



The Sunday Tribune INVESTIGATION

TONY QUINN, MEDICINE MAN

Do you want to change your life? Well, Tony Quinn will help you for just £15,000. And don't worry if you don't have the cash because he'll also help you to get that, too. In the first of a two-part series, *The Sunday Tribune* examines how his organisation operates and finds money to be a top priority

T DROPS through your letterbox a couple of times a year, along with all the unwanted flyers from auctioneers, Indian takeaways and late-night pizza joints. The first thing you notice is that vaguely familiar face that beams out at you from the cover - that long jaw, the neat beard, the dapper, cheeked smile and that oh so 1980s coiffure. "Dr Tony Quinn," it always says, "doctor of clinical hypnotherapy, Master of Science in psychotherapy."

Blueprint for Successful Living. Only good news, it promises. There'll be at least 30 photographs of people with chorus-line smiles. There's always an interview with the great one on the cover, which reveals a man not overly familiar with the concept of modesty.

Q: How would you describe yourself?

A: In many ways as a philosopher... What happened in my own case is that I spent so much time trying to learn the secrets of life that I began to have insights.

The good doctor is always involved in some ground-breaking research that's "causing a stir in scientific circles". In universities everywhere, academics are poring over his findings with barely concealed envy.

Q: Tony, you've just completed what has been hailed as ground-breaking research.

A: Yes, the study took place in conjunction with a university and under university research conditions.

The strange thing is that there's one thing that's never advertised among all the seminars, and ki-therapy courses, and successful living tapes, life-extension mixes, postal requests and slimming formulas that fill the space in *Blueprint*, because it is the one vehicle that has elevated Tony from being merely rich to being a multi-millionaire, living in the tax haven of the Bahamas, the "highly favoured cruise destination of the rich and famous," as *Blueprint* describes it so eloquently. We'll phrase it in *Blueprint*'s own inimitable style:

Q: How did Tony make his millions?

A: By getting hundreds of people to go on his Educo seminars at £15,000 a pop.

SOMETIME between the late 1980s and early 1990s, Tony Quinn - former apprentice butcher, former body-builder, former yoga guru - reinvented himself. Armed with his doctorate, and later his masters, he devised the "Educo" system, which he described as new mind technology. His "mind-training" of boxer Steve Collins when he became world champion gave the Educo system a huge - and continuing - advertising boost, though Collins wouldn't share Quinn's view of his role. "He was one of many people who helped me on the way. He was useful for a little while. I used a couple of hypnotists to help me focus. In my opinion, the best of them all was Tony Sedra," says Collins.

The connection did Quinn no harm. In the past four years, his courses have mushroomed from short local seminars to two-week courses in exotic climes, run on an almost monthly basis. In the same period he has built up a following of what may be thousands of supporters, some of whom believe him to be world's best life coach. An estimated 600 of these - some sources say many more - have gone on these £15,000 seminars, some more than once, where he promises to dramatically change your life by using "unconscious attention".

Quinn says he has developed a breakthrough system. He claims to be more than a new age or alternative therapy guru and can point to his qualifications, to his systems and theories which he says are validated by original research carried out in conjunction with universities.

However, an in-depth investigation by *The Sunday Tribune* (in conjunction with TV3's 20:20 programme) shows that Quinn's organisation is a business empire with financial priority using hard-sell techniques that push the concept



Harry McGee



Richard Oakley

of OPM (Other's People's Money) to its limit, and includes sell-on procedures that are designed to increase recruitment. The investigation also shows that some of his qualifications are not all they appear and the elements of the research and the theories he has built his system on have little scientific basis, according to two of Ireland's leading academics.

The one aspect of Quinn's organisation that is never advertised in his *Blueprint for Successful Living* are his seminars - the mainstay of his business for the last number of years. The basic one costs £15,000 for a two-week course held at a sunny resort. It is believed there are more expensive options where the customer receives one-on-one attention from Quinn. Representatives of Quinn say that the seminars are advertised within the organisation and that news of them is spread by word of mouth.

The Sunday Tribune, however, has for the first time secured tapes of what is said at these seminars and found them to be sold on a hard-sell basis. There is evidence that Quinn tells people, while under his influence at the seminars, that the best way for them to realise the life of their dreams is to sell his seminars to others. And it can be shown that whether or not you have the finance to attend is not a problem as Quinn's organisation can point you in the direction of someone who can lend you the money.

Money and the attainment of it is a factor of the recurrent themes of all Tony Quinn's seminars. You can get that sport's car, that holiday, those riches, that successful life you dream about, he promises. "Imagine the following ideal scenario," he says in one seminar. "You have left your penthouse on Paradise Island and you are out in your yacht on the bay. You are sitting with a group of friends and they are envying your lifestyle. They ask how you achieved it. You talk about the seminar and how you went from fixed to flow and self-expression, that the exciting adventures you are having since living outside of thought."

It's almost as if Quinn is describing himself. The man born in a small cottage on Arbour Hill in Dublin 55 years ago now lives in a luxurious mansion in the Bahamas, a tax haven. The company that runs his seminars, Human Potential Research Seminars Ltd, is registered in St Helier, Jersey and thus is not subject to Irish taxes.

A lifestyle like that of Quinn's is what he promises his followers. In a tape recorded at one of his seminars, Quinn, having put his audience in a relaxed state, tells those attending to picture an exotic island with a cave in the middle. He then tells them to go into the cave where they find jewels and riches. Listeners to the tape can hear hysterical calling out, loud laughter and shouts of joy from those at the seminar who are clearly under Quinn's influence. His talk is delivered in his slow voice and strong Dublin accent.

"And go inside now, go inside now and see this incredible treasure. Wow, look at that treasure, look at all those gold bars, aren't they beautiful, see all those jewels, wow, run over there and run your hand through all those jewels. And look as far as your eye can see, all that treasure, mountains of it, it's beautiful, wow it's beautiful. It is all yours. You are going to mine all of this. And it is unlimited and never ending," he states.

Not everyone who attends can easily afford £15,000, but it appears this is not an obstacle. Representatives of the organisation, in an interview with *The Sunday Tribune*, say it is often the case that people are advised to borrow money to go on one of Tony Quinn's seminars and readily admitted that they can point people in the direction of specific money lenders that have a working knowledge of Quinn's system.

"Look at it this way," says Martin Forde, a spokesman for the Quinn organisation. "What's it going to cost you to buy a car? What's it going to cost to take a year out and do a university course? Some of the guru business people, Tony Robbins for example, cost much more. The level at which it's pitched is comparable to all other