



launchers

*flight plan*  
Your guide to helping your business soar.

**elaunchers**  
**SWOT**  
**Analysis**



## YOU BE *The Judge*



We want to earn your business and win your heart. In today's day and age, customer satisfaction merely gets the bills paid. A Pledge to excellence goes above and beyond managing customer expectations. Our pledge is that you will enjoy your flight. When we encounter turbulence, our trained professionals will guide you and help you manage the stress. However, we realize that we just might fail to please despite our efforts. In case you are disappointed and wish to part ways, we would like to settle up with you before we terminate our relationship so you do not leave us with a bad taste in your mouth. Here are three unconditional money back guarantees on the portion of the funds I do have control over.



**Guarantee Number 1:** Not just your money back! If you are not 100% satisfied with the depth, thoroughness, thoughtfulness and direction of your business plan, mind map, SWOT analysis, segmentation strategy, technology plan, web plan, data plan and implementation plan, not only we will cheerfully refund your initial consultation fee, we will also reimburse your air and travel costs to Maryland, for up to two people, from anywhere in the world. No questions asked.



**Guarantee Number 2:** SYSTEM ACCURACY and OPERATIONAL FUNCTIONALITY  
**Guarantee:** (LIMITED) There are several hundred moving parts and several dozen major marketing assets delivered to you. We have processes and systems in place to perform quality control and testing. Reasonable care is taken in assuring that the system delivered is error free, engineered correctly and functioning properly. However, we are dependent on 3rd party applications for operational functionality. If you find any operational defect at the time of delivery of your system, or within 90 days thereafter, you may request a DO OVER. We will continue to work with you until the error is rectified based on the agreed upon scope of work. If we fail to rectify the error we may (at our discretion) offer you a reasonable refund for unfinished/unaccepted work.



**Guarantee Number 3:** Rolling 30 day unconditional money back guarantee on monthly services: If you are not 100% satisfied with the depth, thoroughness, thoughtfulness and direction of your marketing administration, technology, or data services, month after month, you can cancel your participation in the program any time. We will even give you a free month of services so you can transition to a new team. If you choose to leave us because you are dissatisfied with our level of commitment and quality of care, we will provide a full refund of the current month's fees. (Exclusion: Fees paid to external partners, overhead expenses, money spent on production employees, JV partners, vendors and service providers on your behalf are not covered under the guarantee. Proof of expenses will be provided upon request.)



Over Ten Years, Hundreds of Clients,  
Thousands of Campaigns and Billions of Pieces Mailed

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Free gifts from  
Parthiv Shah &  
[eLaunchers.com](http://eLaunchers.com)



# FREE GIFTS FOR YOU!

*From Your Info-Pilot, Parthiv Shah*

*Please accept the following gift package that will transform your marketing automation system into an income producing asset...*



## *eLaunchers.com Business Kamasutra & Lifecycle Marketing Bundle*

Please accept the Business Kamasutra and Infusionsoft Lifecycle Marketing Bundle as my special gift when you schedule your free 20-minute consultation. The gift bundle includes:

- eLaunchers Idea Journal: Yours to write down concepts and strategies that we discuss and keep it on hand as you implement it
- eLaunchers Success Blueprint
- My Book: (or e-Book) Business Kamasutra: From Persuasion to Pleasure
- Infusionsoft Campaign Blueprint for Business Kamasutra Benchmark Campaign
- Infusionsoft Lifecycle Marketing Planner Wall Chart (11 x 17)
- Infusionsoft Lifecycle Marketing Planner Booklet (Editable PDF)
- Infusionsoft Lifecycle Marketing Workbook (Editable PDF)
- Infusionsoft Attract Leads Worksheet (Editable PDF)
- Infusionsoft Sell More, Earn More Worksheet (Editable PDF)
- Infusionsoft Wow Your Customer Worksheet (Editable PDF)
- eLaunchers.com Marketing Calendar that will help you plan your daily, weekly, monthly, quarterly and annual marketing activities.

I will also send you a FREE copy of my famous **Shock and Awe** package complete with a **Shock and Awe Blueprint** so you can use it as a benchmark and think about creating your own shock and awe package that follows Dan Kennedy's trust building formula.



# EVEN BIGGER GIFT!

## *20 Minute FREE Consultation*

*So TOGETHER we can figure out how you can use my gifts.*



- The FREE initial consultation is a power packed appointment and not a sales presentation or discovery session. I will start the conversation by asking what YOU want to discuss during the session.
- 20 minutes is enough time for me to solve one problem. This is your time. You should come prepared to discuss one problem that you want to work on.

### *Examples of things you can do during your FREE 20 minutes Consultation with me:*

- Login to your Infusionsoft and look for problems.
- Clean your house list and run it through the National Change of Address.
- Examine who your target market is and do some list research and data buying.
- Review your website and discuss how you can convert your website into an income producing asset.
- Review your current and/or past direct mail marketing.
- Review your current/or past funnel, landing pages, trip wire or referral marketing mechanism.
- Login to my infusionsoft and look at the live deployment of Business Kamasutra campaign or eLaunchers lead capture & conversion process.
- Talk about compliance with CAN SPAM regulations, postal regulations or privacy laws... whatever you want to do in the 20 minutes, it's your time.

But what if 20 minutes is not enough? At the end of your time, I will ask you if you want to continue talking or start wrapping up the conversation. If you want to have a more in-depth conversation about the subject matter, you can schedule a follow up call.

I will also ask you if you like the way I work and if you would like to engage in a business relationship with the eLaunchers.com team.



Over 25 Years (1989-2015), Hundreds of Clients,  
Thousands of Campaigns and Billions of Pieces Mailed  
**Excellence... Powered by Experience**

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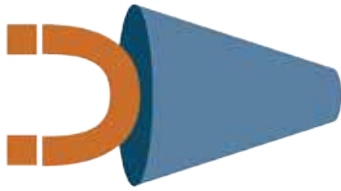
pshah@elaunchers.com



# Marketing Launched Through Technology

## Lifecycle Marketing

How are you doing in each of the seven phases of the customer lifecycle?



Attract Interest



Capture Leads



Nurture Prospects



Convert Sales



Deliver & Satisfy

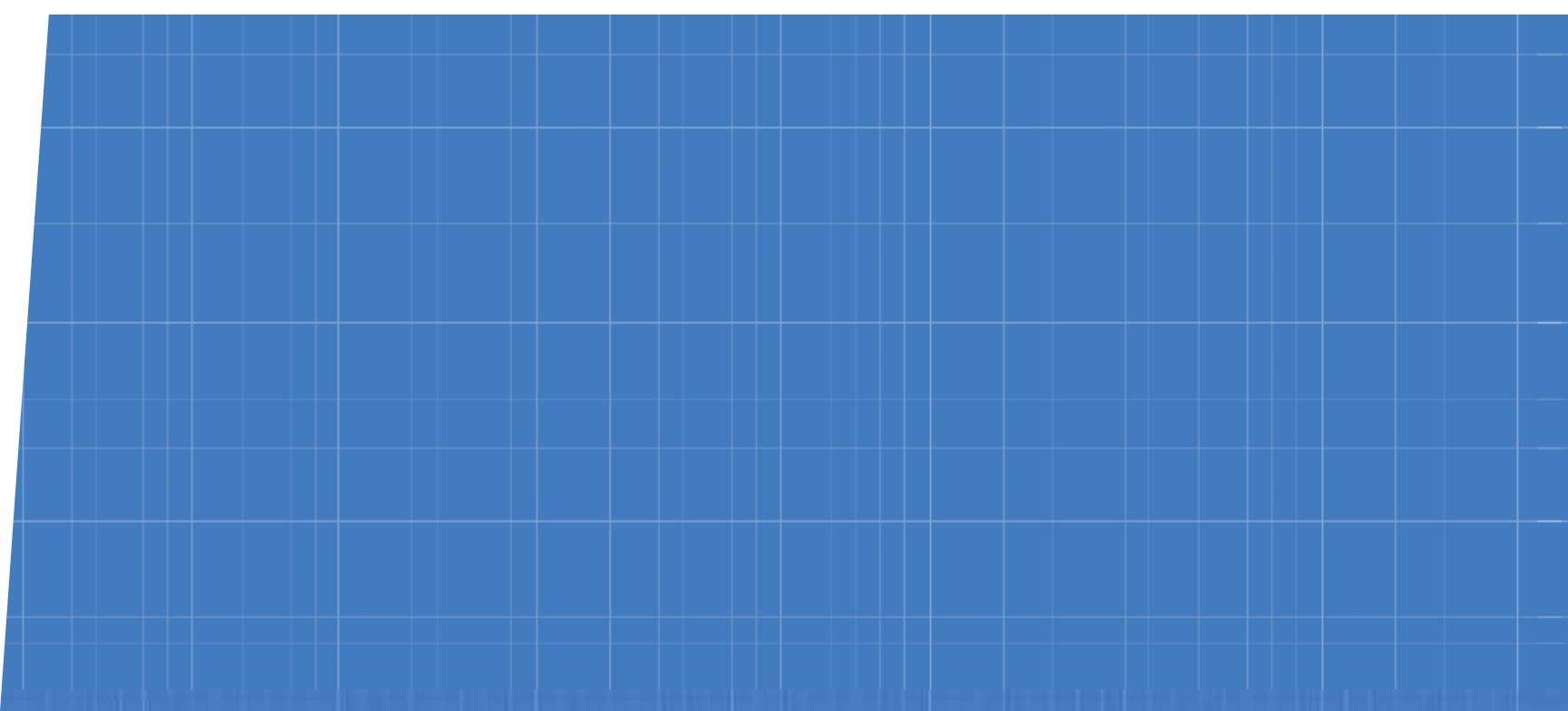


Upsell Customers



Get Referrals

IMPORTANT METRICS TO WATCH





## DESTINATION

Measurable and Impressive Results



## AT CRUISING ALTITUDE

Strategic Advisor To The CEO - Consultative Services



## FLIGHT PATH

What Happens During Implementation?



## FLIGHT BRIEFING

*and a half*  
What Happens at a Full Day ^ Planning Session?



## PRE-FLIGHT CHECK LIST

Are You Ready? Take This Quiz



## PASSENGER INFORMATION:

Who Relies On Parthiv Shah and eLaunchers.com?



A Message From Your Info-Pilot,  
Parthiv Shah



*Ready for Take Off?*

**The Flight Path to “Done for You” Implementation of Marketing Automation & a Transformative Marketing Makeover by eLaunchers.com**

*How A Consultation With Parthiv Shah Can Greatly Improve Your Marketing Strategy And Cause Your Profits To Soar.*

# Dear Friend,

I say 'friend' because I truly hope we will become friends...that you will find this information eye-opening, valuable, and give me the opportunity to help you significantly increase the success of, not only with your implementation, but your entire marketing strategy.

People are surprised to discover just how much marketing has evolved over the years, maybe you will be too!

Neglecting your marketing can have negative consequences, and avoiding that is our primary concern. We also want to make you look great, and that starts with your marketing strategies.



Before we get started, let me say this: we are not for everyone. You may or may not like to follow my process and my process may or may not work for you. If this is the first time you are working with a data scientist, this journey will not feel 'normal'. Therefore, I offer a full 'satisfaction guarantee'. If you are not satisfied with my process, I make it easy for us to part ways as friends, and my money back guarantee keeps everyone happy!

## ABOUT MY MINDSET

Now, let me tell you who I am, why you should listen to me, and why my way of thinking can make a significant difference in your life. First of all, I cannot forecast success, but I can forecast failure with precision accuracy. Therefore, I do not focus on success; I focus on failure avoidance. I try to get as far away from failure as I can. Because of my pragmatic attitude, I have a much better outlook on business risks and risk tolerance. I am less likely to fail because I focus on failure avoidance.

I am a mathematician. I have artists and linguists on my team, but my vision is powered by data and information. In my opinion, everything can be explained mathematically. I believe that a database is a reservoir of emotions between stimuli and response. To me, everything is part of one huge statistical model, and everything that happens can be accurately predicted if the right information is modeled and analyzed in the right way. Whenever I enter an uncharted territory or a hostile situation, I seek to answer the following three questions: **“What am I hoping for? What am I afraid of? What is most likely to happen?”** I focus heavily on defensive strategies.

