

If your income, and the fortune you work to build by pouring precious time and energy into your business depends on customers, clients or patients purchasing ANY expensive product or service from you, ***not giving this your FULL and UNDIVIDED attention, may be the costliest mistake of your entire business life...***

**Frankly, I'm puzzled...**

# **A Blast Of Brutal Honesty...**

**Since your first letter on this arrived, not adapting the High Value Client Marketing System may have ALREADY cost you enough in missed sales, to cover the entire cost of the program, and pay for a nice two-week vacation in Europe for you and your spouse.**

***Sorry you missed the trip!***



**Russell Martino**

Dear friend,

You're busy, so let's get straight to it.

First, thank you for taking a minute to read this letter. I'm sure you will find it valuable.

Second, I must admit, I am puzzled.

This is the 4<sup>th</sup> letter you've received about a marketing system Parthiv Shah, and I created to identify and connect with prospects ideal to benefit from your premium product or service.

This High Value Client Marketing Machine System solves several problems that may be costing you a fortune in lost opportunity and missed sales every year.

***Just to be clear...***

If sales are good, and your sales pipeline is full of high-value prospects interested in your big-ticket product or service, not hearing from you makes sense.

***But if this is not your situation...***

If good prospects are not waiting in line, you may have several STRATEGIC and TACTICAL marketing problems that cost you a fortune in 'sales not made' every year.

**The High Value Client Marketing Machine** solves those problems.

Einstein said, "*Nothing happens until something moves.*" And the ONLY THING that MUST MOVE to drive your business forward, is SALES.

## **Cut to the chase...**

The High Value Client Marketing Machine, (which you may remember reading about in previous letters), solves these problems for you.

1. **Laser Focused Prospect Identification:** Parthiv Shah develops a list of prospects who are demographically (along multiple criteria), virtually identical to the BEST customers, clients or patients you've ever had.

These are not just prospects. *These are HIGH VALUE prospects who can easily afford, and are ideal to benefit from, your premium product or service.*

2. **Prospect Engagement On Both Emotional & Logical Levels:** We produce custom-letters and other persuasive marketing assets designed to connect with those prospects, tell your story and GET A RESPONSE. These letters will engage interest. Establish your authority. Distinguish you from competitors. Discredit alternatives. And build a solid, (often irresistible), case for them to contact you.
3. **Makes Selling Easy:** While engaging, and in the appropriate tone for the market, the letters we produce for you are SALES LETTERS.

They are friendly. Inviting. And sound like a conversation with a friend. The letters, and other marketing assets, answer questions and handle objections BEFORE your prospect ever contacts you. This shortens the sales cycle and makes selling easier.

This is ATTRACTION MARKETING at its best.

People who a few days earlier didn't know you exist, will know who you are. Know what you do. And why doing business with you is STRONGLY in their best interest. Those who are ready, will contact you. And those who contact you, will be essentially READY TO BUY. And that makes 'selling' easy.

## **Did you notice the Fed Ex packages we sent you?**

Since HIGH VALUE PROSPECTS are the LIFE BLOOD of your business, and since we have not heard from you yet, may I ask; did you not notice the Fed Ex packages? If you received the packages and read the letters, maybe you haven't responded because your marketing is so effective, you people in line waiting to do business, and you haven't had time.

If that's the case, congratulations! But if that's not the case. If your sales pipeline is not full, and you want it to be. If you have enough operating capacity to still accept calls from high-value prospects contacting you with questions answered, objections handled, and essentially ready to do business...

**This merits your full attention.**

*Oh, and by the way...*

If you're curious why Parthiv Shah and I believe this is IMPORTANT ENOUGH to reach out to you several times, here's your answer.

## **Freedom Independence & Wealth**

Do well in business, and people say you're lucky.

They don't see the hard work. They don't feel the responsibility of having employees and their families' livelihood, and maybe even their quality of life, depend on your success. They have no idea of the sacrifices you make. And no idea of the risks you take to have that success. So, they call it luck. But you know better.

