

If you deserve MAXIMUM BENEFIT for all the commitment, attention, time, energy, effort, and work you pour into your business, this message merits your undivided attention...

Fastest Way To An 'EXTRA' \$100K For Any Business With A Big Ticket Product Or Service



This is about how to get an ONGOING stream of prospects, ideal to benefit from your premium product or service, to contact you, essentially pre-sold, and ready to buy.

Dear Friend,

Do you sell a high-dollar product or service? If so, you have a problem.

How you deal with that problem will determine your sales, cash flow, profitability, and the degree of financial security you are able to provide for yourself and your family going forward.

The Promise Of Technology –vs- The Reality Of What It Takes To Get A High Value Prospect To Know, Like and Trust You Online...

The promise of technology is, you can reach an unlimited number of people online. You can stuff messages in their digital mail box. You can follow them around the Web and pop your ad up in front of them wherever they go.

If you sell tee-shirts, pain-relief cream, vitamins, or a relatively low priced item a lot of people want, *(and you have a great back-end offer)*, you may do well chasing people around the Web.

But if you sell a BIG TICKET Product or Service...

- If you are a cosmetic dentist with services that may run anywhere for \$5,000 to \$50,000, *and want people who already know, like and trust you to come in for those procedures;*
- If you're an MD and offer any type of **elective procedure** that is both expensive and not covered by insurance, *and you want more patients for that procedure;*

- If you're an attorney, a professional, or an expert who provides an elite service, at an elite price, to an elite clientele, *and you'd like nothing more than to have people ideal for your premium service contacting you, essentially ready to do business;*
- If you're a financial planner or a wealth manager, *and want an efficient, effective, systematic way to identify, reach and persuade ideal prospects to trust you and to contact you to schedule an appointment, instead of you chasing them;*
- If you are a practice-building or business-building coach to a niche within an industry, (medical, dental, chiropractic, insurance, HVAC, fitness, other) *and want more people to buy your premium product or service, and join your inner-circle;*
- If you sell opportunity to invest in real estate, (residential, commercial, apartments, buy and hold, rehab, flip, etc.) – *and you want more qualified prospects to contact you, with questions answered, objections handled, and essentially ready to do business;*
- If you sell opportunity or seek investors in anything that produces a financial return, or empowers someone to produce that return for themselves; *and you want qualified prospects to contact you;*
- If you offer ANY product or service, from about \$2000 up (without continuity); Or any product or service, with continuity that results in someone spending at least \$2000 to \$5000+ a year... and if you rely heavily on the Web to ***FIND***, *and/or CONNECT WITH*, *and/or PERSUADE* those prospects to contact you essentially ready to buy...

...What you're about to discover may fundamentally change the way you; 1) identify prospects; 2) engage their interest, and; 3) SELL your high-dollar product or service.

Spending Money To Reach People Who Never See Your Message IS LIKE THROWING MONEY DOWN A HOLE...

With over 14.5 BILLION spam emails sent every day, **and click-through rates down to about 6 in every 1000 emails sent to a quality opt-in list**, the odds of getting anyone to pay attention to you online are lower than ever.

Adding insult to injury, for the 6 in 1000 who do click on an email link, results are TERRIBLE.

Hub Spot, one of the largest companies engaged in digital marketing in the world, reports that 55% of the people who visit a business Web site, **spend less than 15 seconds on the site.**

Hub Spot also tells us banner ads are a waste of money. **Banner ad response rates hover at 0.1%.** According to user testing by the Nielsen Norman Group, no matter what the engagement level, people ignore banner ads to such an extent, terms like **Banner Ad Blindness** are common.

To top it off, competition is fierce. Everyone, (*including your competitors*), is crowded together online, all barking for attention. It's a slugfest.

Dozens, (potentially hundreds), of people competing for YOUR PROSPECTS attention, use every WHITE HAT, and every BLACK HAT trick in the book, to get attention and shove their sales messages in your prospect's face. And that makes you, with all your education, training, experience and expertise, *just another face in the crowd.*

Advertising litters the Web to such an extent, we dismiss it in a heartbeat. Open rate and click through rate stats prove beyond all doubt that any response you get from marketing online, **is a tiny fraction** of what a more thoughtful, more direct approach may deliver.