While I am all for offensive maneuvers to gain competitive advantage and conquer new market share, I make a conscious efforts to preserve and protect what is already conquered. While I appreciate long term planning, my focus is on a short term, detailed task plan. I work with 12 hour, 12 day, 12 week, 12 month and 12 quarter business plans. This twelve-some mentality allows me to look at a long-term plan and break it down into meaningful, measurable and accountable time slots. I build a precise plan by making a whole bunch of short term plans stacked on top of each other. I call them 'Strides'. I also like to work backward from a 'goal state.'

I seek to thoroughly understand your definition of victory so we can quantify it and build a mathematical goal state. We use the same formula to build a mathematical current state so we can measure the distance between current state and goal state, set the direction, identify milestones between current state and goal state and develop a realistic plan to achieve your short term goals. We can measure success at the end of each stride and keep measuring the distance between current state and goal state. Remember, your current state and goal state will constantly change, so you need a decision support system that tells you exactly where you are, where you are headed and what will be your next stride.

If you think I am not normal, you are not alone. Most people feel that way about me. Everyone in marketing focuses on arts, language, emotions and psychology. Most small to mid-sized business owners have never worked with a data scientist. Most small businesses do not understand that data and math are a language and everything can be altered by applying the right algorithm. You have probably never looked at your business or your life from a mathematical model.

This is why I offer a 100% unconditional money back guarantee. It may feel like I am asking you to take a blind leap of faith, but trust me and allow me to practice my trade on your business. There is a strong probability that you will feel vulnerable, over-exposed and scared as your flight path goes through turbulent times.

So, here is the bottom line: If you are happy with what you have going on, I am not your guy. If you are looking for a marginal improvement in the effectiveness of your marketing efforts, you will not find me cool, attractive or competitive.

But if you are at war for market share, in moderate to severe fiscal pain, an economic or competitive factor is kicking your butt and threatening your existence, please put yourself on a plane to Washington, D.C. I will pick you up at the airport. Our meeting will start as soon as you walk out of the security gate.



## **YOUR MARKETING SYSTEM IS MORE IMPORTANT THAN EVER BEFORE**

What would it be worth to have an automated system that markets for you? Would it be worth reading further? Learning more? And, dare I ask, taking action?

## **YOUR FIRST STEP IS AN ABSOLUTELY FREE INITIAL CONSULTATION WITH ME!**

Before we get started, let's meet online for a complimentary 20-minute consultation. This will be enough time for us to explore our mutual interests and we will be able to solve one problem together. If we feel that the problem is complex and we need more than 20-minutes, we can upgrade to a full 90 minute free consultation or schedule a 90-minute follow-up online meeting at no charge.

Don't let this incredible opportunity pass you by. This is not a sales call. During this initial meeting, you will be able to see me in action and make a decision as to whether or not you want to let me work on your business. If you are ready, we will talk about the next steps!

## MY STORY

I came to America 25 years ago. I settled my entire multi-generational family in the suburbs of Boston. I had been in the Indian Air Force, where I became fascinated with computers. One of my core job duties was to type in the “daily orders” and then print them out on a good old fashioned dot matrix printer (without ribbons), which I would then duplicate on something called a Cyclostyle Duplicator. This was my first exposure to “mass communications”!!



My first job in the United States was marketing for a Health Club. After generating multiple leads in high foot traffic locations, I would cold-call interested potential members...I learned I was pretty good at this and I **ACTUALLY LIKED IT!!** Consequently, I was successful at generating many sales.

I soon moved on to work for a direct mail marketing firm, J.M. Perrone Company in

Hingham, MA, where I introduced a software product called Telemagic, to senior management; they adopted it for their business. While my coworkers laughed and told me learning the system was a huge waste of time, I soon convinced them that the software, along with the computer, was like owning a “Thousand Dollar Rolodex”. The owner of the company was a Professor at Bentley College in Boston, who convinced me to go after my MBA (in Marketing); which I did (from Bentley College) in 1994. I wrote many papers on Direct Marketing, Database Marketing, and Direct Mail Marketing while journeying towards my degree. One of the assignments in my New Product Development class was to create a product and a Marketing plan. I developed a mailing list to the Indian Community in America. This was my first introduction to data based marketing.



Over the next twelve years, I continued to develop and expand my skills in Customer Relationship Management (CRM) implementation. All the while, my company invested heavily in my continuing education.

As I continued to take on more responsibility, I decided I would make it easier on myself to find potential clients by becoming my own resident list expert. I soon realized that I could provide a needed service to our clients, so I began a program to buy and sell data for our clients.

I started a dot com company in 1998 but my business failed miserably. Broke and in debt up to my eyeballs, I went back to my old company and asked for my job back, plus convinced my boss to give me a substantial raise to pay off my debt. He gave me a short leash but I was well rewarded when, almost immediately, I closed a \$400,000 deal with a Children's Hospital. I was back on track but, like most entrepreneurs, I got the bug to strike out on my own again.

In 2002, I opened Listlaunchers, Boston's premier list brokerage company assisting the printing industry, direct mail firms and telemarketing companies. From this I learned a dynamic new way of printing content: Digitizing Offset Printing Jobs which brought in much higher profits. The jobs that were selling for \$7,500 were now selling for upwards of \$12,000. Our sales tripled in three years.



In 2005, I sold Listlaunchers for \$1.5 million and became part of a larger conglomerate only to have an IPO fail, and once again put me and my family in debt.

**My business, Listlaunchers, was killed....but I survived!**

In 2006, I started eLaunchers.com and once again had to start over. The difference now is that I know exactly what I am doing. I have taken everything I have learned about Marketing, Technology, List Generation, and success and failure and rolled it into one super dynamic company.

This is my story. It is a classic entrepreneur's story: Start with little or nothing, turn it into something, then back again to nothing and once again into something successful. The difference is that this time, **I have not only bounced back, but I do not have to—and will not—waiver from my successful formula! I will show you what I know to make you more successful than ever before.**

So that provides you with a bit of my business background and the experiences that led me to conceive my “dream”. Today I own a multi-national technology firm with offices in three countries and a team of technologists, programmers, system architects, designers, writers, marketers and operations enthusiasts who share my passion for one thing: RESULTS!

Oh, one more thing... I joined the University of Phoenix in 1999 as a faculty member. I have taught courses on E-Business, Technology and Marketing to Undergraduate and Graduate students in Massachusetts, and now in Maryland.

If you think my arrival in your business can help you, please invite me into your world and allow me to practice my trade. I am not a miracle worker and I do not have a silver bullet that can solve all problems, but systemization & automation of marketing can deliver measurable and impressive results.



Don't let this incredible opportunity pass you by. Claim your FREE Consultation with me and bring your business goals from chaos to clarity. Create the business that you have always wanted and you've always deserved. Simply call our office today to schedule a Free 20-minute Initial Consultation with me. During the 20-minute consultation we will review your situation and determine if you are a candidate for my risk free, one day consultation program.

Make sure you don't delay because these Free Consultations will only be available until our remaining spots are filled. Don't put off your future another day! Claim your gift of confidence by taking the first step now. Call us at 301.760.3953 for your Free Consultation. It just might be life-changing.

Why shouldn't you? Call 301.760.3953 today and let our team at eLaunchers.com help you go from chaos to clarity. Changing your marketing could change your life!

Sincerely,

Parthiv Shah  
eLaunchers.com





Since 2002, Hundreds of Clients,  
Thousands of Campaigns and Billions of Pieces Mailed

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## DESTINATION

Measurable and Impressive Results



## AT CRUISING ALTITUDE

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## FLIGHT PATH

What Happens During Implementation?



## FLIGHT BRIEFING

*and a half*  
What Happens at a Full Day ^ Planning Session?



## PRE-FLIGHT CHECK LIST

Are You Ready? Take This Quiz

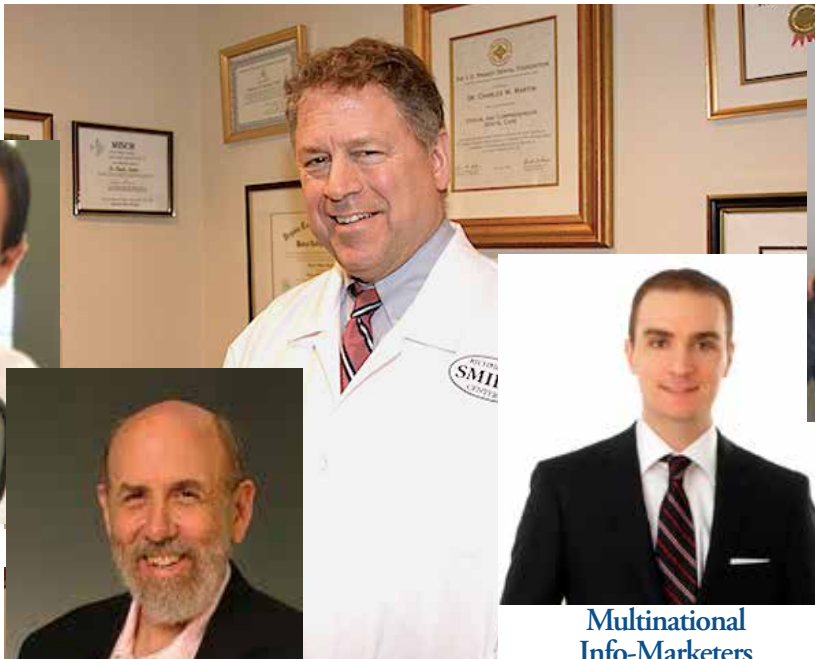


## PASSENGER INFORMATION:

Who Relies On Parthiv Shah and eLaunchers.com?



Orthodontists



Dentists



Business to Business  
Info Marketers



Multinational  
Info-Marketers



Info Marketers  
and Coaches

**Find Out...**

# PEOPLE who want to *go from chaos to clarity!*

**Business owners who are overwhelmed with their marketing and need a plan that will target and focus their efforts.**

eLaunchers.com will guide you through the process of going from chaos to clarity using my unique process that will refine your objectives.



## *Are you one of the 99% of business owners who are unhappy with poor RESULTS?*

People come to eLaunchers.com with three basic problems:

- You are spending money on marketing but are unhappy with the results.
- You have an old, stale, inaccurate or obsolete database of customers and prospects
- You want to cut back on marketing but don't know where to cut

Most agencies focus on lead generation and growth. However, this may or may not be the problem. What if you are already generating enough leads but you do not have a conversion mechanism in place? What if you have a perfectly working marketing machine that just needs automation? What if you are good at what you do, but don't get enough referrals or testimonials from your customers?



# YES,

## *Your business IS different!*

Every business has unique needs and a 'one size fits all' solution will not work for everyone. Like an architect drawing the plans for building, your marketing and technology makeover needs to be planned and drawn before you start building. While we follow a standard frame-work for market automation, no two implementations are alike.



ELaunchers.com is an expert at overcoming these challenges. We have years of experience working in direct marketing, lead generation, lead conversion, client retention, customer referral and professional referral. We are 'systems' people. Process is our passion, and Business Process Engineering is our core. We have brought our experience together at eLaunchers.com to work with small to mid-sized businesses, providing them with a transformational marketing makeover.

Chances are, you have neglected your marketing theater. Your competitors may have a better marketing engine. You may have invested in tools, techniques, technologies and 'shiny objects' that you never put into action. You may have purchased info-products that you did not implement. You may have a massive 'to do' list that has never seen the daylight!

IT'S OK! There's nothing to be embarrassed about. We DO understand. Small and medium sized business owners are overwhelmed with their marketing and become the victim of unfocused goals, unrealistic results for their current marketing, bad lists and a host of other problems.

If you're in this group, you are NOT alone! Why do so many business owners avoid the very thing that can be so beneficial? Many business owners have had poor results from previous marketing attempts and are embarrassed and frustrated from their experiences. Some business owners are frustrated with spending so much time and money on ineffective marketing. Some business owners believe that marketing is always expensive and a hit or miss process (but with today's technologies, that's just not the case).



## *There is no need to worry*

We want you to understand: that was then, this is now! Right now, you are engaged in a real battle for the acquisition and retention of market share for your business. Failure to act can lead to:

- Continued loss of prospective leads
- Inability to communicate effectively with your current customers
- Spiraling cost for ineffective marketing

Simply put, you cannot afford to let old, and ineffective marketing techniques stand between you and a transformation of your marketing system. A system that can significantly improve the health of your business, providing you with an automated method of managing your leads, customers, and referrals.

## *There is a solution*

We are experienced in working with small and mid-sized business owners. We establish a target for orienting your marketing to where things should, and can move to. By shining a light on your business' strengths, weaknesses, opportunities and threats (SWOT), plus implementing a unique method of identifying strengths and opportunities that are in alignment, eLaunchers.com can help you transform your marketing.

