

What is the MOST EFFECTIVE way for a business or professional practice with a HIGH DOLLAR product or service to grow?

High Value Client Marketing Machine

Frequently Asked Questions

CONSIDER THIS...

Email open and click-through rates are at all-time lows. Most prospects you try to reach online, never see your message, even if they opted in. ***How do you solve this problem?***

Every day, your prospects are bombarded by a non-stop barrage of unwanted marketing, advertising, email, pop-ups, and ads. ***How do you cut through the clutter?***

If 80% of your sales come from 20% of your customers, ***how do you reach prospects like the HIGH VALUE 20% who account for such a large percentage of your sales, and avoid wasting money trying to reach the low-value 80% who buy so little?***

What is the BEST way to IDENTIFY, CONNECT WITH, and GET A RESPONSE FROM, High Value Prospects ideal to benefit from your premium offer? ***The answer is here.***

A Message From Dan Kennedy



If you sell a high-dollar product or service, of if certain customers or clients are far more valuable to you than others, because they spend more up front, and/or do more business with you over time than others... **I suggest you give this a serious look.**

Master sales letter copywriter Russell Martino writes the copy for this program. Parthiv Shah does the list research and quarterbacks the project from start to finish.

Connecting with high-value prospects is CRITICAL to your continued success. And while I can't guarantee success, I do guarantee the master minds behind this project, Parthiv Shah and Russell Martino are well-equipped to deliver on what they say.

The purpose of this document is to answer frequently asked questions about the High Value Client Marketing Machine, so you can decide if this is right for you.

Dedicated To Multiplying Your Income,

High Value Client Marketing Machine

Frequently Asked Questions

What is a *High Value* customer or client? Isn't **EVERYONE who does business with you 'high value'?**

*What makes them you **BEST** customers or clients?*

A 'high value' prospect is someone **IDEAL** to benefit from your premium product or service, and who can easily afford it. They're the 'dream' customers or clients you wish you had more of, like the **BEST** customers or clients you've ever had.

They spend the most. Stay the longest. Are easy to deal with. Join your continuity program if you have one. And are happy to recommend you to others.

If you could wave a magic wand, and have a non-stop stream of customers, clients or patients *just like the very **BEST** you've ever had*, contacting you about your product or service, what would that mean to your business, and your income, over the next year?

We build the **High Value Client Marketing Machine** to deliver that kind of value.

What is the High Value Client Marketing Machine?

The **High Value Client Marketing Machine** is a comprehensive direct response marketing strategy, designed to **IDENTIFY, CONNECT WITH, and GET A RESPONSE FROM** high-value prospects at the top of your prospect pyramid.

We identify and develop complete contact information on at least 100, (up to 1000), top-of-the-pyramid, high-value prospects ideal for your premium product or service. You get a series of powerful direct response sales letters and a number of other powerful marketing assets, custom made to connect with your prospects, and get a response.

If you sell a high-dollar product or service, or if the lifetime value of some customers or clients are substantially higher than others, the **High Value Marketing Machine** may fast-become the highest ROI business activity you have ever experienced.

What is a 'Prospect Pyramid' and why does it matter to a business owner or professional who sells an expensive product or service?

In any population of people, *including prospects ideal for your product or service*, 1% are rich, 4% are affluent; 15% are price sensitive buyers with little disposable income, and 80% are on the edge financially, with virtually no disposable income.

As such, your best prospects, they ones who can easily afford your premium product, are the HIGH VALUE prospects in the TOP 5% of your *pyramid of possible buyers*.

The next 15% are so price sensitive, making a sale is difficult. And the bottom 80%, has so little disposable income, they are simply not buyers, regardless of want or need.

Prospects who can BUY FASTER, SPEND MORE and STAY LONGER are of much greater potential value to you than others, where price is a major issue.

This is why Dan Kennedy says democratization of marketing dollars is a mistake. And why having a unique marketing strategy and an ongoing campaign, to connect with high value prospects, become known to them, and get a response, is just plain smart.