You know it's true.

Everyone with a similar product or service is waving arms, honking horns, and doing back flips to grab your would-be customers' attention.

That's why we block ads, filter out spam, and ignore advertising.

It's why MailChimp reports you have to send 1000 emails to get 6 clicks. And why Hub Spot reports banner ad click-through rates are down to 0.1%.

Given the facts, your choices are;

- 1) Do nothing, and suffer the consequences being just another face in the crowd;
- 2) Compensate by spending more to slug it out with competitors online, hoping you reach more people, and hoping what you do works before you run out of money, or;
- 3) Be smarter. Take the concierge route to get a **STRONG MESSAGE**, (that answers questions and handles objections), directly **IN YOUR BEST PROSPECTS HANDS**, and **PERSUADES THEM TO CONTACT YOU**, essentially pre-sold, and ready to buy.

The entire purpose of marketing is to find, connect with, and persuade people who are ideal to benefit from what you do.

Master that and there is no limit to what you can achieve.

FINDING, CONNECTING with, and PERSUADING people ideal to benefit from your premium product or service is the **KEY** to staying relevant. The key to staying ahead of competitors. And the key to keeping your business strong and securing the future for yourself and your family.

I've helped clients sell over a hundred million dollars in products and services, (some become multimillionaires along the way), by FINDING, CONNECTING WITH, and PERSUADING people ideal to benefit for their premium offer to take the next step and contact my client.

But how do you do that?

How do you find people ideal to benefit from your product or service?

How do you engage their interest?

How do you persuade them to contact you?

Over the last 14 days or so, you received two packages from Parthiv Shah with information on the **High Value Client Marketing Machine**. You may have noticed the letters. One was titled; **High Value Prospect Gold Mining**. The second was titled; **Naked Persuasion**.

The fast-forward BULLET POINT version of those letters is...

- In any population of prospects, 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.*
- **Clearly, 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 not only smart, not doing so is a waste of resources, and a somewhat blatant disregard of reality.

During Dan Kennedy's June 2018 event in Cleveland, Dan explained that the BIG MISTAKE 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.

Dan's main point throughout the event, (repeated again and again), was; ALL PROSPECTS ARE NOT OF EQUAL VALUE TO YOUR BUSINESS.

That means...

Democratization Of Marketing Dollars Is A Mistake

And that's why...

...Having a DEDICATED MARKETING STRATEGY to identify and connect with high-value prospects, (and get them to contact you), is just plain smart.

The letters you received discussed a powerful, DONE FOR YOU SYSTEM to IDENTIFY, CONNECT WITH and ENGAGE THE INTEREST OF high-value prospects, ideal for your premium product or service.

This Unique Strategy Solves 5 Problems That Must Be Solved Before You Can Realize Maximum Benefit From Your Marketing...

1. **High Value Prospect List:** First, we solve the problem of how to identify your best high-value prospects. *We do it for you.*

Besides being a brilliant marketer, Parthiv Shah is a BRILLIANT DATA SCIENTIST. *Parthiv has helped Fortune 500 companies IDENTIFY, FIND and REACH people best suited to benefit from their product or service.*

BMW, Mercedes-Benz, Schick, Reebok, and CVS are just a few of the major corporations who have benefited from Parthiv's laser-target list research method.

With the High Value Client Marketing Machine, Parthiv does this for you.

First, he develops a profile of your best high-value customers past and present. Then, using the same sophisticated data-mining techniques used by Fortune 500 Companies, he develops a prospect list of people who are **near-perfect clones** of your best customers.

This is not just a list of prospects. People on this list can easily afford, and are ideal to benefit from, your premium product or service.

They will remind you of the BEST customers, clients or patients you've ever had, the ones who spend the most, stay the longest, and refer their friends.

2. **Delivery & Open Rate:** If no one sees your message, you couldn't sell hundred-dollar bills for a nickel. The second problem concierge product solves for you, is the problem of low, low, low email OPEN and CLICK-THROUGH rates.