We can not work with you without knowing your competition. There is a mathematical formula that helps us identify who you should be afraid of and where you should attack! Have you heard about the “Theory of Competitive Relativity”? You can read more about this theory online, but to simplify it, here is something to keep in mind: “If you are running from a tiger, you don’t have to outrun the tiger, just outrun the ‘other guy’ running with you”. By identifying a proper definition of victory & windfall, dangers, threats and traps you will be able to PLAN marketing activities that will place you in front of battles where winning will not be insignificant, losing will not be embarrassing and there will be a strong probability of winning.

We will develop a plan designed specifically for you, using your current situation and target goal as the starting point.

eLaunchers.com will give you a place to begin, learn your definition of “done”, establish a chronology of events that need to occur, and help you identify what should be the next step. The Mind Map that is created during your planning session will be the plan for our work together.

We will help you implement OUR process in YOUR business, with a goal of establishing an automated marketing machine that will deliver **measurable and impressive results!**





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# DESTINATION

## Measurable and Impressive Results



# AT CRUISING ALTITUDE

## Strategic Advisor To The CEO - Consultative Services



# FLIGHT PATH

## What Happens During Implementation?



# FLIGHT BRIEFING

## What Happens at a Full Day ^ and a half Planning Session?



# PRE-FLIGHT CHECK LIST

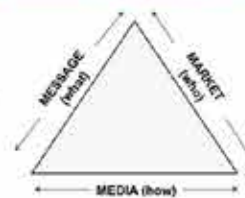
## Are You Ready? Take This Quiz

How Likely is it that Your Overall Marketing Strategy has Problems...

...that could be helped by Info-Pilot Parthiv Shah



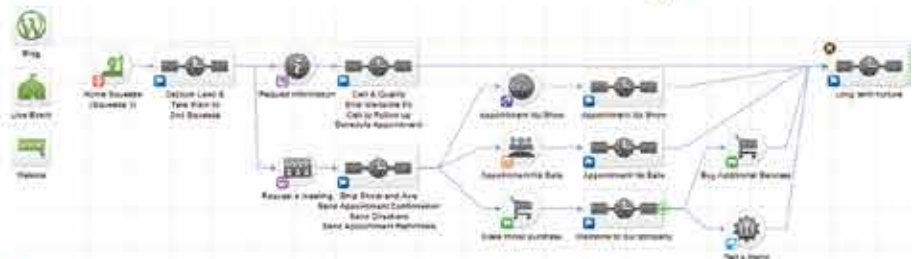
Marketing Results Triangle



Marketing Automation Plan



From Chaos to Clarity: Our Five Step Process



301.760.3953

# TAKE THIS QUIZ

Give yourself 4 points for each "Often," 2 points for each "Sometimes," and 0 points for each "Never."

1. I'm spending money on marketing but I'm unhappy with the results.  
☐ Often    ☐ Sometimes    ☐ Never    POINTS \_\_\_\_\_
2. My database is old, stale, and inaccurate and needs to be refreshed with current data.  
☐ Often    ☐ Sometimes    ☐ Never    POINTS \_\_\_\_\_
3. I want to cut down on my marketing budget but I don't know where to cut. I don't know what is working.  
☐ Often    ☐ Sometimes    ☐ Never    POINTS \_\_\_\_\_
4. There are 'holes' in my marketing and sales conversion system. I am losing money, data & opportunities.  
☐ Often    ☐ Sometimes    ☐ Never    POINTS \_\_\_\_\_
5. I'm generating leads but I'm not happy with the sales conversion.  
☐ Often    ☐ Sometimes    ☐ Never    POINTS \_\_\_\_\_
6. I don't have a long term communication plan for people who request information but do not make a purchase.  
☐ Often    ☐ Sometimes    ☐ Never    POINTS \_\_\_\_\_
7. I feel that my marketing system ONLY works efficiently when I am spending hours monitoring it daily.  
☐ Often    ☐ Sometimes    ☐ Never    POINTS \_\_\_\_\_
8. My website is not an income producing asset for my company.  
☐ Often    ☐ Sometimes    ☐ Never    POINTS \_\_\_\_\_
9. I don't know if I'm in compliance with CAN SPAM regulations, postal regulations and privacy laws.  
☐ Often    ☐ Sometimes    ☐ Never    POINTS \_\_\_\_\_
10. I lost data and I don't know how to recover it.  
☐ Often    ☐ Sometimes    ☐ Never    POINTS \_\_\_\_\_

11. I use direct mail marketing, but it is not producing good results.  
       \_\_\_ Often        \_\_\_ Sometimes        \_\_\_ Never        POINTS \_\_\_\_\_
12. I'm not doing enough to build relationships with my customers to cross-sell and up-sell them.  
       \_\_\_ Often        \_\_\_ Sometimes        \_\_\_ Never        POINTS \_\_\_\_\_
13. I'm good at what I do, but I'm not getting enough referrals from my customers and other professionals.  
       \_\_\_ Often        \_\_\_ Sometimes        \_\_\_ Never        POINTS \_\_\_\_\_
14. I'm not happy with the way I'm generating testimonials.  
       \_\_\_ Often        \_\_\_ Sometimes        \_\_\_ Never        POINTS \_\_\_\_\_
15. My online marketing system and off-line marketing systems are not connected to each other properly.  
       \_\_\_ Often        \_\_\_ Sometimes        \_\_\_ Never        POINTS \_\_\_\_\_
16. My marketing is not effectively connected to a back end database.  
       \_\_\_ Often        \_\_\_ Sometimes        \_\_\_ Never        POINTS \_\_\_\_\_
17. I'm unhappy with the marketing systems and automation processes that I have in place.  
       \_\_\_ Often        \_\_\_ Sometimes        \_\_\_ Never        POINTS \_\_\_\_\_
18. I have InfusionSoft (or some other application like that) but I'm not using it to it's full potential.  
       \_\_\_ Often        \_\_\_ Sometimes        \_\_\_ Never        POINTS \_\_\_\_\_
19. I'm not using state of the art marketing technologies, web databases, social media and search engine marketing.  
       \_\_\_ Often        \_\_\_ Sometimes        \_\_\_ Never        POINTS \_\_\_\_\_
20. I am not using search engine retargeting to go after prospects who come to my website & bounce off.  
       \_\_\_ Often        \_\_\_ Sometimes        \_\_\_ Never        POINTS \_\_\_\_\_

TOTAL POINTS ..... TOTAL POINTS \_\_\_\_\_

(Often = 4, Sometimes = 2, Never = 0)

[Scoring Details on Next Page]

## HOW DID YOU SCORE?

**If you scored 47 or more**, you are almost certainly having marketing issues that are not only affecting the quality of leads that you are attracting, but also how your business is presented to potential leads and clients. It is extremely likely that these marketing issues can be transformed into a carefully designed surgical strike. You are strongly advised to immediately arrange for a complimentary, confidential consultation.

**If you scored between 28 and 46**, you might be suffering from mild marketing issues, low response rate, lead loss, and other lead generation/retention problems. These problems may or may not yet be affecting your overall marketing, but these problems only worsen with time and become more difficult to resolve. Intervention now could be relatively easy and highly effective at preventing future marketing breakdowns and helping you keep or get the business you deserve. You are advised to arrange an immediate for a complimentary, confidential consultation.

**If you scored 27 or less**, you are probably not experiencing significant marketing problems that would affect your business. However, EVERYONE is advised to get a marketing evaluation. This will give you added confidence and allow you to fine tune your current system! And you are welcome to arrange a complimentary consultation.



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## Concepts & Strategy Session: Opportunities Discovery and Marketing Technology Planning Day

*In Person or LIVE Video  
Consultation with Parthiv Shah*

## Your First Step To Transformational Marketing Makeover

# If you know where you are and where you want to go... planning will be easy

*Your best treasure map is the map of YOUR mind*

*Let's Draw a Mind map that takes you from Chaos to Clarity in five easy steps!*



## Clock Vs Compass

One of the first American books I read was 'First Things First' by Dr. Steven Covey and A. Roger Merrill. Here's what I learned from this book: If you are headed in the wrong direction, speed does not matter. It does not matter how fast you are climbing if your ladder is resting against the wrong wall. We start our talk here!



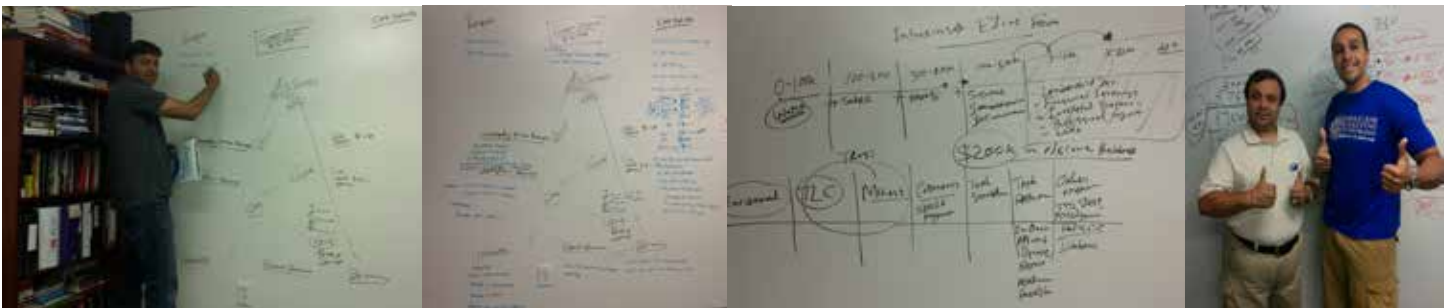
# Infusionsoft Everest & The Game Plan

The Infusionsoft Everest diagram and Game Plan, along with the SWOT tool created by Dr. Michael Porter of Harvard University, can help us look at who you are, where you are, where you came from, how you got here, lessons learned, where you want to go from here, desired milestones, necessary milestones, and plan your journey from the 'Your Everest Base Camp' to 'Your Everest Summit'. I did not invent the process of taking a mind from 'Chaos to Clarity, I just perfected it.

## Why I Use Mind Maps

People come to me with multiple concepts/problems and they want to talk about all of them simultaneously. When I start drawing a meta-cognitive diagram of your thoughts, it gives you complete clarity on how many issues we are dealing with, what is at stake and what problems are worth solving. Mind Maps can also draw a visual diagram of sequential steps in a plan so you can define your priorities and pick your battles if you have limited resources. I will encourage you to buy a software called 'Mindjet' so we can share our notes.

Mind maps are hard to read on paper because they cover so much ground. That is why after we build your mind map, I will share a digital copy of it with you and also export it to Microsoft One Note so you can create an action plan. eLaunchers.com is well known for it's "Surgical Strikes," where we work with traditional service or product driven businesses and implement Marketing Automation to drive customer acquisition and profit growth. This complex machine is customized to suit your business needs. The day and a half we spend together will help me determine what matters most to you, what are your 'win conditions' and where to allocate



what resources. Mind maps, white board drawings and punch lists are the eLaunchers.com equivalent of 'proposals, strategy statements or executive summary'.

Using proven techniques, well structured systems and industry leading software, we can produce campaigns that drive NEW business, increase customer retention and reactivate existing clients.

Whether you are a new business or an existing business, an eLaunchers.com Surgical Strike can help you propel your business forward. The best part of a Surgical Strike is that it's "Done For You" -- our specialist team will design, execute and deliver a complete Marketing Automation System for your business. The single focus of an eLaunchers.com Surgical Strike is to drive sales without increasing workload!

Would You Invest In Your Marketing If It Meant...

- ✓ An increase in new customers
- ✓ Getting the leads that you have been waiting for
- ✓ NO increase in work load

However, before we engage in an expensive, gut wrenching, culture shifting, game changing marketing makeover, we need to spend a day just thinking this through and figuring things out. Our "Strike" has over 500 tasks assigned to a large team of professionals in Maryland, Virginia, West Virginia, Texas, Arizona, as well as off shore in Australia & India. Our system is optimized to assist companies with \$500,000 to \$2,500,000 in revenues. While our system has a proven track record as a profit enhancer and growth accelerator, it has also worked well for fiscal pain management. If you are a mature company with a multi year track record of success and if you are under attack by emerging competitive threats, you can effectively use Internal Magnetic Marketing Techniques to improve retention, ascension and referrals. If you are an emerging growth company, you can use big-data concepts on internal data intelligence to plan your conquest marketing. Internal or external marketing... it all starts with data.