You do what others are not willing to do. You put yourself on the line. You take the risks. You pay the price when things don't work out. And when they do work out, you get the rewards.

*What drives you to do what you do?*

**Freedom?** Do you cherish the freedom of being able to come and go as you please, with no one lording over you, micromanaging every move, taking notes, and reporting to the boss?

**Independence?** Do you love that you and you alone call the shots in your business and your life? You decide what you do, where how and when.

**Wealth?** Do you enjoy knowing you can double or triple your income anytime you want, simply by generating more sales? Does it excite you to know that with enough sales, your business can give you more wealth and financial security than most can even imagine?

Freedom, independence, wealth, or any number of other things may motivate you to be in business. But regardless of what motivates you, this much is certain...

**The ONE THING that will drive your business forward with more certainty than anything, is an on-going supply of high-value prospects who are interested in what you do, and who can easily afford your premium product or service.**

Without good prospects, no one buys. And without sales, nothing else matters, because nothing else happens. With enough good prospects, there's no limit to what you can accomplish. Freedom. Independence. Wealth. With enough sales, if you can name it, you can have it.

**And that is why this is important enough to send you 3 Fed Ex packages prior to this letter.**

Because the ***High Value Client Marketing System*** is both strategically and tactically the perfect tool, to identify high value prospects. Engage their interest. Establish your authority. Answer their questions. Handle their objections. And get a response.

This systematic approach to identify high-value prospects, and persuade them to contact you is so potent, it may fast become your most valuable marketing asset.

Imagine how much easier selling would be if good prospects, (*who can easily afford your premium product or service*), contact you essentially ready to do business.

*If that's what you want...*

**...It's time to take a close look at that the High Value Client Marketing Machine.**

## **5 Problems The High Value Client Marketing Machine Removes From Your Life Forever...**

1. **High Value Prospect List:** We solve the problem of how to identify high-value prospects ideal for your premium product or service once and for all.

How? *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.

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

***With Parthiv analyzing your data and doing list research, you have the same capability as a Fortune 500 Company to identify your BEST high-value prospects.***

Imagine having complete contact information on at least a hundred or hundreds of the best high-value, TOP OF THE PYRAMID prospects, *a list developed from thousands, or possibly tens of thousands of ordinary prospects – custom made – exclusively for you.*

**Imagine the sales you could make with a prospect list that good.**

*Now stop imagining, because...*

Finding high-value prospects and developing that list for you is just the beginning of what you get with the High Value Client Marketing Machine.

Using advanced data mining techniques, we are happy to explain in detail later, Parthiv identifies prospects who are a near perfect clone of the BEST customers or clients you've ever had.

Developing a list of prospects ideal for your premium product or service is just the beginning of what you get with the **High Value Client Marketing Machine.**

## **2. Powerful Messaging & Direct Response Copy That Grabs Attention & Creates**

**Engagement:** Without a strong message that gets your prospects attention and engages their interest, you have nothing.

And I am a master direct response copywriter who has engineered the marketing and written the copy that has generated well over a hundred million dollars in direct response sales. *And I write your copy or I chief the writer Parthiv and I select to write.*

Having copy written by a master direct-response sales letter copywriter solves a HUGE problem for you. Because without strong, engaging copy, (regardless of how you deliver your message), you look like everyone on any street corner clamoring to sell a product. And that means no one notices. No one cares. And no one buys.

Strong copy solves this problem. Strong copy creates engagement and gets your prospects to realize YOU are the right person for them to do business with.

## **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. **Delivery & Open Rate:** Next, we solve the problem of getting the messages in your high-value prospects hands.

Instead of a puny *lost-in-the-inbox* 21% email OPEN RATE, and an *anemic* 3% of 21% CLICK-THROUGH-RATE, we use FedEx and first-class direct mail to deliver your custom marketing messages.

FedEx delivery is 100% guaranteed. Open rates are similar. And first-class direct mail is not far behind.

