

If you sell a HIGH VALUE product or service, not reading this carefully may cost you a FORTUNE in missed sales over the next few months...

Shameless – Full Exposure – 100% Transparent Naked Persuasion...

**A transparent look at why engaging follow-up for
HIGH VALUE PROSPECTS is so important.**

Dear <NAME>,

Thanks for taking a few minutes to read this letter.

Let's get to it...

A few days ago, you received a Fed Ex package from Parthiv Shah with a letter titled **High Value Prospect Gold Mining**. You may have noticed the letter. You may have even read it.

The fast-forward, BULLET POINT version of that letter is...

- In any population of prospects for your product or service, the BEST high-value prospects, the ones capable of buying your premium offer right up front and doing far more business with you over time than others, are in the TOP 5% of your prospect pyramid.
- After the top 5%, the next 15% of your prospects are less affluent, and more price sensitive. With little disposable income, they are unlikely to spend much on anything. The remaining 80% have no disposable income, and are not good prospects, regardless of their need.
- For these reasons, not all customers or clients are of equal value to you. Some will spend far more up-front, and far more over time than others. And that means developing unique marketing, to engage the high-value top 5% of your total prospects, is just plain smart.

The Big Blunder Otherwise Successful Business Owners Often Make...

At Dan Kennedy's June 2018 event in Cleveland, Dan said the BIG MISTAKE, the TERRIBLE BLUNDER, smart business owners routinely make is...

Failure to IDENTIFY and aggressively market to HIGH VALUE customers or clients from the top 5% of their prospect-pyramid.

His main point throughout the event was, ALL PROSPECTS ARE NOT OF EQUAL VALUE TO YOUR BUSINESS. And that makes democratization of marketing dollars a mistake.

And that is why having a unique marketing campaign to attract the attention of and create engagement with your best high-value prospects, is just plain smart.

The letter went on to discuss a complete, DONE FOR YOU, high-value prospect marketing campaign Parthiv Shaw and I developed.

More on that later.

And now for the moment you've been waiting for...

Shameless – Fully Exposed – 100% Transparent Naked Persuasion...

The purpose of this letter is to GET your attention. HOLD your attention. Demonstrate the power of the written word. And to get you so interested in the High Value Customer Marketing Machine, you set up a short discovery call with Parthiv Shah to find out if it's right for you.

Of course, you know this.

You received this letter, because we consider you an IDEAL CANDIDATE TO BENEFIT from the High Value Client Marketing Machine.

Of course, you know this too.

But there's more here than meets the eye.

As I explain secrets of NAKED PERSUASION, with FULL TRANSPARENCY...

- **Imagine that instead of YOU reading THIS letter, imagine someone who is PERFECT for YOUR premium product or service reading YOUR letter.**
- Imagine 100 of your best high-value prospects giving YOUR SECOND LETTER, (*covertly about who you are, and how your product or service may change their life for the better*), their full attention, like you are giving this letter, right now.
- Imagine your delight if those prospects began to contact you to ask questions, and begin the process of becoming a high-value customer or client. Imagine that scenario playing out again and again.

With this in your mind...

Allow me to strip away pretense and reveal at least a few of the naked persuasion techniques you experience in this letter.

As we begin, please note;

You are paying attention. And '*paying attention*' is exactly what you want your high-value prospects to do when they receive your letters. You want them to NOTICE your letter. You want them to open your letter. And you want them to READ your letter, just like you're reading this one.

You find this message engaging. You know it's engaging, because you're reading it.

If it's so persuasive, you to drop everything, and schedule a call with Parthiv Shah right away, great! If not, no worries. Because either way, YOU ARE ENGAGED. And that's good! *Why...*

Because YOU, engaging with YOUR high value prospects, is the first step for YOUR high value prospects - to become YOUR best customers or clients.

And the right words on paper can create that engagement.

One more point, and this is a big one...

Between this letter and the first one you received, you know Parthiv Shah and I offer a unique product, (*High Value Client Marketing Machine*), which for the right business, has high potential to generate a flood of inquiries and sales over a short time.

You know the purpose of the product is to IDENTIFY your best high value prospects. And through a series of letters, CONNECT with them. DEVELOP A PRESENCE IN THEIR MIND. And get them so interested in what you do, they contact you with questions, or to just do business.