This is not a 'one size fits all' formula. We will need to identify your unique situation, opportunities, threats, strengths and weaknesses and develop your technology, marketing and automation plans, as well as data workflow. Once these are developed, we will need to put

together a plan to program your **HUMANS**. They are part of the automation system too! As a part of the process, we will also work on identifying your ‘**programmable humans**’ and the process of ‘**human programming**’.

## Evaluating Your Current Situation!

The consultation opens with “mind-mapping”, a process where I will assist you in centralizing thoughts, planning elements, concepts, assumptions, beliefs and the general principles at play within the frame of business growth, identifying choices, and the overall results achieved to date. This will be a visual record of your conversation with me and will serve as a baseline for the development of the plan to take your business to new heights.

We spend substantial time on a “couch session” on the business; analyzing the business and the inextricable link between the business and its owner(s). We are seeking to understand you personally, while we identify business goals, objectives, the purpose of the business/owner(s), personal and business history, previous failures and successes, priorities and wish lists. It is a probing, even occasionally uncomfortable process, but is used to establish clarity at the very start of the initial consult.

## SWOT ANALYSIS: IDENTIFY, UNDERSTAND, AND PREPARE!

Many people are familiar with the “typical” SWOT analysis. It serves to shine light on the following areas of a business: Strengths, Weaknesses, Opportunities and Threats.

However, we bring a more sophisticated approach, one championed and largely pioneered at Harvard University, to the table. In this process, after we catalog your Strengths, Weaknesses, Opportunities and Threats, we identify four core strategies:

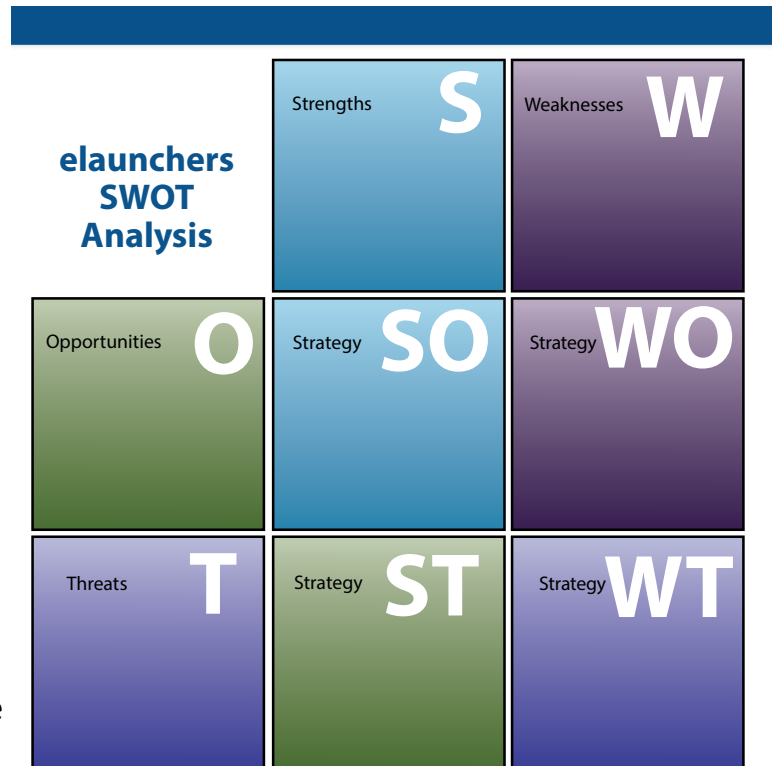
1. **SO Strategy:** Sometimes, everything is going right. You find an opportunity where you are in the right place at the right time, you pick up the ball and just run with it! We have all encountered those moments. The idea is to identify your SO moment so we can work towards putting you in a battle where winning will not be insignificant and losing will not be embarrassing. What will you do when an opportunity emerges where your strengths are relevant and weaknesses don’t matter?



2. **WO Strategy:** Sometimes, you see an opportunity where winning would be significant, but you are afraid to engage because losing will be embarrassing or the probability of losing the battle is just too high. If you know your WO moments, you can either avoid going into situations that would lead up to a WO moment or you can allocate resources to provide for your weaknesses. Identifying weaknesses is a very important exercise, because it tells you where you don't want to go.

3. **ST Strategy:** If you operate your business in a competitive environment, you have many threats. Some threats will emerge from macro-economic environments, some will emerge from a competitive attack, some will emerge from your own neglect and lack of focus... but you will have to respond to threats. The key is to identify and eradicate an emerging threat before it becomes too big to handle.

4. **WT Strategy:** Sometimes you will be attacked by a problem larger than your life. At times like this you have to quickly make new friends, go into survival mode, stop pursuing new opportunities, preserve resources to prolong your life and identify the quickest way out of the situation. If you are not going to win, just run. Remember, survival is a lot more important than victory.



This process, while sticking with a similar framework, delves much more comprehensively into the 4 points of interest (S.W.O.T.). This analysis helps determine the relative importance, and intensity level of the 4 components mentioned above (SO, WO, ST, & WT). **We identify segmentation and Market-Message-Media strategies to put you in an “SO” position where your strengths are in perfect alignment with opportunities that are worth pursuing.**

# MONEY: UNDERSTANDING MONEY AND CASH FLOW

We have, as a substructure, a modeling process which focuses on the relationship(s) between Cost, Volume and Profit Analysis. We focus on the structure of:

- The Business Model
- The Revenue Model
- The Profitability Model
- Overall Cost Structures
- Product/Service Line Cost Structures
- Customer Acquisition Cost Modeling
- Lifetime Customer Value Assumptions and Modeling

The end goal is to gain a deep and robust understanding of how money, volume, cash flow, profit and cost structure affect business choices, successes and failures, customer acquisition and retention tactics and strategies, as well as the need for change or course correction.

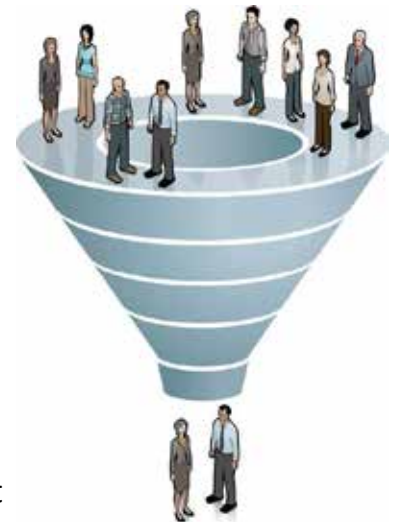
## CVP- COST-VOLUME-PROFIT ANALYSIS

We have, as a substructure, a modeling process that focuses on the relationship(s) between Cost, Volume and Profit that helps us determine **what you can cheerfully afford to spend to acquire a new client**. This analysis helps us establish your risk tolerance and your ability to invest in testing various marketing methods, medias and messages without breaking the bank.

## MARKETING AND SALES FUNNEL ANALYSIS

The problem with traditional sales funnels is this: You spend money to put people at the top of the funnel, yet do business with only a SUBSET of those people. Wouldn't it be nice to tip the funnel on its side, capture and keep everyone who enters the funnel, nurture a relationship with them, sell them something small, give them the experience of doing business with you and once you have established trust & rapport, ask for the 'large purchase'?

Most people are familiar with the idea of a marketing and sales funnels. The notion is that a funnel, with the wide part on the top, is where your sales prospects enter and you do business with a small subset of buyers at



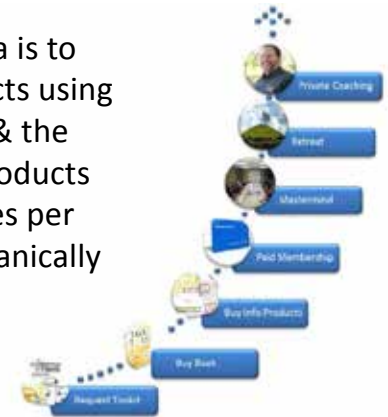


the bottom of the funnel. In doing this analysis, we are largely concerned with things like:

- How do you attract and cause people to enter the “top” portion of the funnel?
- How do you keep them from exiting the funnel?
- What happens to the people, from a marketing standpoint, that fall OUT of the funnel?
- Do you have an “ascend ladder”; a way to get people into your business with a small transaction and “ascend” to higher dollar purchases?
- Do you have “core” products?
- Do you have Upsell and Downsell products or services available and offered?
- What is the “goal state” of the sales and marketing funnel, for both clients and prospects?
- How can we “turn the funnel on its side” so we don’t lose any opportunities?

## OFFER/BAIT AND ASCEND LADDER DEVELOPMENT

For most small business owners, this is a foreign concept. The big idea is to give away INFORMATION to build trust and rapport with your prospects using AUTOMATION. We help you understand the business idea, the math & the idea behind **SLO (self-liquidating offer)** and help you position your products and services in an ascending ladder, so you can increase your revenues per customer over a period of time. While this happens naturally and organically in almost every business, most people don’t automate a relationship marketing process that focuses on the ascend of the relationship.



## COMPETITIVE ANALYSIS: WHO IS DOING WHAT, TO WHOM!

In this module, we look directly at your competitive position in the current configuration, as well as delve into the future sets and circumstances that are desired for the business. We focus on the “who is in what position” set of questions, as well as seeking to answer multiple questions about how the market is segmented. This portion of the analysis considers, but is not limited to, the following points of interest:

- Who is your direct competition?
- Who is your indirect competition?
- Who can challenge or compete most effectively with you?
- Who can you most effectively compete with?
- Who has the “best client” for your business currently?
- Who/What is your best target market, Who/What should you pursue?
- What is your Lead Qualification and Disqualification?

## **SYNERGISTIC/SYMBIOTIC RELATIONSHIPS AND JOINT VENTURE ACTIVITIES!**

Move beyond resources into Resourcefulness. How can we think outside the common questions and answers to be resourceful in our business growth and decision making? We ask, and seek to answer questions like:

- Who can I partner with to access their customers?
- What relationships can I establish or grow to build the business?
- Whose client list is compatible with my goals?
- Who has the customers I want and how can I collaborate with them?
- What businesses can I co-market with?
- What are the logical synergies I can create or capitalize upon?

## **DATA SCIENCE - WHAT DOES THE DATA TELL US?**

We send your current and past customer lists to Experian or D&B to perform a comprehensive analysis. We append over 1100 columns to your existing list and build a statistical model of exactly who your current customers are and who your past customers were. This process helps us identify where we want to go in pursuit of your next set of customers. While it is far too complex and detailed for a summary document, to give you some idea of the scope of the questions and analytical elements we bring to bear, we focus on things like:

- What is the demographics of your current client base?
- What patterns, good or bad, can we glean from this analysis?
- How can we capitalize on them or keep them from hurting us?
- What is the “goal state” relative to this area of interest and these sorts of questions?

- The same questions can, and are, asked and answered, relative to the total prospect database
- Optimization numbers - how effective are we, or not, relative to converting opportunities into sales/service purchases and what can we do to impact favorably this equation?
- Lost Opportunities and Lost Customers Analysis

## **TECHNOLOGY SCIENCE - UNDERSTANDING THE ROLE OF TECHNOLOGY, WEB & DATA: WHAT TOOLS ARE DOING THE WORK IN THE BUSINESS NOW?**

In the big picture, related to your business, we MUST consider the technological backbone of the process and systems of what databases we will use, what you already have, what needs to be developed and how it will all work together. In this module, we explore all the things related to what Bill Gates calls “the digital nerve system” of the business in his book “Business @ The Speed of Thought”.

We examine things like:

- The role of technology in your business
- Role and process of handling online and offline data in your business
- The “Current State Analysis” of the Technology components of the business
- The “Goal State Analysis” of the Technology components of the business
- Are there “Milestone States” needed in the move to greater technology benefits?
- What should be your central marketing database system? (Infusionsoft vs Other Applications)
- What should be the foundation technology for your website (Wordpress vs Other applications)
- What should be included in your total technology ensemble?
- Is there a need to do any custom application development, API bridge building or connecting multiple systems?
- Is there a need to migrate you from a legacy system into a new system?
- Have you ever suffered any data loss? Can the data loss be reversed?
- Do you have old, stale, inaccurate or corrupt data that needs to be updated with fresh, accurate and complete data?

## M.A.P. - MARKETING AUTOMATION PLAN

By developing a customized, unique and highly specialized Marketing Automation Plan, we will be able to design what we call a “Perfect Customer Life Cycle” process. This one change, this one blueprint for a set of interlinking, technology-enabled systems, does more to facilitate business growth, profitability and security than anything else. Prospects who are not persuaded by the persuasive nurture are automatically placed on a long term nurture. Items like newsletter or e-zine, allow you to stay in touch with those who have shown an interest but are not ready to buy.

