s super powers but the worldwide publicity generated by the two Collins-Eubank title fights has presumably helped make up for any subsequent lack of promotion by the Irish pugilist. Paradise Island is a long way from Quinn’s Arbour Hill childhood cottage home and the man who won 12 titles, including Mr Ireland and Ireland’s Best Physique, is in his best shape ever, financially speaking.

Bookings are now being taken for next month’s trip to the Bahamas for anyone interested in “the secret to happiness”.



PRAYER & POSITIVE THINKING REQUESTS

Make your request for Success, Health, Healing, Self & Life Improvement

Name of Person for whom Request is being made

..... Age

Does the person know of this Request?

Details of Request:

.....
.....
.....
.....
.....

Your Name (Block Capitals Please).....

Correspondence Address:

.....
.....

Phone Number Date

The charge for Postal Requests is £25 per month for an individual or £40 for a family. We work on all requests on a daily basis for the full month. All requests are treated in strictest confidence. Cheques and Postal Orders should be crossed and made payable to: Tony Quinn Centre. Please enclose a photograph if possible, (non-returnable).

Post to: Tony Quinn Postal Requests, 66 Eccles Street, Dublin 7. Tel. 8304211



REQUEST & REPORT FORM

Date:.....

PERSONAL DETAILS:

Name:..... Tel.....

Address:.....

Date of Birth:..... Occupation:..... Married/ Single.....

Request:

Large lined area for writing the request.

Reports:

Please write in detail any changes that occurred. Include degree of improvement in your physical condition, energy, sleep, mental state, ability to cope, home life, relationship, diet, or other relevant factors.

DATE

Lined area for the first report.

DATE

Lined area for the second report.

TONY QUINN'S

POSTAL REQUESTS



ACCESS > **66 Eccles St., Dublin 7**

Tel. 8304211

1998

Dear

Thank you for using "Postal Requests".

Tony and I have been working on your request daily since the

If you would like us to continue working on this request, or if you wish to make another one, you can renew by completing the details below and returning this letter to us.

With very best wishes,

Aideen Cowman

for Tony Quinn

REQUEST FROM :

Details :

FEE ENCLOSED : £ _____

DATE : _____

HEALTH • SELF & LIFE IMPROVEMENT • HEALING

TONY QUINN'S

CONTACT HEALING



SUCCESS • 66 Eccles St., Dublin 7 • BUSINESS

Tel. 304211/301154

PROGRESS REPORT

NAME: WEEK No.

REPORT:

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.....

DATE: Signature:

Residential Seminars Application Form

Name: (Mr, Mrs, Ms.)

Address:

.....Tel No:

I enclose - Cheque

Bank Draft

For IR£15,000 (fifteen thousand pounds) Payment in full

I hereby consent to the filming and/or recording of my participation and attendance at the above seminar and the use thereof in any manner deemed appropriate by Human Potential Research Ltd.

I agree to attend all activities unless otherwise directed by the seminar organisers.

I have no knowledge of any physical or mental impairment that would be affected by my participation in the seminar programme.

Please note that :-

- Participants attend the seminars entirely at their own risk. Human Potential Research Ltd. accepts no responsibility whatsoever for any personal injury, loss, damage or expenses incurred by any participant while attending the seminar.
- The fees are non refundable.
- Optional insurance for cancellation and curtailment is available at a cost of IR£210 per person. Please read attachment and tick the appropriate box.

YES
I would like insurance

NO
I would not like insurance

SIGNATURE: DATE:

AGREEMENT FOR ENGAGEMENT OF INDEPENDENT AGENTS

THIS AGREEMENT made the day of 1998 between Human Potential Research Seminars Ltd with its registered office at 23 Pier Road, St. Helier, Jersey, Channel Islands (hereinafter called "the company") and _____ of _____ (hereinafter called "the agent").

WHEREAS:

- A. The company is the promoter of Educo Seminars.
- B. The agent wishes to promote the aforesaid seminars in the Territory.

NOW IT IS HEREBY AGREED AS FOLLOWS:

1.0 DEFINITIONS

In this Agreement the following words and expressions shall have the following meanings:

1. "Educo Seminars" means the seminars conducted by Tony Quinn in the Bahamas or such other locations as may from time to time be selected by the company.
2. "Territory" means the Republic of Ireland.

2.0 CONSIDERATION

2.1 The agent undertakes to promote the Educo seminars in the Territory or such territory as the company may specify from time to time. In consideration of his/her services the agent will be paid a fee to be calculated by reference to the table at Schedule 1 to this contract. The table may be amended from time to time at the discretion of the company. The agent will be given three month's notice of any proposed amendment.

2.2 The agent will receive a monthly statement showing the fee due to him/her and this will be paid within 30 days of the end of each month. Payment will be made to a bank account nominated by the agent and will be inclusive of any applicable VAT.