Instead of a puny *lost-in-the-inbox* 21% email delivery rate, and a microscopic 3% of 21% click-through rate, we use FedEx or direct mail to deliver series of persuasive sales messages, custom written to ENGAGE INTEREST and GET A RESPONSE.

FedEx delivery rates are near 100%. And direct mail delivery and open rates are not far behind. As such, it is a virtual certainty your high-value prospects will; 1) RECEIVE YOUR PACKAGES, and; 2) OPEN THEM.

3. **Smart Campaign Design:** Every campaign is custom-designed and every marketing asset is created to HIT A SPECIFIC TARGET and GET A SPECIFIC RESPONSE.

Parthiv will analyze your data and look for pockets of opportunity. Then, Parthiv calls me in, and based on his findings and your specific goals, we discuss which type of campaign or campaigns may give you the highest ROI in the shortest time.

Campaigns can be created to develop new leads, get good prospects to contact you with questions answered, objections handled and essentially ready to do business, mine lost opportunity, generate referrals, revive lost customers or clients, introduce a new product or service, build a big list fast, stay in touch, and a lot more.

4. **Powerful Direct Response Copy That Grabs Attention & Creates Engagement:**

Without putting too fine a point on it, I am an in-demand, master direct response copywriter who has generated multiple millions of dollars in sales, for multiple clients, and continue to do so to this day. Some have become cash-in-the-bank millionaires, in large part, on the strength of my work.

And I write your copy or copy-chief the writer Parthiv and I select to write.

Your campaign(s) may include any number of powerful marketing assets, including a master sales letter, a series of follow-up letters, Web copy, and other copy assets, all designed to get your best high-value prospects to contact you essentially ready to buy.

The purpose of every letter, every marketing piece, everything you receive; is to BUILD A STRONG CONNECTION WITH YOUR PROSPECT. And elicit a response.

My direct-response sales campaigns, including; letters, print ads and radio ads have generated multiple millions of dollars in sales for my clients.

How I do that is the subject of my book, ***What Makes Persuasive Sales Copy Persuasive*** (available on Amazon). But with the **High Value Client Marketing Machine**, you don't need the book. Because I determine the best way to engage your prospects and persuade them to contact you. And I write the copy, or copy-chief the writer who does.

Having a master direct-response sales copywriter with a long string of victories to his credit write for you, gives you a HUGE ADVANTAGE. Because only strong copy will get attention, hold attention, engage interest, and GET A RESPONSE.

5. **Implementation:** Knowing what to do is one thing. Doing it is quite another. The High Value Client Marketing Machine solves this problem once and for all. *How?*

We do all the heavy lifting for you.

After a few telephone conversations, first with Parthiv to review your data and identify opportunity, and then with me (or me and Parthiv) to discuss which campaigns are best to cash in on that opportunity, ***your only job is to review and approve sales copy, and handle calls when your High-Value Prospects contact you.***

Just to be clear, WE DO EVERYTHING.

- Parthiv identifies your high value prospect dream list. He compiles contact information. We develop a complete marketing strategy.
- I write or direct the writing of the copy.
- And Parthiv will arrange for a mailing service to print the letters and other marketing material. Stuff the FedEx or direct mail packages. Send them on their way. And send out follow-up packages or letters.

If you prefer to handle the printing and mailing on your own, that's fine.

Otherwise, THIS IS A DONE FOR YOU SERVICE to connect with, engage, and get a response from your BEST TOP OF THE PYRAMID, HIGH-VALUE PROSPECTS.

Each HVC Marketing Machine Campaign, from lead generation, to conversion, appointment no show, appointment no sell, and so on, ***is a powerful marketing asset that may yield an eye-popping ROI. And serve you well for years to come.***

In short, the **High Value Client Marketing Machine** can become a COMPLETE MARKETING SYSTEM to identify and connect with your best high-value prospects.

And it works!

Just to be clear...