We examine, specifically, how to build the most productive, profitable and safest marketing funnel for your particular business and situation. The deliverable here is actually a printed version of all we discussed, in the form of a highly sophisticated, optimized plan of action detailing your whole business growth, vision and agenda. This is nothing short of a road map to a massive increase in revenue, profitability and effectiveness in your business. Our team of qualified and experienced designers, programmers, marketers and consultants will utilize their skills to ensure the system produces results without effort or input needed on your end. This process allows you to get back to the business of being GREAT at your service or product while worrying less about your marketing.

## THE NEXT STEP

Now that you’ve received an overview of what an eLaunchers.com FULL DAY PLANNING SESSION is all about, we’d like to get started with you on the Process. If you feel you are ready, all you need to do is call us at 301.760.3953, or email us at [pshah@elaunchers.com](mailto:pshah@elaunchers.com) and we can get the process started for YOUR business.

Don’t delay, get started with your comprehensive consultation session with Parthiv Shah. Claim your gift for a better future by taking the first step now. Call us at 301.760.3953 for your business-changing comprehensive consultation.

**VISIT [WWW.ELAUNCHERS.COM](http://WWW.ELAUNCHERS.COM) and schedule a call with me to begin your countdown!**

# Ultimate CONVERSION CONCEPTS Platform

If you want to grow your business, you are going to need TWO things. **TRAFFIC and CONVERSION.** We are conversion people. We have built a turnkey, end to end 'system' called 'Ultimate Conversion Concepts Platform' that can be implemented in your business. This system, once deployed, can help you capture leads, nurture prospects who are in pipeline, stay in touch with those who don't buy right away and persuade clients to ascend in to a more intimate relationship and buy more from you. The Referral Culture system helps you persuade your clients/ patients and referral partners to give you referrals. When you give them the right tools and have a follow up system in place, it is easy for your clients and friends to give you referrals and it is easy for your team to follow up with the referrals you receive.



Since 2002, Hundreds of Clients,  
Thousands of Campaigns and Billions of Pieces Mailed

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## DESTINATION

Measurable and Impressive Results



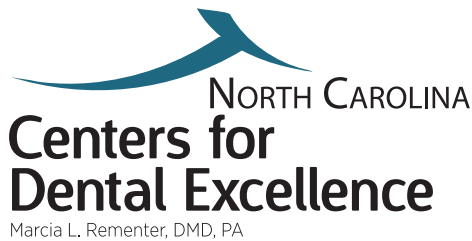
## AT CRUISING ALTITUDE

Strategic Advisor To The CEO - Consultative Services



## FLIGHT PATH

What Happens During Implementation?



Got Traffic?

Let's play the  
'Conversion Game'

Ultimate  
CONVERSION CONCEPTS  
Platform

System Installation

Copy Writing

Copy Beautification

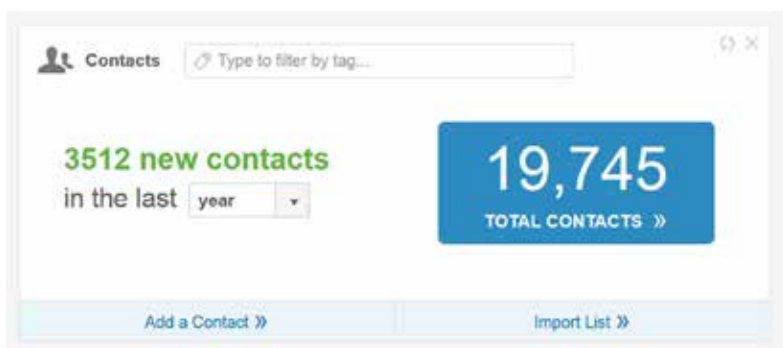
Engineering

Team Training

Continuing  
Education

# You may or may not need/want a transformational marketing makeover.

Chances are, you are not the kind of person who would benefit from the implementation of an eLaunchers Ultimate Conversion Concepts Platform. It is a sizable investment of time, money, technology infrastructure and human resources. While every business can possibly benefit from the mind-set, the workflow, the process and the formula, it is just not appropriate to make an investment of this magnitude unless your business is truly ready for this experience.



Here is a screenshot from our own Infusionsoft. When this picture was taken on one fine day in 2016, we had 19,745 total contacts in our Infusionsoft. We have added 3512 new contacts in 12 months prior to this date.

We spend enough money on marketing. We generate enough leads for our

business. We receive about a dozen referrals a month. Yet, we took money from less than 100 people this year. So, how come we only convert a tiny little subset of the prospects we meet, if we are so good at 'conversion'?

The answer is simple. We want to pick our battles. We only want to work with people who are ready, willing, able and fully committed to take full advantage of this transformational experience. **You can buy the Ultimate Conversion Concept Platform and “implement it yourself”!**

Now that you are reading this message, we will talk about whether or not it is a good idea for you to make an investment in an appropriate implementation program. There are three implementation paths to choose from: Do It Yourself, Done WITH You and Done FOR You.

If you think you could benefit from the program but you just want to figure out my formula so you can implement it yourself with a little bit of assistance from us and few other vendors that you can hire yourself, that's OK too. **When I am not making money, I am making friends and I need them both.** Don't buy anything from me! Just join my study club & learn!



# How can you tell if you are ready for a transformational marketing makeover?

We strongly recommend the one and a half day Concepts and Strategy Session to anyone who is a potential candidate for \*our\* implementation services services. During the Opportunities Discovery and Marketing Technology Planning Day we go through a simulated implementation of all applicable elements of our Ultimate Conversion Concepts Platform in your business and determine the impact of this implementation. We look at your current business development process, including sales and marketing, to determine what can be improved, what can be transformed and what is working well and therefore should be left alone. During Opportunity Discovery we look at lost opportunities from the last eighteen months and come up with a data monetization & loss prevention strategy.

The implementation of the platform is a transformational marketing makeover designed to standardize, systematize and automate your sales lead generation, lead capture, lead nurture, lead conversion, customer welcome experience, customer retention, customer ascension and referral marketing program. This comprehensive system is made up of several hundred tasks, several dozen digital assets and print elements, over one dozen off the shelf technologies concocted together and tethered to ONE centralized marketing system. We think it is a modern engineering marvel; but don't take our word for it. We invite you to experience it for yourself.

Yes, you CAN do this yourself with little or no assistance from us. The advantage of working with us is that we have the implementation process dialed in so we can lead the way and help facilitate a smooth implementation. You benefit from our experience and enjoy the tribal comradery of our other clients who have gone through this experience. You will also benefit from samples and swipe files developed for clients who came before you. If you come to us with an idea so unique that we have never implemented before, we will cheerfully add it to our library and that will be your contribution to the collaborative tribal excellence. Our platform is an ensemble of proven concepts and strategies brought to life for clients just like you.

While we were among the pioneers on the market to offer a fixed fee, multi-faceted transformational marketing makeover; we took inspiration from the best. The concept done for you implementation was born after our participation in Bill Glazer's Extreme Marketing Makeover. The first job was delivered in 2011 and it was built to specs for **Dr. Dustin Burleson**.

# This Transformational Experience is NOT for You:

- If you are happy with what you have and where you are.
- If you are OK with where things will go in a near future.
- If you are planning to exit your business and just don't care.
- If you are convinced that there is no hope and nothing can be done to improve the situation
- If you are in a severe fiscal distress and can't afford to make a sizable investment in a standardized business development system.

# This is for You:

- If you are spending money on marketing but are unhappy with results.
- You are frustrated with the current state of affairs in your marketing department
- You are afraid that larger rivals with deeper pockets and sophisticated systems are a serious threat to your business.
- You are surviving but you want to thrive
- You have successfully grown your business to where it is now, and it is time to take your game to the next level.
- You are convinced that you will benefit from effective, time tested, efficient and timely implementation of proven concepts and strategies.
- You are doing a great job generating leads but you are unhappy with your lead to conversion ratio

# Systems = Freedom

You already ARE successful. You have a humming business that has been growing for several years. You have a reputation in the market for being an excellent provider of your products and services. Your business has already grown to where it is today. However, without a standardized, systematized and automated sales lead generation process and an effective conversion theater your business will eventually stop growing. To make matters worse, the threat from the next generation of sophisticated competition from larger rivals and deeper pockets is very real.

We invite you to challenge the status quo and build a system that will free you up to do what matters most. What will you do differently if you never had to worry about keeping a healthy stream of leads and deals? Imagine a whole new world where you are free to choose your next steps without worrying about where the next client/patient/deal/lead will come from.

# How to justify the investment

If you add up all the resources you will invest in this transformational marketing makeover; you will realize that you are about to make a sizable commitment of time, energy, human resources AND money. In the grand scheme of things, the money spent on eLaunchers is not huge. At \$12.5K to \$47K, you will find it to be extreme valuable for the money you spend. The bigger investment is in additional resources like copywriting and technology licenses. The biggest investment is your OWN time and your OWN commitment to develop and deploy a data centric, data focused, discipline driven sales organization. Most businesses have humans running critical business processes and machines are used by humans at will to make the human's life different. The true cultural change you are investing in will bring a man-machine collaboration where the machine will do chores that were deemed 'not humanly possible'. If you do this well and if you use this as a competitive advantage, you will outperform your competitors and establish strengths to head on face the emerging threats.

Now let's just look at numbers. If you have annual revenues of \$500K to \$2.5M, if you are currently using direct response marketing for sales lead generation, and if you have been in the business for two years or longer, chances are, you have **diamonds in your own database**. If your sales process is excellent and if you close 4 out of 5 qualified leads, for every \$1,000,000 in revenue you have an additional \$200,000 in unconverted leads and lost opportunities. These people already know you, like you and trust you; they just did not buy when they met you. If we can work together to get you a second date with them, they will probably become clients.

If you have additional products and services that can be sold to your existing clients, we can put together a strategy for ascension and continuity revenue. Can we sell something else to those who love you, respect you and want to buy more from you?

If you are extremely good at what you do and if your clients love the quality of care and potency of your service but you are not getting your fair share of referrals from your clients, you probably do not have a formal referral culture. If your customers are happy, it will be easy to get referrals. All you have to do is ask the right person, at the right time, in the right way and give them the right tools so when they want to give you referrals they have the script, the choreography and the props for it. You will get more referrals if you stage the referral theater, build a referral culture within your organization, appropriately ask for referrals and eloquently express gratitude. **Imagine systemetizing and automating ALL THAT!**

# What it takes to implement the platform



The eLaunchers.com Ultimate Conversion Concepts Platform is Transformational Marketing Makeover implementation that is customized to suit your business needs. We have combined the principles of Infusionsoft Lifecycle Marketing System to our own proprietary business process engineering formula “Business Kamasutra”. We took the concept of “Business Kamasutra” to the next level in our flagship program “INTERNAL MARKETING MACHINE”.

Business Kamasutra is a single Infusionsoft Campaign accompanied by several dozen digital assets (images, graphics, videos, phone scripts, emails, downloadable digital PDFs, etc.) along with almost a dozen print ready assets. Internal Marketing Machine is an ensemble of 36 Infusionsoft Campaigns accompanied by several hundred digital assets including several dozen print ready assets.

If you watch a movie, a Broadway musical show or a Cirque du Soleil performance, you will be taken out of your element, and for a period of few hours, you will be transported to a distant reality where you will become part of an experience. This effect is achieved by the right ambiance, the right script, the right choreography and the right props appearing at the right time. Your emotions are attached to what you see on stage. This is classic hypnotic marketing.

If you can STAGE your sales experience with the right ambiance, right script, right choreography

and empower your team to perform 'improve' with the use of the right props, your sales process will be filled with pleasure.

The Ultimate Conversion Concepts Platform is that choreography of messages delivered to your prospect before, during and after you perform your service. The purpose of the system is to deliver the right message to the right person at the right time using the most appropriate media, and for a more dramatic impact, deliver the same message multiple times using multiple media simultaneously.

The choreography of the Ultimate Conversion Concepts Platform follows the classic workflow of "Opt-In, Trip Wire, Core Offer, Profit Maximizer and Continuity Income". These are the various stages of intimacy in your relationship with the prospect/client. Each stage has its own rules of engagement and each stage requires its own type of nurture. Progression from stage to stage requires tasteful and eloquent persuasion. This is a delicate, data driven operation. Sometimes you can push too much and come across as 'desperate' or 'aggressive' while sometimes you would lose a deal because you weren't soft enough. This is called the 'sales prevention effect'.