2.3 The agent will agree that the fees payable will not be increased in respect of work carried out on bank holidays, public holidays, Sundays and other statutory holidays.

3.0 TRAINING AND ASSISTANCE

3.1 The Company will provide initial training at no cost to the agent in relation to the promotion of the seminars.

3.2 The company will from time to time introduce marketing initiatives for the purpose of maintaining and improving the services it provides. The agent undertakes to participate in any such marketing initiative at his/her own cost. In addition, the agent will be required to attend a minimum of one Educo seminar in every period of twelve months beginning with the date of this Agreement. The agent will be responsible for his/her costs (currently IR£15,000) in relation to attendance at each seminar.

3.3 Where appropriate, the company will supply to the agent such documentation and other literature as is necessary for the promotion of the company's services and the agent will be required to distribute such documentation and literature in a manner acceptable to the company.

4.0 RELATIONSHIP BETWEEN COMPANY AND AGENT

4.1 The agent is and will remain an independent contractor, and will not at any time be considered an employee of the company nor will the agent hold him/her self out as an employee of the company. The agent will at all times be responsible for meeting his/her tax and Pay Related Social Insurance obligations.

4.2 The agent has no authority and will not hold him/her self out as having authority to conclude contracts in the name of or on behalf of the company. The agent undertakes not to conclude any such contracts and will not solicit or accept any payment from potential participants. The agent undertakes not to promise potential participants that they will be accepted as agents or that they can expect to earn substantial income as a result of participation in the seminar.

4.3 The agent will be responsible for arranging his/her own transport, where necessary, for the purpose of providing his/her services under this agreement.

4.4 The agent will be responsible for meeting any expenses incidental to the provision of his/her services.

4.5 The agent may employ whatever staff is necessary to satisfactorily provide his/her service to the company. The agent will at all times be responsible for meeting the salaries, tax and social insurance requirements in respect of such employees.

4.6 The agent will indemnify the company against any costs, damages or expenses incurred by the company in respect of any loss, damage, expense or payment arising as a result of the agent's gross negligence or wilful misconduct, or that of his employees in the performance of his/her services under this contract.

4.7 Suitable insurance cover will be arranged by the agent in respect of public liability and in respect of employer's liability should this be appropriate.

5.0 TERMINATION

5.1 This contract will commence on the above date and will continue unless terminated by either the company or the agent by the giving of one month's notice in writing to the other party.

5.2 The agent will use his/her best endeavours and devote such time as is necessary to provide his/her services to a standard acceptable to the company.

5.3 Where the agent is unable to carry out his/her duties under this contract, for whatever reason, or if the company is not satisfied with the performance of such duties by the agent, the company may terminate the contract forthwith. This contract will likewise terminate forthwith if the sponsor fails to attend an EDUCO seminar within any period of twelve months as required by clause 3.2 unless the agent can satisfy the company that such failure was unavoidable.

5.4 Upon termination of this contract the agent will deliver up all correspondence, documents or other property belonging to the company without delay.

6.0 LEGAL RELATIONS AND SETTLEMENT OF DISPUTES

6.1 This contract embodies the entire understanding of the parties in respect of the matters contained or referred to in it, and there are no promises, terms, conditions or obligations, oral or written, expressed or implied other than those contained in this contract.

6.2 This contract is in substitution for all previous contracts, expressed or implied, between the company and the agent, which shall be terminated by mutual consent from the above date.

6.3 This contract will be governed by the laws of Jersey and the agent consents to the exclusive jurisdiction of the Jersey courts in all matters regarding it.

6.4 Any disputes between the parties will be settled by mutual agreement. Any disputes not settled by mutual agreement will be referred to arbitration.

All amendments or additions to this contract require the written consent of both parties to this contract.

7.0 EFFECTIVENESS OF THIS CONTRACT

This contract comes into force on _____

Date

Date

For and on behalf of the company

Agent

AGREEMENT FOR ENGAGEMENT OF INDEPENDENT AGENTS

SCHEDULE 1 - TABLE OF FEES PAYABLE

First Level: In respect of each participant of an EDUCO seminar directly referred by the agent.
This is the agent's First Level. FTG IR£1,000

Second Level: In respect of each participant directly referred by a person who is in the agent's
First Level. FTG IR£2,000

Each participant can only be referred by one agent who will be the person specified in the enrolment form signed by that participant. Payment will be made to the agent in Irish pounds to a bank account nominated by the agent.

Payment to the agent will only be made after the participant has paid the full enrolment fee for the seminar to the company.

In the event of termination the company will send a final settlement account to the agent within 30 days of termination. Notwithstanding termination, the agent will continue to be entitled to fees in respect of persons who became First Level or Second Level participants of that agent prior to the date of termination.