We Do Everything

- We identify a dream list of high-value prospects ideal to benefit from your product or service, and who can easily afford your PREMIUM offer.
- We compile detailed contact information on your top-of-the-pyramid, high-value prospect dream list.
- We evaluate your sales process. We research your market. We research your competitors. *We find ways to maximize your return on every dollar you invest to build your business.*
- We develop a Strategic Plan for finding prospects and selling in places most competitors will never look. *Dan Kennedy personally reviews and critiques this Strategic Plan.*
- I write the copy or chief the writer selected to write.

- And if you want 100% hands-off, Parthiv can arrange for everything to be printed, packages stuffed and mailed or sent via FedEx. And send out follow-up packages, complete with letters and other powerful marketing material we create for you.

If you prefer to handle the printing and mailing on your own, that's fine.

Otherwise, THIS IS A DONE FOR YOU SERVICE to connect with, engage, and get a response from your BEST TOP OF THE PYRAMID, HIGH-VALUE PROSPECTS.

When you say yes, you push the GO BUTTON on the creation of a powerful marketing asset that may drive your sales forward for years to come, with few if any changes.

Will this solve every business problem? *Of course not!*

But one thing is certain.

With this powerful system running seamlessly in the background... you will never lose sleep worrying about how to IDENTIFY high value prospects, ENGAGE THEIR INTEREST, and PERSUADE them to contact you.

This is a COMPLETE MARKETING SYSTEM to identify and connect with high value prospects and persuade them to contact you.

And it works!

This will not solve every business problem you may have.

But with the **High Value Client Marketing Machine**, you will never again be upset or lose sleep worrying about how to FIND and CONNECT WITH high value prospects who are ideal to benefit from what you do, and who can easily afford your premium offer.

Parthiv has done list research, built, and mailed campaigns that:

1. Sold over 300,000 pair of size 9 men's Reebok shoes over a few weeks.
2. Sold so many new BMW automobiles, besides paying for his services, BMW gave him a new car just to say thanks!
3. Sold THOUSANDS of Schick razors for CVS drugstore, by mailing a 'special offer' campaign to a list of Gillette Razor buyers. *Imagine that!*

I've used variations of the High Value Client system to:

1. Sell over \$1 million in industrial lighting by identifying just 68 high-value prospects, sending a FedEx with a sales letter and a short video, and following up.
2. Secure physician referrals that brought my client, an out-patient diagnostic imaging center, over \$5 million dollars a year in revenue, by going after 35 of the busiest surgeons within 20 miles of the clinic. ***Within six months, 34 of the 35, virtually unreachable surgeons, were referring to my client.***
3. Identify and secure 12 private investors, from a list of hundreds, who between them, purchased millions of dollars of mortgage notes from my client, a small company that specialized in financing home improvements for homeowners with bad credit.

And for both myself and Parthiv, the list goes on.

It doesn't matter what you sell. If you sell a high-dollar product or service, or if the lifetime value of a customer is high... you owe it to yourself, your family, and your future to take a CLOSE LOOK at the High Value Client Marketing Machine System.

One of the most difficult things you face in business, is the ongoing challenge of consistently getting the right persuasive message to the right high-value prospects who are ideal to benefit from your premium product or service, and who can easily afford it.

And that is what the **High Value Client Marketing Machine** does for you.

3 Compelling Reasons Why Contacting Parthiv Shah To Discuss This May Be One Of The Best Business Decisions You Ever Make...

Reason 1: You want more business: Whether you want a big surge in business, a steady influx of high value prospects contacting you, or both, if you are serious about bolstering sales and banking more profit for all your hard work... you need an effective way to identify, connect with, and engage the interest of high value prospects. The High Value Marketing Machine is that way.

Reason 2: You want more business: While online plays a role in marketing, *microscopic email response rates, nearly non-existent banner ad response rates, and fierce competition*, make connecting with, and engaging the interest of high value prospects so difficult, you're lucky if you get any response at all. And any response you get, is a **tiny fraction** of what could be.

The only rational solution to reach high value prospects, *any one of which may bring you thousands, or tens of thousands of dollars in business over a short time*, is to step out of the online world, and use a delivery method with an excellent delivery and open rate.