So, what are you supposed to do? What is the right formula? I have scavenged the ecosystem to find the answer and I implemented what I learned. I studied Dan Kennedy, Bill Glazer, Ryan Deiss, Russell Brunson, Frank Kern and many others. In technology and marketing automation, I studied everything that was made available to me from Infusionsoft, Customerhub, Automation Clinic, Plus This, Fix Your Funnel and many others... frankly too many to mention. I spent about 20% of my time awake learning, studying, reading and attending events. I am evolving every single day. I am on a plane at least once a month attending a conference, learning something. I am always buying books, binders and online training so I can constantly stay sharp. After all, I am not just learning for me, I am learning for my entire tribe. My entire tribe benefits from what I learn.

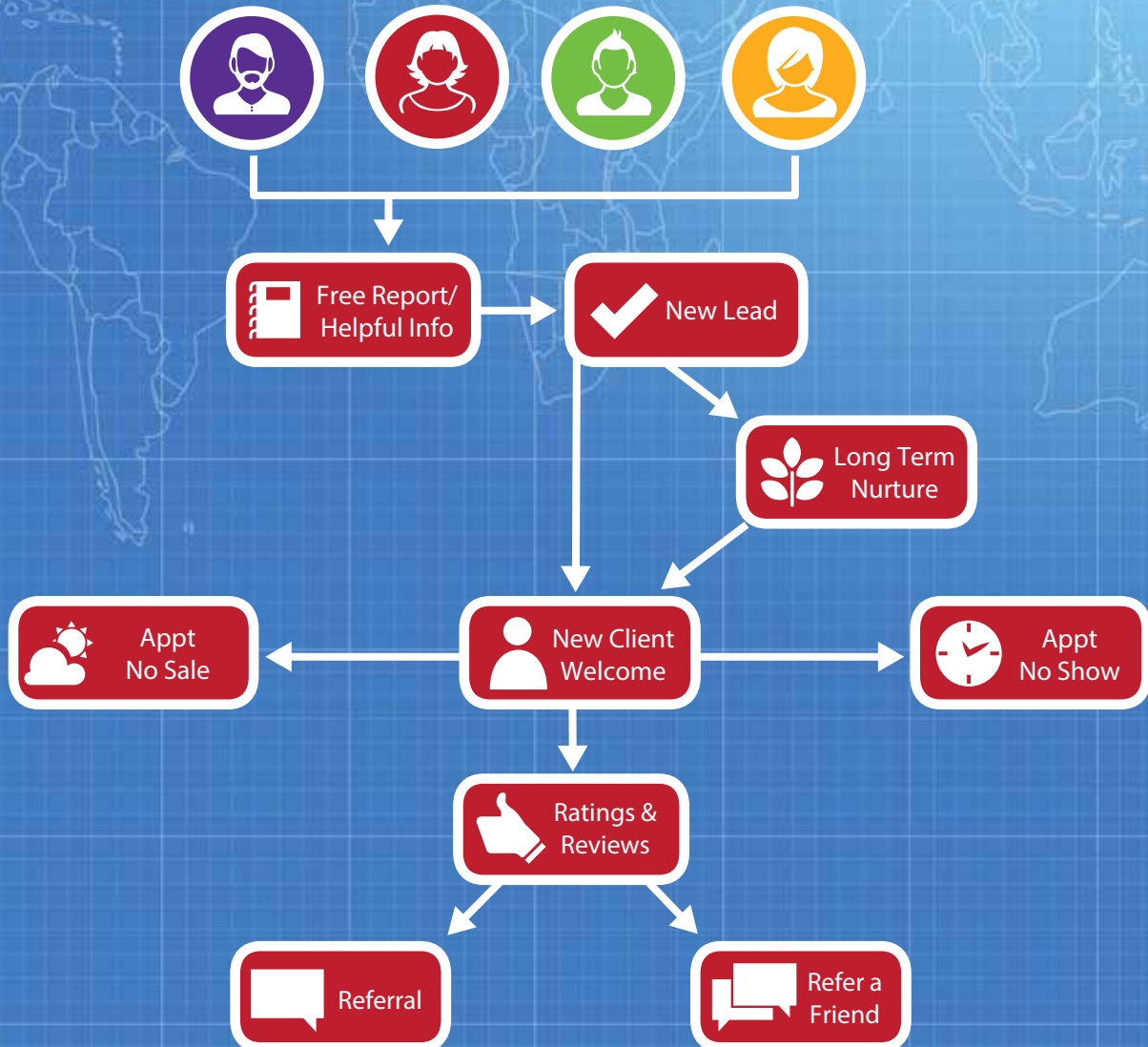
The formula I built in Ultimate Conversion Concepts Platform is the perfect cocktail of concepts and strategies I learned from all of these people. I brought up this question in Ryan's War Room mastermind. This is the room where the 'cream of conversion minds' hang out and share ideas. Here's what I learned from that room. Ultimate Rule of Conversion has three parts:

1. Always stay in touch
2. Always deliver value
3. Always ask for permission to get more intimate





# BUSINESS KAMASUTRA CAMPAIGN



# INTERNAL MARKETING MACHINE





# Ultimate Conversion Concepts Platform Marketing Automation Plan (MAP):

An interesting rule of conversion is that you must be doing all three things simultaneously, all the time. We built our MAP (Marketing Automation Plan) to facilitate this effect.

- **Step 0:** Spend money on marketing to drive relevant, segmented traffic to your web site home page and/or campaign specific landing pages. Have alternative call-to-action methods available besides just a landing page. Call captured phone numbers, in-bound text message with automated conversation workflow, live chat on website with artificial intelligence, fax back reply/form or order forms, business reply mail or scan a QR code are perfect examples of alternative call-to-action methods.
- **Step 1:** Persuade the prospect to take advantage of a special offer (free report or consumer guide) so they will opt-in. If someone opts-in using an alternative form of call-to-action, have a mechanism in place to capture the lead and add to the campaign workflow.
  - **Step 1a:** Thank the prospect for their interest. Deliver the digital gift. Ask them for their physical address so you can ship them their physical gift. (Printed copy of free report, audio CD, shock and awe, book, gifts, etc.)
  - **Step 1b:** Add them to your long term nurture for top of the mind brand awareness.
- **Step 2:** Deliver the digital gift
  - **Step 2a:** Notify the prospect via email that their physical gift is on the way.
- **Step 3:** Call the prospect to confirm their physical address. This is your chance to qualify the prospect, confirm their interest levels and segment the opportunity. Please do not just send a box of stuff to someone without actually talking to them. Explain to them what you are shipping to them. Ask them 'why they want to read what it is that you want to ship to them'.
  - **Step 3a:** This is what Ryan Deiss calls the 'magic question'. "How can I help you with that?" Offer to make an appointment to explore your mutual interests.
- **Step 4:** Ship the physical gift/shock and awe so it arrives in their hands before they show

up for the initial appointment.

- **Step 5:** Add them to new lead sequence. This sequence is designed to deliver valuable educational content, some entertainment and establish a reason why they should schedule the initial appointment. If you do not eloquently express what happens at the initial conversation, your initial consultation will be perceived as a 'pitch' and they will not show up.
- **Step 6:** When they schedule an appointment, send them the pre-appointment sequence. This is to confirm the appointment, get them to prepare for the appointment and do some stuff before they show up, establish rules of engagement, describe what to expect at the appointment and get them mentally prepared to buy when you meet.
- **Step 7:** On the day of the appointment, one of three things will happen. Choose the appropriate one:
  - **Step 7A:** Appointment No-Show: They did not show up. Get them to come back.
  - **Step 7B:** They showed up and did not buy. Get them to come back again for a second discussion where you can offer a 'clinically sound yet fiscally attractive' alternative, now that they said 'no'.
  - **Step 7C:** They showed up and they bought. Welcome them to the family, address or pre-empt buyer's remorse, re-engage the client, establish rules of engagement and add the new client to customer amazement experience.
- **Step 8:** At the appropriate time send them the NPS (Net Promotor Score) Survey which asks a single question: "On a scale of one to ten, how likely are you to refer us to your peers?" If you get score 1 to 4, you have a customer service issue and you should address it. If you get 5 to 7 you have a happy client who is likely to stay on course and possibly buy more down the road. If you get 8 to 10 score, express gratitude and give them tools so they can start sending referrals.

While the MAP (Marketing Automation Plan) is the spiritual core of our Ultimate Conversion Concepts Platform, the rest of the deliverables make the Ultimate Conversion Concepts Platform a turnkey, end to end business development machine.

A separate presentation describes each element of Ultimate Conversion Concepts Platform in great detail. This presentation and companion price schedule is shared in confidence with qualified prospective clients and JV partners after initial conversation.

# The 7 STEP Implementation Plan

## *Know What To Expect*

If you are a successful business with revenues of \$500K to \$2.5M, or if you are an established/emerging tribe leader/information marketer, an eLaunchers.com Ultimate Conversion Concepts Platform can help you propel your business forward.

Once you determine that an eLaunchers.com Ultimate Conversion Concepts Platform is right for you and you have picked out the appropriate implementation modality, (DIY, DWY, or D4U) we will work together to work out the smaller details and discuss the specific nuances of your specific situation. In most cases, we will recommend an investment in the one and a half day consultation, “Opportunity Discovery and Marketing Technology Planning”.

### *Opportunity Discovery and Marketing Technology Planning*

During the Opportunity Discovery and Marketing Technology Planning Day, we will identify the elements necessary for a successful implementation of a transformational marketing makeover for your business.

### *Kick Off and Project Planning*

In this phase we will transform the meta-cognitive mind map into a Basecamp project plan. We will identify all the roles, assign tasks to various role players and establish a communications protocol. If other service providers are involved we will invite them to the project planning process as well, and establish rules of engagement and command and control guidelines.

### *Digital Assets Gathering and Technology Infrastructure*

In this stage we will collaborate with your office to acquire photographs, graphic images, videos, audio files, logos, artwork of previously produced marketing material, access to your web environment and content. If you have already invested in Infusionsoft and Click Funnels, we will acquire administrative privileges to your account and proceed with a system audit so we know what you already have in place. We will make our recommendations for acquiring other technology platforms and apps as needed. **Technology substitution is usually not allowed in Done For You implementation modality, but your situation might be unique.**

## *Graphic Design and Content Development*

Once our graphic designers have your digital assets in our custody and we have identified the visual rules of engagement, (logo, fonts, color schemes, etc.), our graphics team will begin designing all the necessary elements of your Ultimate Conversion Concepts Platform and present it to you for an initial draft. Once the core theme for visual effect is established, we will proceed with populating the graphics files with placeholder content.

Graphic files with place holder content is delivered to the operations team so the content writers can provide content (copy, images, video footage, audio files, etc.). When it comes to content, you have options. You can use an existing swipe file/template and customize it to suit your needs, or you can work with our copywriters to write custom copy for you. We will help you decide what is right for you based on your situation, budget, ability to write, willingness to commit time to the content process and what digital assets you already have in place.

## *Engineering: Technology, Web and Data*

This is a complex process and we are very well equipped to deal with this complexity. A very competent project manager will assign the tasks to the right member of your team and establish scope and deadlines. This project manager will be your single point of contact throughout the relationship.

## *Bringing It All Together*

While different people in different teams can work in their silo, our project manager will take delivery of each element and put it through our quality control and proofing process. YOU are part of the QA/QC process too. While we will take steps to double and triple check everything, ultimately you are the one signing off on the proofs at various stages.

## *Deployment and Training*

When everything is approved, you order the transition. A highly skilled transition team is charged with the task of 'going live' and performing 'post transition QC'. The print production team will facilitate initial order of all your print orders and setup the rules for print production automation. A training routine will be established to train your team on how to use the system, the technology, the scripts and the props so you can begin using your new business development system.

# Content Creation & Beautification

## *Copy, Graphics, Images & Videos*

### *Copy at the speed of life: Is that even possible?*

For years, we have delivered our Ultimate Conversion Concepts Platform services as “ABC” or “All But Copy”. We have done that because most of our clients have either bought a copy swipe file, were given copy by their coach or had a relationship with a copywriter.

Today, a substantial percentage of our clients are looking for a program that includes all the copy developed (or swiped), implemented, beautified and proofread.

