

Motive

The hidden "motive" that proves Trudeau is innocent.

One of the most important questions to ask when evaluating the culpability of a defendant is "what was this person's motive to commit the crime"?

The government contended that Trudeau's motive was financial. The government argued that Trudeau purposely intended to misrepresent the contents of his book in the infomercials so that he could "sell more books and make more money".

The government's contentions were factually and demonstrably false.

By the time the infomercials in question were produced, Trudeau had already sold the rights to the revenues generated by the Weight Loss Cure infomercials. Therefore, the author did not stand to make a single additional cent, irrespective of whether the infomercials proved to be successful or not. To be blunt, Trudeau's financial standing would not be affected in any way by the quantity of books sold on TV.

The truth is Trudeau had NO motive to misrepresent the contents of his book. He did, however, have every reason to do the exact opposite. In fact, the author had an undeniable, overwhelming motive to accurately represent the contents of his book and to remain in 100% compliance with the terms of the Consent Decree.

Why?

Trudeau had every incentive to make the book another New York Times bestseller, because adding yet another convincing "success story" to his string of victories would further enhance the author's personal brand and image, and enhance the value of his name and likeness. At the time, it should be noted that the New York Times only considered copies sold via retail channels (and excluded infomercials) when tabulating its bestseller lists.

Therefore, Trudeau needed to have the people who purchased the book after watching the infomercial recommend it to others, so as to drive sales through retail outlets. Had Trudeau misrepresented the contents of his book, the infomercial would have failed to generate word-of-mouth buzz and recommendations, and the publication would not become one of Trudeau's NY Times bestsellers.

But Trudeau's book did become a bestseller, and it did so very quickly. The folks who watched the infomercials on TV and bought the author's book overwhelmingly loved it and recommended it to others. People who never saw the infomercials went to retail stores in droves to buy the Weight Loss Cure book, turning it into a bestseller in near record time.

This is the evidence that the government never wanted to see the light of day, because it would have established Trudeau's absolute innocence beyond a shadow of doubt. Judge Guzman summarily ruled the evidence to be inadmissible, due to purported "irrelevancy".

Critically, the government failed to produce even a single shred of evidence, be it written correspondence, witness testimony, or any other form of proof, to suggest or imply that Trudeau harbored an intention or desire to purposely misrepresent the contents of the book so as "to sell more books and make more money". The "theory" promulgated by the government was based on pure fantasy and speculation, and not at all burdened by the existence of corroborating facts and evidence.

The prosecution had in its possession over 100,000 of Trudeau's e-mails, including detailed discussions about the minutiae of infomercial production. The correspondence chain included Trudeau, the production company, the author's attorneys, and his staff. The government failed to produce even a single e-mail to demonstrate Trudeau's alleged profit-driven motive for purposeful misrepresentation of the contents of his book.

One would think that the government would be able to come up with at least one witness to testify that Trudeau had planned to misrepresent the contents of the book in the infomercials so he could sell more books and make more money. No such witnesses were ever brought to the stand, because none existed.

The fact is that Trudeau had already disposed of the rights to the Weight Loss Cure book, and was therefore not entitled to any part of the revenues generated by the infomercials.

Certainly Trudeau believed in the Dr. Simeons HCG Weight Loss protocol described in the book. Trudeau had followed the protocol himself and lost 45 pounds in 45 days. He wanted people to buy the book and enjoy the same astonishing results that he had experienced. Trudeau wanted people to buy the book so they could benefit from its contents.

However, Trudeau had decidedly nothing to gain by misrepresenting the contents of the book, and everything to lose.

It is undisputed that Trudeau had sold the infomercial rights to the Weight Loss Cure book to the company ITV. Therefore, Trudeau neither received nor was entitled to receive any compensation for the sales of the publication via infomercials. The author did not directly or indirectly receive any royalties, or any other form of compensation, for the sales of the book via infomercials. He did not receive "appearance fees".

Trudeau had no financial motive or incentive to "misrepresent the contents of the book". Period. Doing so would have ruined the stellar reputation that Trudeau had painstakingly established with his customers over the course of a thirty-year career. The goodwill that the author had earned with his loyal repeat customers would have evaporated in a flash had he misrepresented the contents of the book. The cornerstone of Trudeau's global business success and unprecedented longevity in an ultra-competitive industry was his honest and fair approach to customers, who rewarded the author with repeat business and word-of-mouth advertising.

Had the people who purchased Trudeau's book actually felt misled, their disappointment would have spelled financial suicide for Trudeau. In order to ensure that his future books also became bestsellers, Trudeau focused obsessively on total customer satisfaction.

Trudeau is a #1 New York Times bestselling author of six books, with over thirty million copies sold. No author can publish bestseller after bestseller if he misleads readers about the contents of the books in the advertising and promotional materials.

Trudeau's longevity and success have always depended on satisfied repeat customers, who would buy his future books and recommend them to others.

Trudeau's ONLY business motivation was to ensure that the people who purchased the Weight Loss Cure book were totally satisfied. This was also the ONLY way that Trudeau could benefit financially.

Trudeau appeared in the infomercials to increase the value of his personal brand, image, name and likeness. He wanted to make sure that the happy and satisfied customers recommended the Weight Loss Cure book to others, making it yet another New York Times bestseller.

Trudeau has always followed a strict set of business principles, which he enshrined as official corporate "policy":

- "In order to stay in business, we must deliver what we promise. In order to prosper in business, we must deliver more than we promise. Therefore we will always deliver to our customer more than we promise."

- "If our customers like our product, they will tell their friends, but if they don't like it, they will tell everyone! Therefore we will always do whatever it takes to make sure our customers like our product and are fully satisfied."

- "We have two basic rules. Rule One: The Customer is always right. Rule Two: If the Customer is ever wrong, refer to Rule One. Therefore, always do whatever it takes to make sure the customer is happy."

Trudeau's policies, which reflected his thorough and unyielding commitment to customer satisfaction, were not admitted into evidence by Judge Guzman due to purported "irrelevance".

If people disliked Trudeau's books, and if Trudeau "had misled people for decades with his advertising promotions", as per FTC's false allegations, it would have been impossible for Trudeau to remain successful for over three decades without being subjected to class action lawsuits and massive customer complaints.

The facts are clear and they speak volumes.

For more than thirty years, Trudeau's CUSTOMERS have been overwhelmingly satisfied with their shopping experience as well as the author's books. Any allegation to the contrary is simply unfounded, unsubstantiated, undocumented, and a lie.

To learn the truth about Trudeau, listen to the words of his customers - not the government.

The customers' actions as well as their statements prove that Trudeau is innocent.

Ed Foreman

Former US Congressman

EdForeman.com

EdForeman.com