Who will benefit most from the High Value Client Marketing Machine?

Any type of business that sells a high-dollar product or service, and/or any business with annual continuity of at least \$5000 a year. *This may be perfect for you if...*

- If you are a cosmetic dentist with services that may run from \$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 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 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 good prospects to contact you, with questions answered, objections handled, and essentially ready to do business;*
- If you sell opportunity in, or seek investors for, 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 want high-value prospects contacting you with questions answered, objections handled and essentially ready to buy.*

Who is the High Value Client Marketing Machine NOT right for?

- If your business is on the ropes and you're fighting to survive, this is not right for you.
- If you are not committed to using your business as a tool to build your fortune and give yourself and your family the kind of life and lifestyle you want most, this is not right for you.
- If on close examination, you decide the **High Value Client Marketing Machine** is the perfect tool to help you get what you want, and you are not willing to make a non-trivial investment to secure your place on our calendar to get started, this is not right for you.

What if you sell investments, big-ticket coaching courses, high-dollar professional services, or anything only the rich can afford? At that level, isn't every 'possible buyer' a high value prospect?

The 5% / 15% / 80% breakdown applies to all income levels.

Even in a group of millionaires, or multi-millionaires, the top 5% are in excellent shape financially. They have cash. And can afford virtually anything with no distress.

The next 15% down the pyramid, because of lifestyle, debt, or other reasons, are far more price sensitive. And slower to make a high-dollar purchase.

The remaining 80% may be rich on paper. But they're ham-strung, hog-tied, and leveraged to the hilt. They struggle to keep up. They worry about money. And have little disposable income, which makes them poor prospects for any big ticket purchase.

So yes. Regardless of net worth, the 5% / 15% / 80% rule holds for the universe of prospects for every product or service, including the most expensive.

And that means your best prospects, are in the top 5% of your prospect pyramid. These are the dream customers, clients or patients, who can say yes fast, and mean it.

What is the MESSAGE – MARKET – MEDIA triangle? And what does it have to do with the High Value Client Marketing Machine?

Dan Kennedy talks about the MESSAGE – MARKET – MEDIA triangle.

It all boils down to this: Get the RIGHT MESSAGE, to the RIGHT MARKET, with the RIGHT MEDIA., and your odds of success skyrocket.

The **High Value Client Machine** accomplishes this for you.

Using advanced data mining techniques, data scientist Parthiv Shah, who Fortune 500 companies have called on repeatedly to provide this service, develops a list of highly qualified prospects IDEAL for your product or service.

Prospects on this list are a near perfect clone of the best customers or clients you've ever had. They are in the Top 5% of your prospect pyramid. They are ideal to benefit from what you do. And can easily afford your premium product or service.

The MEDIA we depend on is print, (not radio, TV, or the Web). The CARRIER we depend on to get your message in your high-value prospects hands, is Fed Ex, which has GUARANTEED DELIVERY and a near 100% open rate.

Master sales letter copywriter, and author of the book, *What Makes Persuasive Sales Copy Persuasive*, Russell Martino develops the MESSAGE, and writes the copy.

Russell's marketing strategies, and direct response letters and newspaper ads, which have run in every major newspaper in the top 30 largest cities in the U.S., have fueled the sale of well over \$100 million in products and services.

Having master sales letter copywriter Russell Martino writing for you, guarantees every letter and every marketing asset created for you, is as strong as possible.

CONSISTENTLY getting the RIGHT MESSAGE to the RIGHT PROSPECTS through the RIGHT MEDIA, is the most effective way to build any business.

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

When it comes to High Value Prospects, why does Dan Kennedy think so little of SEO, Social Media, banner ads, and so on?

Your best high-value prospects are also your competitors' best prospects.

The second your prospect searches a topic, visits a Web site, requests information, or shows any form of trackable interest in what you sell, they are blasted with pop-up ads, hunted by retargeting ads, (*and if they respond*), flooded with offers for free reports, free consultations, white papers, and a virtual tsunami of autoresponder messages.