Now you have choice. You can engage with us for the implementation of the Ultimate Conversion Concepts Platform - Your Transformational Marketing Makeover - and write your own copy, hire your own copywriter or choose to work with one of our own copywriters for a very special discounted fee. After all, our preferred writers work on Ultimate Conversion Concepts Platforms day in and day out, and they have developed a rhythm for their writing.

If you want to write your own copy, we will show you samples, give you swipe files that we are allowed to share and give you ample guidance. We will even provide our copywriters with copy-chief services or copy-consultation, for a fee, if you feel there is a need for that.

Here is the reality. The copy written for your platform is what your prospect will read and use to decide whether or not to do business with you. The entire marketing and conversion theater can generate leads and put your message in front of your prospect, but it is the message that will do the selling. It is COPY that gives you ROI, not the system. Copy will articulate your business case, establish trust and credibility, and persuade the prospect to buy.

Therefore, potency of copy matters. Think about this and decide: **Who should be your scribe?**

### *Info-Graphics, Visual Aids, Graphs & Charts*

Our turnkey process includes all facets of graphic design, including development of content/marketing message appropriate visual elements. The copywriter is the chief content strategist and will provide input for all aspects of optics, not just copy. Our team of competent designers will work with your copywriter to develop graphic elements and proceed with beautification of your digital assets. All you have to provide is your logo, office photography, staff photography

and any special images purchased from Royalty Free image libraries. Our graphic designers will purchase Royalty Free images on your behalf in your own library account so you can use the images in other aspects of your marketing without worrying about image ownership.

## *Video On Website, Trust Video and Video Sales Letter*

We have a formula for effective use of videos in website, landing pages, Trust Video (DVD) and Video Sales Letter. Here are some basic video files you will need for your funnels:

- Home Page Squeeze Video
- 2nd Squeeze Video
- Thank you page video
- Tell-a-friend Video
- Welcome Friend Video
- Affiliate Introduction Video
- Affiliate Welcome Video

Trust Box/Shock and Awe Video is actually a 12 to 18 minute self promotion introduction video to be placed on Audio CD/Video DVD. You can have a series of 4 to 5 videos that can be placed on a launch style 5 video sales funnel or on a video book. You can get client education videos from your association and other commercially available resources.

We will help you decide if you want to hire a professional video crew to develop your videos or have amateur video using iPad or iPhone and get them edited using simple off-the-shelf tools. We will help you decide what to do and hire the appropriate resources for your video needs.

## *Proofreading and Quality Control*

Our turnkey system implementation process includes a substantial battery of quality control procedures. We have testers who test engineering and implementation. We have proofreaders who read your material before it is considered press ready. We have web auditors who audit websites, landing pages and funnels to make sure the end user experience is not compromised. However, YOU give the final stamp of approval. Someone in YOUR organization will be ultimately accountable for making sure all information is correct.



# Elements of The Platform

**DATABASE  
APPLICATION  
DEVELOPMENT**



**TURNKEY  
INFUSIONSOFT  
IMPLEMENTATION**



**PERFECT  
WEBSITE  
LAYOUT**



**AUTOMATED  
FUNNELS AND  
LANDING PAGES**



**BUSINESS  
KAMASUTRA  
CAMPAIGN**



**INTERNAL  
MARKETING  
MACHINE**



**PERSUASIVE  
SHOCK & AWE  
PRESENTATION**



**CHAIRSIDE  
MARKETING  
MATERIALS**



**CASE  
PRESENTATION  
PACKAGE**



**WOW BOX  
EXPERIENCE  
AUTOMATION**





# Ready? Let's get started...

*Welcome to eLaunchers.com! You are going to LOVE it here!*

We are going to start with installation and setup of your Referral Culture. This is a very small fiscal commitment and complete delivery occurs within 3 to 10 days. We build a system that helps you ask the NPS Question (Net Promoter Score) to your customers and persuade the 'promoters' to give you a referral. A turnkey campaign in Infusionsoft automates the process of capturing the contact information of the friend, welcoming the friend to your business and expressing gratitude to your client for giving you a referral. This 'little project' helps us both get to know each other, evaluate each other's work ethics and determine whether or not we should continue to work together.

If we do decide to continue working together, the first major step in the relationship is installation of the Ultimate Conversion Concepts Platform. Once the system is installed in your Infusionsoft, Click Funnels and the InDesign templates in your Dropbox, and the BaseCamp is populated with all the task lists and tasks, you are ready for the next step.

Once the system is in place, you will pick your copywriter and invite your them to read the swipe files, study the scope of work on BaseCamp and give you a time and budget estimate for writing copy.

Once the copy is in place, your implementation team goes to work. You can hire any implementation team to implement the Ultimate Conversion Concepts Platform. You may need one or more service providers (vendors) to do this because you will need someone who is proficient in Infusinosoft, Click Funnels, Graphic Design and someone who thoroughly understands Digital Marketer Follow Up Machine, Digital Marketer Funnel Blueprint and Dan Kennedy's direct response marketing principles. Of course, eLaunchers.com's **Tactical Task Force** can turnkey implementation of the entire Ultimate Conversion Concepts Platform in 4 to 10 weeks once all the copy is written.

If you want an intimate relationship with Dan Kennedy, we could help. We can arrange for a day of consultation, a comprehensive copy critique or invite you to our Clients Only "Copy Day" with Dan.

You may need help in technology, web, graphic design, database administration and print production management that is above and beyond the scope of the fix fee implementation of Ultimate Conversion Concepts Platform. We will make ourselves available for such projects on a "Time and Material" basis. For complex web and technology projects we will refer you out to our trusted suppliers in India so you too can work with a well trained workforce while realizing the offshore cost advantage.

# Implementation Steps

	System Installation	Copy Writing (Sold separately)	Copy Beautification	Engineering	Quality Control and Testing/proofing	Team Training	Continuing Education
eLaunchers Referral Culture	◆	◆	◆	◆	◆	◆	◆
eLaunchers Business Kamasutra Infusionsoft Campaigns	◆	◆	◆	◆	◆	◆	◆
eLaunchers Internal Marketing Machine Campaigns	◆	◆	◆	◆	◆	◆	◆
Digital Marketer Follow Up Machine Campaigns	◆			◆			◆
Home page Squeeze and 2nd Squeeze (Funnel Steps)	◆	◆	◆	◆	◆	◆	◆
Chair Side Marketing	◆	◆	◆	◆	◆	◆	◆
Business Kamasutra Campaign Implementation	◆	◆	◆	◆	◆	◆	◆
Burleson Benchmark Implementation	◆	◆	◆	◆	◆	◆	◆
Burleson FREE Reports Beautification	◆	◆	◆	◆	◆	◆	◆
FREE Reports Beautification	◆	◆	◆	◆	◆	◆	◆
Conversion Funnels							
• Funnels by eLaunchers	◆	◆	◆	◆	◆	◆	◆
• Funnels from Digital Marketer Funnel Blueprint	◆	◆	◆	◆	◆	◆	◆
• Funnels shared by Click Funnels	◆	◆	◆	◆	◆	◆	◆
• Funnels shared by friends of eLaunchers	◆	◆	◆	◆	◆	◆	◆
Product Launch funnel	◆	◆	◆	◆	◆	◆	◆
Event marketing funnel	◆	◆	◆	◆	◆	◆	◆
Live webinar or Evergreen webinar funnel	◆	◆	◆	◆	◆	◆	◆
Membership Site with drip content	◆	◆	◆	◆	◆	◆	◆
E commerce set up	◆	◆	◆	◆	◆	◆	◆
Affiliate program setup and affiliate funnel	◆	◆	◆	◆	◆	◆	◆
Membership benefits presentation Package	◆	◆	◆	◆	◆	◆	◆

*What we do not do: (We will refer you to our trusted advisors and affiliated partner companies)*

- WEB SITE design and Mobile APP development\*
- WP, PHP, SQL or API programming\*
- DONE FOR YOU Copy Swiping and Editing\*
- DONE FOR YOU Sales Copy Writing\*
- DONE FOR YOU Book Publishing\*
- On site staff training for Marketing Automation\*
- Video Production and Editing\*
- Direct Mail and Print Production Management\*
- Fulfillment of Shock & Awe, Gifts, Info Products\*
- In Office and Trade Show Banners, Displays & Promotional Items\*
- Digital Asset Acquisition: Stock Images, Stock Footage, Audio, Web Themes, Templates, Swipe Files, etc.\*
- On-line Marketing: SEO, PPC, Re-targeting, FB Advertising, Social Media, Reputation Management\*
- Telephone follow-up and appointment set up\*

\* Services provided by affiliated partners and trusted advisors

# YOU BE *The Judge*



We want to earn your business and win your heart. In today's day and age, customer satisfaction merely gets the bills paid. A pledge to excellence goes above and beyond managing customer expectations. Our pledge is that you will enjoy your flight. When we encounter turbulence, our trained professionals will guide you through and help you manage the stress. However, we realize that we just might fail to please despite our efforts. In case you are disappointed and wish to part ways, we would like to settle up with you before we terminate our relationship so you do not leave us with a bad taste in your mouth. Here are three unconditional money back guarantees on the portion of the funds I do have control over.



**Guarantee Number 1:** Not just your money back! If you are not 100% satisfied with the depth, thoroughness, thoughtfulness and direction of your business plan, mind map, SWOT analysis, segmentation strategy, technology plan, web plan, data plan and implementation plan, not only we will cheerfully refund your initial consultation fee, we will also reimburse you for air and hotel travel to Maryland, for up to two people, from anywhere in the world. No questions asked.



**Guarantee Number 2:** SYSTEM ACCURACY and OPERATIONAL FUNCTIONALITY Guarantee: (LIMITED) There are several hundred moving parts and several dozen major marketing assets delivered to you. We have processes and systems in place to perform quality control and testing. Reasonable care is taken in assuring that the system delivered is error free, engineered correctly and functioning properly. However, we are dependent on 3rd party applications for operational functionality. If you find any operational defect at the time of delivery of your system, or within 90 days thereafter, you may request a DO OVER. We will continue to work with you until the error is rectified based on the agreed upon scope of work. If we fail to rectify the error, we may (at our desecration) offer you a reasonable refund for unfinished/unaccepted work.



**Guarantee Number 3:** Rolling 30 day unconditional money back guarantee on monthly services: If you are not 100% satisfied with the depth, thoroughness, thoughtfulness and direction of your marketing administration, technology, or data services, month after month, you can cancel your participation in the program any time. We will even give you a free month of services so you can transition to a new team. If you choose to leave us because you are dissatisfied with our level of commitment and quality of care, we will provide a full refund of the current month's fees. (Exclusion: Fees paid to external partners, overhead expenses, money spent on production employees, JV partners, vendors and service providers on your behalf are not covered under the guarantee. Proof of expenses will be provided upon request.)

## The eLaunchers.com Advantage

eLaunchers.com has been implementing Ultimate Conversion Concepts Platforms for clients across the world since 2010. We are the pioneers of the system and constantly innovating new ways to automate the delivery of marketing without affecting conversion.

Our production team has the capacity to turn over a complete Ultimate Conversion Concepts Platform in 4 to 16 weeks, at a quality which is faster than any of our industry competitors. We understand direct marketing intimately and use it within our business on a daily basis.

If you're looking to create NEW business, MAXIMIZE the value of your current customer base and INCREASE revenue, then eLaunchers.com is the perfect partner for you. Our professional, specialist team are unmatched, industry wide, and we deliver QUALITY WORK - on time and on budget.