*The logic is simple.*

**Each sale may be worth thousands, or tens of thousands of dollars to you over time. Given this, stepping away from the crowd, and using a delivery system that virtually GUARANTEES your message gets to the right person, is just plain smart.**

Social Media, SEO, pay per click, banner ads, retargeting ads, and so on may work. But NOTHING has a higher delivery rate or a higher open rate than FedEx and first-class mail.

Using FedEx and first-class mail virtually guarantees your prospects RECEIVE and OPEN your package.

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 ALL THE HEAVY LIFTING.

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 too.

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!*

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:**

- Sold over 300,000 pair of size 9 men's Reebok shoes over a few weeks.
- Sold so many new BMW automobiles, besides paying for his services, BMW gave him a new car just to say thanks!
- 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:**

- 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.
- Raise over \$50 million in investment capital for clients in oil and gas drilling and medical related ventures by identifying and connecting with prospects ideal to invest in those kinds of projects.
- Generate over \$200,000 a month in sales for over 18 months for a doctor with multiple clinics, selling a \$6000 nerve pain treatment program not covered by insurance.

*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.

**The custom letters and other marketing pieces we create for you, are valuable business assets that may keep your prospect pipeline full for YEARS with few if any changes.**

*It doesn't matter what you sell...*

...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.

**Why not adapting this strategy may be the costliest mistake  
of your entire business life...**

The bottom line is simple... Keep doing what you've been doing, and you will keep getting what you've been getting.

If you're happy pouring money into SEO, social media, pay per click, funnel building, blogging, and so on... and if you're delighted with the results those imprecise, hit-or-miss tactics tend to deliver, you're fine just as you are.

But if you're serious about selling more, maybe a lot more, of your premium product or service, and if you recognize that right now today, businesses more or less JUST LIKE YOURS are hauling in double and triple the sales revenue you take in every month...

...And if you'd like to experience for yourself what doubling or maybe even tripling your sales would do for your bank account, then know this;

The **High Value Client Marketing Machine** is capable of delivering a FAST RETURN with a HIGH ROI, and a stream of excellent prospects contacting you, essentially ready to do business.

Bottom line, if you want high-value prospects contacting you with questions answered, objections handled, and essentially ready to do business... this is the marketing strategy you've been waiting for, the PERFECT marketing asset for you.

## **The Art Of War...**

In *The Art of War*, written about 500 BC, (well before pay per click, social media and so on), Sun Tzu stated, **"Tactics without strategy, is the noise before defeat."**

I believe if Sun Tzu were alive today and could see all the tactical stabs-in-the-dark so many businesses depend on to grow, he would implement **The High Value Client Marketing Machine Strategy** – and SELL CIRCLES around the clueless competition!

## **That about wraps it up, except to say...**

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 connect with your high value prospects. And get a response.

We identify at least 100, (up to 1000) high-value prospects who are ideal to benefit from what you do, and who can easily afford your premium product or service.

The letters your prospects receive will get attention. The message will connect with your prospects on an emotional level. The letters will tell your story. Establish your authority. Distinguish you from competitors. And build a solid case for doing business with you.

And eventually, after letter one, or two, or three, people, *who a few weeks earlier didn't know your name*, will know who you are, and be interested in doing business with you.

As the calls come in, and sales add up, your ROI for separating yourself from the herd, and going the extra mile most business owners just won't go, may be off-the-chart high.

**No competitor, regardless of how similar their product may be, can swipe, adopt, apply or 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.

## **Your 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 your 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 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.

At any point, you decide this is right for you, we'll get the ball rolling.

*Bottom line...*

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

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 loves freedom, craves independence, and is delighted to build wealth by delivering a product or service that makes your customers, clients or patients' lives better in some real way.**

I believe you are that special breed of entrepreneur, otherwise you would have never received this letter, and never read this far. So, congratulations. *Now it's time to act!*

Contact Parthiv Shah today. Parthiv's number is **301-760-3953** or you can visit **www.elaunchers.com/client** to schedule a short call to see if this right for you.