You know I've used this, ***Direct To Your Best High Value Prospect Strategy***, to generate millions in sales of everything from big-ticket professional services, including; medical, dental, legal, financial, and investments, financial newsletters, courses on day trading, access to membership sites, and products as diverse as industrial lighting systems that start at \$100k, and commercial real estate that had sit idle for years, I sold in 45-days.

And you know Parthiv did the list research, identified the prospects, and created a version of this strategy that generated something north of \$100 million dollars in sales for BMW, Mercedes-Benz, CVS Drug Stores, Schick, Rebook Shoes and other clients BIG and SMALL.

This is important to YOU because...

YOU want YOUR BEST PROSPECTS to know who you are. Know what you do. And know why your product or service is right for them. **And for that to happen, your letters must be engaging enough to GET and HOLD their attention.**

Why did this letter get your attention? Why do you find it so engaging?

Full-Exposure – 100% Transparent - Persuasion Secrets Revealed...

1. **The headline intrigued you.** Otherwise, you wouldn't read a word. Using a powerful headline that invokes curiosity is an effective way to get attention.

Imagine a letter to your best high-value prospects with a headline so intriguing, they simply cannot put the letter down without reading at least some.

2. **Stories create engagement.** The story about Dan Kennedy in the first letter, (briefly recapped here), is interesting to any business owner.

Whether you attended Dan's 2018 Cleveland event or not, if you know who Dan Kennedy is, odds are you are interested in what he has to say.

It's valuable to know Dan Kennedy believes the BIG MISTAKE smart business owners make is: *Failure to IDENTIFY, and AGGRESSIVELY MARKET TO HIGH VALUE PROSPECTS from the top 5% of your prospect-pyramid.*

3. **Valuable Content.** Most sales letters are not engaging. Most are all about the product or service. And all about how great the company is. *Who cares!*

Letters like that are DEAD ON ARRIVAL near 100% of the time.

This is different. The headline intrigued you enough to start reading.

And because you are smarter than the average business owner who spends every day kicking and clawing, and fighting their way up from the bottom of the ladder of success...

The promise to reveal the powerful persuasion secrets woven throughout this letter, ***so you can use those secrets to get a better response on your sales letters***, whether you work with us or not, has kept you engaged.

And that means, *with nothing more than words on paper*, I captured your attention, and by delivering a valuable message, earned your engagement, which is why you are reading.

And that's what you want when your best prospects read your letters.

You want to make an impression. You want your prospects to pay attention. You want them to know who you are and why your product or service is so valuable to them.

And whether they do business with right away or not, with more contact, you will have ***top of the mind awareness*** with your best prospects. You will have a rent-free room in their mind. And they will feel like they know, like and trust you, even if you've never met.

And we love doing business with people you know, like and trust.

4. Feels like a conversation with a friend. There's no hard sell here.

If the High Value Marketing Machine is right for you, great. You'll let us know. We'll answer your questions, read Dan Kennedy in on everything. And get started.

Either way...

...You have actionable ideas you can use to connect with your best high-value prospects, and ramp up sales, whether you work with me and Parthiv or not.

Why such an easy touch?

In a word, persuasion.

You want YOUR high-value prospects to KNOW, LIKE and TRUST you. And a sales letter that sounds LESS like a sales letter, and MORE like a conversation with a friend, builds rapport, and makes you feel like we know each other, even though we've never met.

And that's what you want your high-value prospects to experience when they read your letters. You want them to feel like they're having a conversation with a friend.

5. An INSIDER point of view. This letter could have been about how great the High Value Client Marketing Machine is.

It could have discussed how the marketing assets we create for you have a LONG LIFE, and how they may become your *most effective marketing tool* to generate sales anytime, for years to come, with few if any changes.

I could have given you case studies and examples, one after another, of multiple high-value client marketing campaigns Parthiv and I individually and as a team, custom-designed for clients; campaigns that generated millions in sales, and for some, lasted for YEARS.

I could have impressed you with that.

But no...

Instead of all that, you get something far more valuable.

You're getting an INSIDER VIEW of persuasive devices you can use to get a higher response on sales letters going to your high-value prospects.

And that makes this letter a peek behind the curtain, *a valuable insider view of how a pro can get a good result, while others stand clueless on the sidelines.*

Now for the rest of the story...

The rest of the story is short and to the point.