Like you, your best prospects develop a blind eye to the relentless assault of banner ads, pop-ups, emails, special offers, and marketing messages thrust in front of them every day. And, like you, they do everything possible to TUNE THOSE MESSAGES OUT.

That means connecting with, and engaging the interest of high value prospects, who can give you a huge uptick in business practically overnight, is more difficult than ever.

Dan believes, *the customers or clients that made you the successful, profitable company you are today*, did not come from SEO, clicks, or social media. They came from connecting with and building relationships with people who got to know you. Decided they like you. And decided to do business with you.

That's why Dan is not enthusiastic about relying on the Web to reach high value prospects and why he gives the HVC product such a strong endorsement. Because the HVC program is laser-focused on reaching the BEST PROSPECTS through the MOST

EFFECTIVE MEDIA, to deliver an ENGAGING MESSAGE, establish a relationship, and GET A RESPONSE.

Why is relying on the Web as a primary tool to identify and connect with prospects a mistake – even if it produces some results?

Three reasons;

First, you have virtually no control over who sees your message and no idea if your messages are reaching high-value prospects. And that makes you a practitioner of SPEND & HOPE marketing, not direct response marketing.

Second, your prospects are flooded with so many emails, pop-up ads and retargeting ads...

...Your message is lost in the clutter and never seen, or worse, your prospects see you as *just another face in the crowd vying for attention*, instead of recognizing you as *THE SOLUTION PROVIDER to a problem they desperately want to solve*.

Third, and this is critical...

Relying on such a low-touch, inefficient tactic as the Web *to initiate contact and connect with high-value prospects* violates one of the most important direct marketing principles, which is, MAKE IT EASY FOR YOUR CUSTOMER TO BUY.

Requiring your prospect to notice, open, read, and respond to email, MAKES INITIATING A REAL FIRST CONTACT THEIR RESPONSIBILITY. And with no reason to pay attention, and no sense of urgency to respond, response rates are LOW. And that means most of the money and time you spend trying to connect with people and sell online, is wasted.

Bottom line...

Two things are certain;

- 1) Connecting with HIGH VALUE CLIENTS is one of the HIGHEST ROI GENERATING, and MOST EFFECTIVE ways to grow a business or professional practice. And;
- 2) Relying on SEO, Ad Words, Social Media, blogging, podcasting, or anything like that as your primary tool to attract and persuade high-value prospects, guarantees most of your best prospects will never see your message, never be persuaded by it if they do, and never do business with you, *even if they WANT or NEED something you can provide*.

What makes the High Value Client Marketing Machine so UNIQUE?

According to Dan Kennedy, the BIG MISTAKE business owners and professionals routinely make is, **failure to identify and aggressively market to HIGH VALUE prospects from the top 5% of their prospect pyramid.**

The reasoning is simple. Roughly, 80% of your prospects are incapable of buying your high-dollar product or service, and of 15% of the remaining 20% are at the very least, price sensitive. That means, unless you target high value prospects in the top 5% of your marketing pyramid, up to 95% of the money you spend on marketing is wasted.

Focusing on high value prospects in the top 5% of your prospect pyramid does not guarantee sales. But it does guarantee EVERYONE in that group who receives your message, is ideal to benefit from your product or service. And can easily afford it.

People in the top 5% of your prospect pyramid may not buy for a variety of reasons. But you will never lose a sale because they can't afford it.

What makes the High Value Client Marketing Machine a SUPERIOR PROCESS for engaging with high value prospects?

The purpose of the HVC Program is to identify high-value prospects for your premium product or service. Engage their interest. Establish your authority. And get a response.

The HVC Program gives you five (5) distinct advantages;

1. **Superior List:** First, we identify and develop a list of at least 100 Top of the Pyramid, high-value prospects for you.

Culled by a sophisticated process known as Data Mining, (usually available only to big corporations with sky-high marketing budgets), the high value prospects we identify for you are, (from a demographic and psychographic standpoint), a near perfect CLONE of the best customers or clients you've ever had.