The High Value Client Marketing Machine uses the most reliable method of delivery in business today, Fed Ex or first-class direct mail. *And the means your high value prospects will receive the package.* And in all probability, open the package and read every word.

Reason 3: You want more business: You are at a point in your business where, *as successful as you are*, you want more. Now is not the time to slack off.

Now is the time to build on past success, put the peddle-to-the-metal, and ramp up sales to the point where each year, becomes your BEST year in business to date.

That's how you secure the future. And how to secure the opportunity to enjoy a fabulous life when you decide it's your time to relax, spend more time with family, and see the world.

The real purpose of the High Value Client Marketing Machine *is to help you get everything you need from your business, so you can have everything you want in your life.*

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

The High Value Client Marketing Machine is a 100% custom marketing asset that gives you MAXIMUM REACH and MAXIMUM IMPACT.

Every word is crafted to get and hold your high value prospects interest, and get them contact you, with questions answered, objections handled, and essentially ready to buy.

We identify 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.

With FedEx or first-class direct mail, your message will reach those prospects.

The letters and other marketing material we create for you will get attention. Tell your story. Establish your authority. Distinguish you from competitors. And create urgency to call.

And sooner or later, one by one, high value prospects will contact you.

And your ROI for separating yourself from the herd and going the extra mile normal business owners just won't go, may skyrocket.

While others whine and complain about how tough it is to get a good prospect's attention, you will book appointments, close sales, and laugh all the way to the bank.

No competitor, regardless of how similar their product may be, can swipe, adopt, apply, or effectively use anything we create for you.

Everything, every marketing asset, every word of copy is CUSTOM WRITTEN, CUSTOM DESIGNED, and CUSTOM MADE to apply exclusively to YOUR BUSINESS.

And DAN KENNEDY personally critiques everything to help ensure each marketing asset you receive is powerful, engaging, persuasive and on track to pull maximum response.

Bottom line...

This is a true concierge package. And possibly the best opportunity you will ever have to get a MESSAGE TO MARKET MATCH that is so strong, your best prospects read the letters, and contact you essentially ready to do business.

If that's what you want, this is right for you.

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 online, 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 entire process takes less than a minute.

The purpose of the call is to; 1) answer your questions, and; 2) make certain you are an EXCELLENT 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.

Bottom line...

If you are serious about connecting with IDEAL prospects for your premium product...

I encourage you to phone **301-760-3953** right away and schedule a FREE, FACT FINDING, 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.

This is not for everyone.

This is for that special breed of entrepreneur who craves independence, and who takes personal responsibility for making things happen in their business.

I believe you are that special breed of entrepreneur, otherwise you would have never read this far. So, congratulations.

Now you stand at a crossroads.

Go one way and nothing changes.

- It will be more and more difficult to find and connect with good prospects.
- Competitors will eat away at your market share; you'll work harder to earn less.
- The thrill of victory will be gone.
- And instead of having your BEST YEARS to look forward to, you risk suffering the indignity of feeling like the world has left you behind as you put off retirement, and your dreams of travel and carefree living evaporate.

But it doesn't have to be that way!

You can take the road less traveled. And while others, *who wouldn't consider a program like this*, struggle – you have the RIGHT TOOL for the job and will not be deterred.

You will secure one high value customer or client after another. And transform your business into a more efficient, more profitable, easier to run company than it is today.

This is as real as it gets. The only question is, will you seize the day?

Don't let this opportunity pass unexplored.

Contact Parthiv today.

And in a matter of weeks, you may be making sales, landing clients, booking patients, receiving calls, and scheduling appointments with HIGH VALUE PROSPECTS who are IDEAL to benefit from your premium product or service, and who can easily afford it.

Parthiv's number is **301-760-3953** or you can visit **www.elaunchers.com/client** to schedule a call to get the facts – ask questions – and see if this right for you.

PPS – This is a true concierge service. The **High Value Client Marketing Machine** gives you a ***'front of the line pass'*** to the kind of high-value prospects who can have a huge positive impact on your business over a short time.

*If that's what you want, give Parthiv a call now at **301-760-3953***