

Rick Beneteau



Rick and his father, Percy, had something in common: they were born musicians. Growing up in a home filled with music and the public's love of his Dad's piano playing, provided the young teenager with a valuable head start, and that led to his winning **Billboard Magazine's International Songwriting Competition** its first two years. As he continued winning international music competitions, music publishers and recording companies started picking up his material, and artists per: below cut his songs:

- **Tower of Power/Kenny G** singer, **Lenny Williams**;
- Latin sensation, **Wilkins** (produced by **Emilio Estefan** and **Jon Secada**) and
- The first **Star Search Grand Champion**, **Catte Adams** (produced by **Charles Calello** known for his work with **Engelbert Humperdinck**, **Juice Newton**, **Eric Carmen** and **Neil Diamond**) were recording his songs.
- He was also making regular trips to LA to cement publishing deals with people like **Michael Sembello** (Grammy-Award winning/OSCAR nominated singer-songwriter-producer of songs like *She's a Maniac*).

While pursuing his musical dreams, he was also working for the family business, eventually managing the four-store operation and finally purchasing the dry-cleaning company from his father.

Later, he sold his business to form a music production company and spent two years prior to the sale building a professional-recording facility in his home. And, the same month his production company launched, his marriage ended, and his studio and production company were lost in the process.

Devastated but undaunted, Rick led the starving-artist lifestyle while writing and producing three CD's. But by 1996, he was forced to end the first chapter of his music career, so it could be re-opened later.

In the meantime, he found the Internet and began using his entrepreneurial and creative skills to become a marketing *guru* (a term he always disliked) in the new medium. Today, many remember Rick as a master relationship builder who now affectionately call him, "***a grandfather of Internet marketing.***"



He published what was among the very first e-business newsletters and created the first info-product on article marketing as well as starting the Internet's first two-tier affiliate programs. Rick is credited

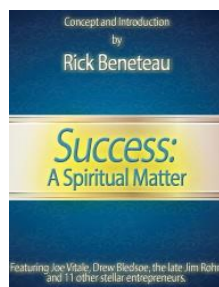
for being among the first marketers to employ the concept of Joint Venture Marketing, an online mainstay to this very

day. Rick's articles and personal quotations have been featured in countless Internet newsletters, magazines and printed books.

Rick consulted, coached and even launched many of today's top personal development, spiritual and Internet marketers.

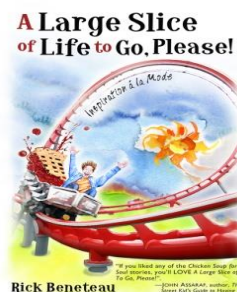
In 2001, he founded **The Internet Toy Drive**, that remained a 10-year online tradition and was sponsored by NFL star quarterback, **Drew Bledsoe**. Aimed at making sure no child was left without at least one gift

under the Christmas tree, Rick worked directly with the V.P. of Marketing for Toys for Tots as an official corporate sponsor of the **U.S. Marine's Toys for Tots Foundation**.



The tragic events of September 11, 2001 affected Rick so profoundly he decided to change direction from helping people build online businesses to simply *helping build people*. In his breakthrough eBook from 2002, **Success: a Spiritual Matter**, which bridges the concepts of personal and business success, and spirituality, Rick interviewed the late, legendary **Jim Rohn** and "The Secret" movie and book star, **Joe Vitale**, among many other notable entrepreneurs. Many say this publication is more valid today than 20 years ago.

In 2003, pre-publication of Rick's first print book, "**A Large Slice of Life to Go, Please!**" landed him the prestigious **Pinnacle Book Achievement Award** and many high-level endorsements. "The Secret" movie and book star, **John Assaraf** said this about the book: "If you liked any of the Chicken Soup for the Soul stories, you'll LOVE 'A Large Slice of Life to Go, Please!'" Readers can look forward to the launch of a much-expanded version of 'Slice' in 2023.





10
Million
clicks for peace

2006 saw Rick and Julian Kalmar founding the humanitarian project, **10 Million Clicks For Peace**, which helps to shelter and feed the world's forgotten 60 million war refugees and sponsor global peace education. No less an international celebrity than Nobel Peace Prize Winner, the late **Archbishop Desmond Tutu**, called it "a beautiful and remarkable concept." Other endorsers include spiritual icon, **Deepak Chopra**, as well as the grandson of Mahatma Gandhi, **Arun Gandhi**, and the founder of Chicken Soup for the Soul books, **Jack Canfield**, among many others.

Rick and Julian's domestic project, **The Giving Library**, has sent over 40,000 inspirational books to domestic-abuse crisis centers across America, to bring light and hope to victims of domestic violence.



Rick and Julian, after establishing 10 Million Clicks For Peace, went on to create an extension of their peace work, the deeply spiritual program, **Modern Day Mastery**, set to launch in mid-2023. The intense nine-month journey helps *transform people's lives with mastery so they in turn can masterfully transform the world*.



NOTE: In the spring of 2023, in light of the ever-increasing chaos and violence around the globe, Rick and Julian temporarily suspended operations and are now re-imagining the future role 10MC can play to create a more sustainably peaceful world.



Professional

In 2024, Rick signed a publishing agreement for a portion of his 24-year-old 'chart', The Legacy You Leave, to be used in an educational book for physical therapy students and physical therapists by McGraw-Hill. Rick is especially pleased that his words will be in front of medical professionals across the globe for years to come.

note: McGraw-Hill is one of the Big 3 educational publishers and the 8th largest book publisher in the world.



Coming full circle after an absence of three decades writing music, in 2025 Rick teamed up with his foremost songwriting partner, **Larry Thompson**, to bring to broadcast standards the best-of-their 1980's songs for film and television sync licensing.

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