Imagine the ten BEST customers or clients you've ever had.

Imagine how much value they bring your business. Imagine how much you'd like to have ten more just like them.

Now imagine a list with 100 prospects who are *virtually identical* in terms of every identifiable trait that made your ten best customers or clients, the BEST.

Everyone on that list of 100, is an **excellent candidate** for your premium product or service. Everyone fits the profile of someone *perfect* for your premium product or service. And everyone can afford it.

2. **Superior Delivery & Open Rate:** MailChimp reports email delivery rates are a puny 21% and click-through rates are an anemic 3% of 21%. That means only 210 out of every 1000 emails sent, are received. And only 12 people click on a link. *Not clicking a link is like you throwing away junk mail without opening it.*

To put this in perspective, imagine sending 1000 real letters. Now imagine 988 of those letters, either not reaching their destination, or being torn up and tossed in the trash without being opened. That's what you face online.

The **High Value Client Marketing Machine** solves that problem for you once and for all. FedEx guarantees delivery. And FedEx open rates are virtually 100%.

Virtually all the prospects we identify for you, will RECEIVE and OPEN the FedEx packages or direct mail. And because your message is custom-made to connect with and engage the interest of your high value prospects, odds are, the letters will make an impact, and your prospect will read every word.

3. **Persuasive Direct Response Copy That Grabs Attention & Creates Engagement:** Every word is written to get attention, hold attention, build a connection. And elicit a response.

Master direct-response copywriter Russell Martino, whose marketing strategies and sales letters have produced well over \$100 million in sales, develops the sales argument, helps develop an irresistible offer, and writes the copy.

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

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.

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** is a *COMPLETE MARKETING SYSTEM* to identify and connect with your high-value prospects.

Is the High Value Client Marketing Machine a tool for fast, explosive growth, or for controlled, incremental improvement?

You can use it either way. The HVC Marketing Machine is series of powerful direct response letters and other marketing assets, delivered to high-value prospects who are ideal to benefit from your premium product or service.

Nothing will generate sales faster than getting a strong, direct response message in front of highly qualified prospects, and making a great offer.

When you contact Parthiv Shah to find out if you are a good candidate for the **High Value Client Marketing Machine**, he will explain why our first goal for HVC clients, is to generate at least \$100,000 in sales, and scale up from there.

How does the HVC Program make competition irrelevant?

The HVC program separates you from the herd of *'me too'* advertisers.

Your best prospects will see you as a LEADER, not a follower.

They will see you as a UNIQUE SOLUTION PROVIDER, an authority who understands their situation, and knows how solve their problem.

This is Information First marketing at the finest.

Ultimately, the HVC program makes competition irrelevant by keeping the message focused on the CUSTOMER, and not on the company or the product.

Most sales messages fall flat because they are all about the product or service, or all about the great company providing the product or service.

But no one cares about that.

As people go through their day, they aren't waiting to hear from you. They don't care who you are. And they don't want what you sell. It's just NOT on their minds.

Your prospects are like you. They are the center of their universe.

They want success, health, happiness, respect, love, and money. They want to feel good about themselves. They want to laugh with friends, enjoy vacations, and have fun.

They want problems solved. They want financial security.

They want their family to be happy, safe, and well taken care of. They want to make good decisions, and never be taken advantage of.

And they don't go around thinking... *oh, if only someone would interrupt me, and tell me how great they are, and how great their widget is, life would be so much better.*

Quite the opposite!

Persuasive copy, the kind that gets your prospects to WANT your product or service, never feels like an interruption, because it taps into your prospect's desire to HAVE something they want or AVOID something they don't want.

Case in point. You want people to appreciate the value you deliver. You want them to realize the huge advantage they have by doing business with you.

You want selling to be easy.

You want high-value prospects, the ones who can make an instant decision to buy your premium product or service, to contact you essentially ready to buy.

You want that, so you can build your business. Grow your wealth. And have more time to spend doing whatever you like with people you love and care about.

If you decide the HVC program is right for you, these are a few of the reasons why.