If you sell a high-dollar product or service, *and want to FIND and CONNECT WITH and DO BUSINESS WITH prospects ideal to benefit from what you do, and who can easily afford to do business with time and time again...*

The High Value Client Marketing Machine may become, MOST VALUABLE MARKETING ASSET you will ever have.

The High Value Marketing Machine is the PERFECT TOOL to;

- 1) CONNECT WITH YOUR HIGHEST VALUE, TOP 5% OF THE PYRAMID MOST AFFLUENT PROSPECTS;
- 2) Get good prospects to contact you essentially ready to do business. Add up to six-figures or more to your sales revenue faster than you may think possible, and;
- 3) Give yourself a powerful LONG-LIFE MARKETING ASSET you can use to reach high value prospects again and again.

The High Value Client Marketing Machine is a PROVEN, SYSTEMATIC WAY to connect with the top 5% of your best high value prospects, *you would likely never connect with otherwise*, prospects perfect for your premium product or service.

The Next Step Couldn't Be Easier

Just pick up the phone and call Parthiv Shah at 301-760-3953.

Tell the nice person who answers the eLaunchers main number, you want to schedule a call with Parthiv to discuss the High Value Client Marketing Machine.

If you'd rather schedule this fact-finding phone call on your own, great.

TO SCHEDULE A CALL ONLINE: Visit **elaunchers.com/client** - select the date and time that best suits your schedule, click the button, and the call is scheduled just like that. The whole process takes less than a minute.

The purpose of the call is to; 1) answer your questions, and; 2) make certain you are good candidate to benefit the High Value Client Marketing Machine.

After the call with Parthiv if you're ready to take the next step...

Parthiv will schedule a call for the three of us, (you, me, and Parthiv), to get more details on your business, discuss timing and process, and make a final decision on whether or not the High Value Client Marketing Machine is right for you.

That about wraps it up, except to say this...

If you're interested, and serious, it's best to act SOONER rather than LATER, and schedule the free discovery call with Parthiv right away.

Here's why...

The High Value Client Marketing Machine is a 100% custom marketing asset. Our strategy gives you MAXIMUM REACH. Every word is crafted for maximum rapport. Maximum engagement. And maximum response.

- Parthiv identifies at least 100 high-value prospects who are ideal to benefit from what you do, and who can easily afford your premium product or service.
- Parthiv and I design a Smart Campaign to connect with those prospects and get a response.
- And I write the letters or copy chief the writer Parthiv and I select to do the work.

The letters your prospects receive via FedEx or direct mail will get attention. They will distinguish you from competitors, tell your story, and make a compelling offer.

And sooner or later, people will contact you. And your ROI for separating yourself from the clueless crowd and sending few Fed Ex packages with the right message, may soar sky-high.

No competitor, regardless of how similar their product may be, can 'swipe' anything we create for you, because everything is CUSTOM WRITTEN to be ENGAGING, PERSUASIVE and UNIQUE to YOU and YOUR BUSINESS.

For this to happen, it's important to schedule your free discovery call with Parthiv now because;

As you can imagine the planning, preparation, research, writing, copy review, graphics, web work, final approval, printing, and so on is time consuming.

As such, Parthiv and I have agreed to make room in our schedules to create and deliver High Value Client Marketing Machine Campaigns, on a first come, first serve basis.

And this letter is going out to over 200 business owners we believe are IDEAL to benefit from the High Value Client Marketing Machine.

Bottom line...

If you are serious about connecting with people who are IDEAL for your product or service, and who can easily afford your premium offer...

I encourage you to phone **301-760-3953** right away and schedule a FREE DISCOVERY CALL with Parthiv Shah.

Or schedule the call online at **www.elaunchers.com/client**

Sincerely and all the best,

Russell

Russell Martino

PS – A final thought.

LEADERS are READERS. And here you are.

I said that, to say this...

The High Value Client Marketing Machine is *the road less traveled*.

If it turns out this is right for you...

While others go crazy with worry and lose sleep over how difficult it is to get business, you will have a PIPELINE straight to prospects ideal for your premium product or service. ***And you won't be surprised when they contact you, essentially ready to do business.***

Parthiv and I can't wait to hear from you. It will indeed be an honor.

To schedule a fact-finding discovery call with Parthiv Shah, phone **301-760-3953** or schedule online at **www.elaunchers.com/client**