That's what sets HVC apart from all others.

And like you, when your high value prospects receive the HVC letters and other marketing assets, (like this FAQ document), they will realize you understand their situation. You have a superior solution. And will WANT your product or service.

And that is how we marginalize competition to the point of irrelevance.

Peter Drucker said, the purpose of marketing is to make selling superfluous. For a big-ticket product or service, how can anything, including the High Value Client Marketing Machine, make selling superfluous?

Your ability to sell anything, from professional services to Gulf Stream jets, (in person or in print), is determined primarily by;

1. Knowing your prospect so well you can describe their situation, and describe what they want, better than they can. This gives you ultimate authority.
2. Having THE RIGHT MESSAGE that lets your prospect know you understand their situation – so they realize you are not just another me-too advertiser.
3. Having STRONG COPY that distinguishes you from competitors, tells your story in an engaging way that holds attention, and builds desire for your product.
4. Having an IRRESISTIBLE OFFER – so when your prospect sees what you have for them, they WANT IT. Want it from YOU. And WANT IT NOW. And;
5. Consistently getting the right message to the right market with the right media.

The more your prospect knows about who you are, how you can help them, and why yours is the superior solution - and the more they decide they WANT TO DO BUSINESS WITH YOU BEFORE YOU EVER SPEAK WITH THEM - the easier it is to make the sale.

This is what Drucker meant when he said...

The purpose of marketing is to make selling superfluous.

The **High Value Client Marketing Machine** accomplishes this for you. Your prospects who receive the HVC letters and other marketing material we create for you, may still have questions. But they will know who you are, what you do, and when the time is right, will contact you essentially ready to do business.

If that's what you want, the **High Value Client Marketing Machine** may be perfect for you.

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) Add six-figures to your sales revenue faster than you may think possible, and;
- 3) Give yourself a powerful EVERGREEN MARKETING ASSET you can use to reach high value prospects again and again.

What else do I need to know?

The **High Value Client Marketing Machine** is a **100% original, custom marketing asset created for your business**. Every word is crafted for maximum rapport, maximum engagement, and maximum response from YOUR best, high-value prospects.

We identify up to 1000 high-value prospects who are virtual clones of the BEST customers, clients, patients, or patrons you've ever had. They are ideal to benefit from what you do. And can easily afford what you sell.

The letters will get attention. They will distinguish you from competitors. And after letter one, or two, or three, many of your best prospects, *who a few weeks earlier didn't know you at all*, will feel like they know, like, and trust you.

And sooner or later, they will contact you. And your reward for separating yourself from the clueless crowd and getting the right persuasive message to the right prospects, with the right media, may be a six-figure jump in sales, and an ROI that is off-the-chart high.

No competitor, regardless of how similar their product may be, can 'swipe' anything we create for you, because everything is CUSTOM WRITTEN for you.

How much does it cost?

The cost for NOT using the High Value Client Marketing Machine to identify and engage with your best, high-value prospects, may easily be hundreds of thousands of dollars a year in missed opportunity, lost sales, and money wasted on comparatively limp marketing efforts.

If you're a candidate for the HVC program, you already know the cost is a tiny fraction of both the immediate, and the ongoing value this program may bring you.

Each HVC campaign is has a LONG SHELF LIFE and in many cases may be used for yeas with no change whatsoever.

For more detail on pricing, contact Parthiv Shah at 301-760-3953.

What's the next step? How do I find out more?

Just call Parthiv Shah at the main eLaunchers number, **301-760-3953**.

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

If you'd rather schedule this call on your own, visit **www.elaunchers.com/client** - select the date and time that best suits your schedule, click the button, and you're on the schedule just like that. The whole process takes less than a minute.

The purpose of the call is to; 1) answer your questions; 2) make certain you are an EXCELLENT candidate to benefit the High Value Client Marketing Machine, and; 3) if you're ready, go over how easy it is to get started.

**They say the BEST TIME to plant a tree was 20 years ago.
And the second-best time is today.**

It will be a pleasure to hear from you!