Since 2002, Hundreds of Clients,  
Thousands of Campaigns and Billions of Pieces Mailed

**Parthiv Shah, eLaunchers.com**

13236 Executive Park Terrace  
Germantown, MD 20874

**301.760.3953**

pshah@elaunchers.com



# DESTINATION

## Measurable and Impressive Results



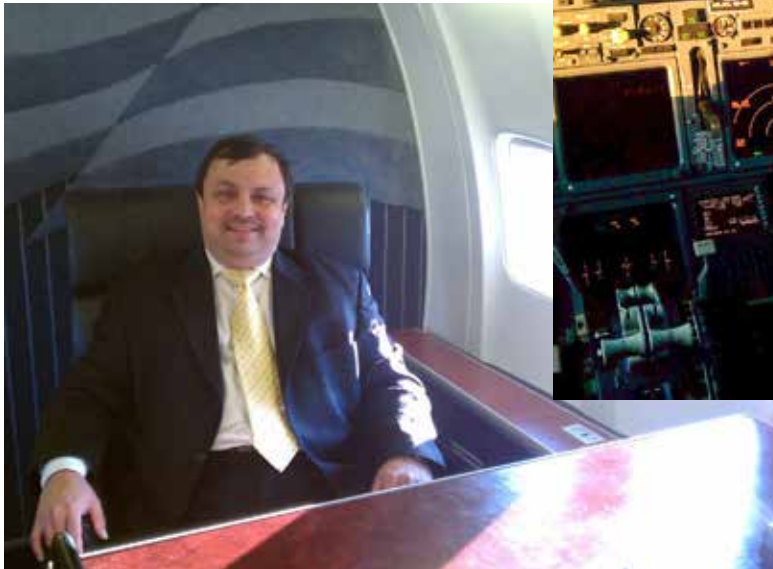
# AT CRUISING ALTITUDE

## Strategic Advisor To The CEO - Consultative Services

**Now that you can fly...**

*Where would you like to sit?*

*In the cockpit or in your onboard office?*



*Would you trust me and my team to  
administer your marketing programs and  
manage your technology month after month?*





# Strategic Advisor To The CEO Consultative Services

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## *Let's make a plan and work the plan*

The Consultation Track starts with a day (and a half) of consultation with Parthiv Shah at the eLaunchers headquarters in the suburbs of Washington DC. During this consultation we will help you identify your 'current state', articulate your '3-5 year goal state' and help put together an 'Everest' road map to your goal state. When engaged as Strategic Advisor to the CEO for the journey, we run your annual, quarterly and monthly planning meetings, keep track of annual priorities, quarterly TOPs (Tactical Operational Priorities) and SMART Goals (Specific, Measurable, Attainable, Relevant and Time Bound). In addition, we also deliver one major marketing asset each quarter along with one complete, done-for-you marketing campaign for internal or external marketing.

If you continue our consultative relationship, we will engage in a 12 to 36 month relationship where I will conduct your annual, quarterly, and monthly marketing meetings. In these meetings we will discuss concepts, strategies, tactics and technology. We will also evaluate what is working and what is not working so we can turn up the heat on what is working and possibly turn off what is not working. In addition to marketing meetings, we will also deliver ONE major marketing asset each quarter, as well as, ONE turnkey, done-for-you marketing campaign to an internal or an external list.

### **Major Marketing Assets: Delivered every 12 weeks (Sold Separately for \$5000 ea.)**

1. Diamonds In Your Database: Unconverted leads and lost opportunities campaign
2. Customer Value Matrix Implementation with VIP Patient/Customer Club program
3. Your Online Video Presence
4. Corporate Brochure/Success Blueprint and Product Sell Sheet Brochure
5. Event Marketing System (your event in a box)
6. Live Webinar and auto-webinar marketing system (funnel, Infusionsoft campaign, Signature sales
7. Ascension/Retention/Cross sale - upsell OR Continuity Income Promotion System
8. External Referral Marketing Machine
9. JV Partnerships and Affiliate Marketing System
10. Affinity Marketing System complete with affiliate links and affiliate marketing resources
11. Long Term Nurture: Print newsletter, e-newsletter, Thank you card, Anniversary card, Holiday card, Gifts
12. Implementation of Digital Marketer Follow Up Machine
13. Opportunity Follow up automation and telemarketing management system



# YOU BE *The Judge*



We want to earn your business and win your heart. In today's day and age, customer satisfaction merely gets the bills paid. A pledge to excellence goes above and beyond managing customer expectations. Our pledge is that you will enjoy your flight. When we encounter turbulence, our trained professionals will guide you and help you manage the stress. However, we realize that we just might fail to please despite our efforts. In case you are disappointed and wish to part ways, we would like to settle up with you before we terminate our relationship so you do not leave us with a bad taste in your mouth. Here are three unconditional money back guarantees on the portion of the funds I do have control over.



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## *Private Client Services*

I will accept a **limited number** of private clients (no more than 15 private clients at a time) for a very intimate involvement in your marketing program. You are a candidate for my private client services if: your business is going through a transition, you were recently funded, you are involved in a product launch, you are starting a branch office in the USA, or you have a very complicated business situation. I will spend as much time on your situation as necessary and the fee for my time will be arranged based on your needs. This can be a short-term engagement that can be downsized to the appropriate monthly service program at the right time, or it can be a long-term relationship with me. This intimate relationship requires a substantial investment of time, money and resources. As my private client, you will receive everything described in this program PLUS dedicated time spent by my team and me to do FOCUSED WORK on your business.

**Will YOU be my next success story?**



Since 2002, Hundreds of Clients,  
Thousands of Campaigns and Billions of Pieces Mailed

**Parthiv Shah, eLaunchers.com**

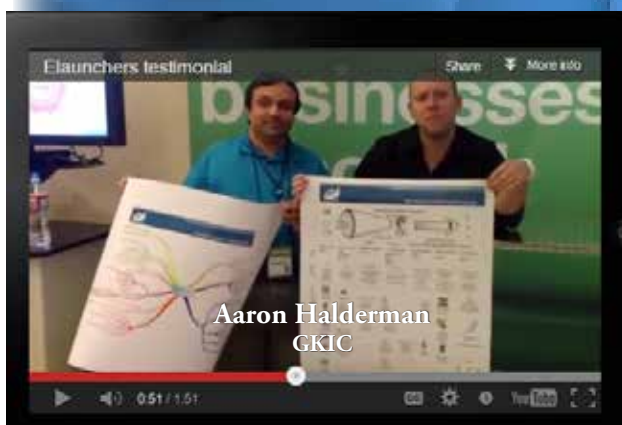
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# DESTINATION

## Measurable and Impressive Results



**SUCCESS = (Passion + Competency) <sup>Technology</sup>**



# eLaunchers Results Before and After Comparisons

Site comparison for The Meaningful Future Process.



## Before

- A dream & an idea
- Static website
- Needs automation
- Needs marketing pieces
- Needs Shock and Awe
- Licensing program to other professionals



## After

- Infusionsoft implementation
- 3 WordPress Websites
- WordPress Multi-site
- Central SQL Database
- Developed Marketing pieces & Shock and Awe
- Built licensing program for other professionals

# eLaunchers Results

## Before and After Comparisons

*Site comparison for The Doug Jones Elder Care Law Firm.*



### Before

- Needs integrated process
- Needs website makeover
- Needs automation
- Needs marketing pieces
- Needs shock and awe
- Needs book marketing
- Needs Yellow Page Ads

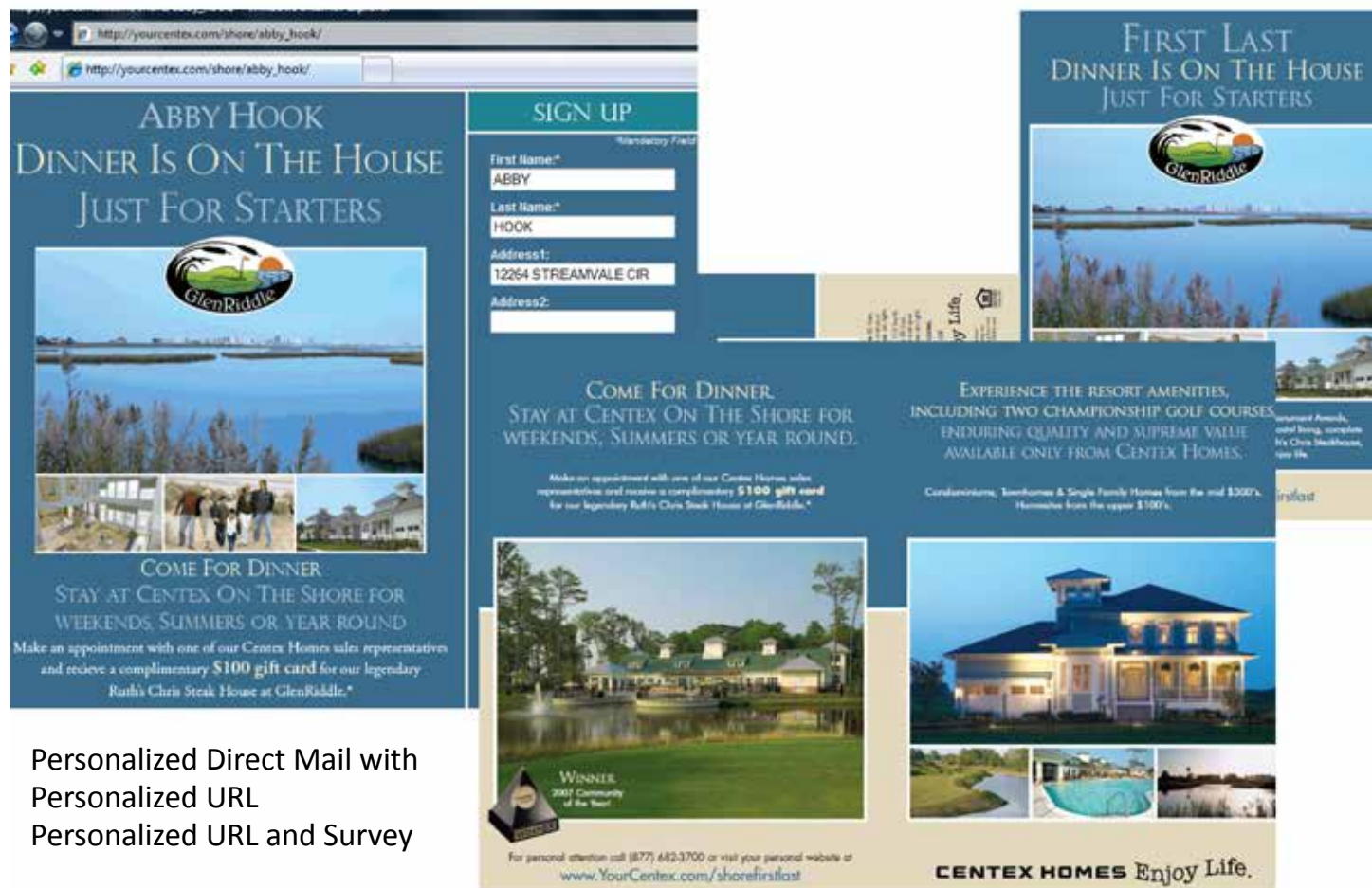


### After

- New WordPress Website
- Testimonial booklet
- Shock/Awe & Welcome Kits
- Book & reports micro sites
- New yellow pages ads
- Click to call & call capture
- Infusionsoft implementation

# eLaunchers Results

## *Centex Homes*



Personalized Direct Mail with  
Personalized URL  
Personalized URL and Survey

### **SUCCESS: MEASURED!**

Number of pieces mailed:  
15,000 pieces

Number of responses: 169  
to url about 1.125%

Cost of project: At par with  
national average.

Cost per lead: Significantly  
below national average

## **SELLING HOMES ON EASTERN SHORE:**

### *SUCCESS... INTEGRATED*

Centex Homes hired eLaunchers.com to provide a turnkey sales lead generation program to drive qualified prospective home buyers to visit model homes located on the beach in Maryland. eLaunchers.com worked with the center in identifying a highly targeted list of prospective consumers and sent out an elegant direct mail piece completely personalized inside and out, with in-line addressing and a personalized URL. The personalized URL featured a pre-populated survey form, a thank you page, a thank you e-mail and an alert to the sales team via e-mail. A dashboard allowed the sales manager to track responses in real time. Having access to Idea Factory & the dream team helps you offer excellence, always!



# eLaunchers Results

## *Production Club*



### **SUCCESS: MEASURED!**

Number of pieces  
mailed out:  
Under 1000

Number of emails  
sent: About 2000

Number of Exhibitors:  
About 20

Number of Attendees:  
About 200 **SOLD OUT!**

## **BY THE WAY, WE HAVE NO BUDGET** *SUCCESS... INTEGRATED (ON A SHOESTRING!)*

The Production Club of Washington DC is an association of production managers and owners of advertising agencies and marketing communications departments at various companies in the Washington DC area. On October 8th, PCDC hosted a sold out event with about 200 attendees, as well as 20 exhibitors and sponsors who packed the conference center. It was really a team effort... Shipshapes donated the direct mail, Greenfield/Belser donated the concepts, design, strategy and artwork, Listengage donated the email marketing, Motiliti donated the Live on Page video and eLaunchers.com donated the technology, integration and workflow for everything.

# eLaunchers Results

## HH Hunt Homes - Website



### SUCCESS: MEASURED!

Number of weeks in development: 4

Number of weeks in implementation: 2

Monthly Maintenance Hours Saved: Over 100

ROI: 6 months of savings paid for the application

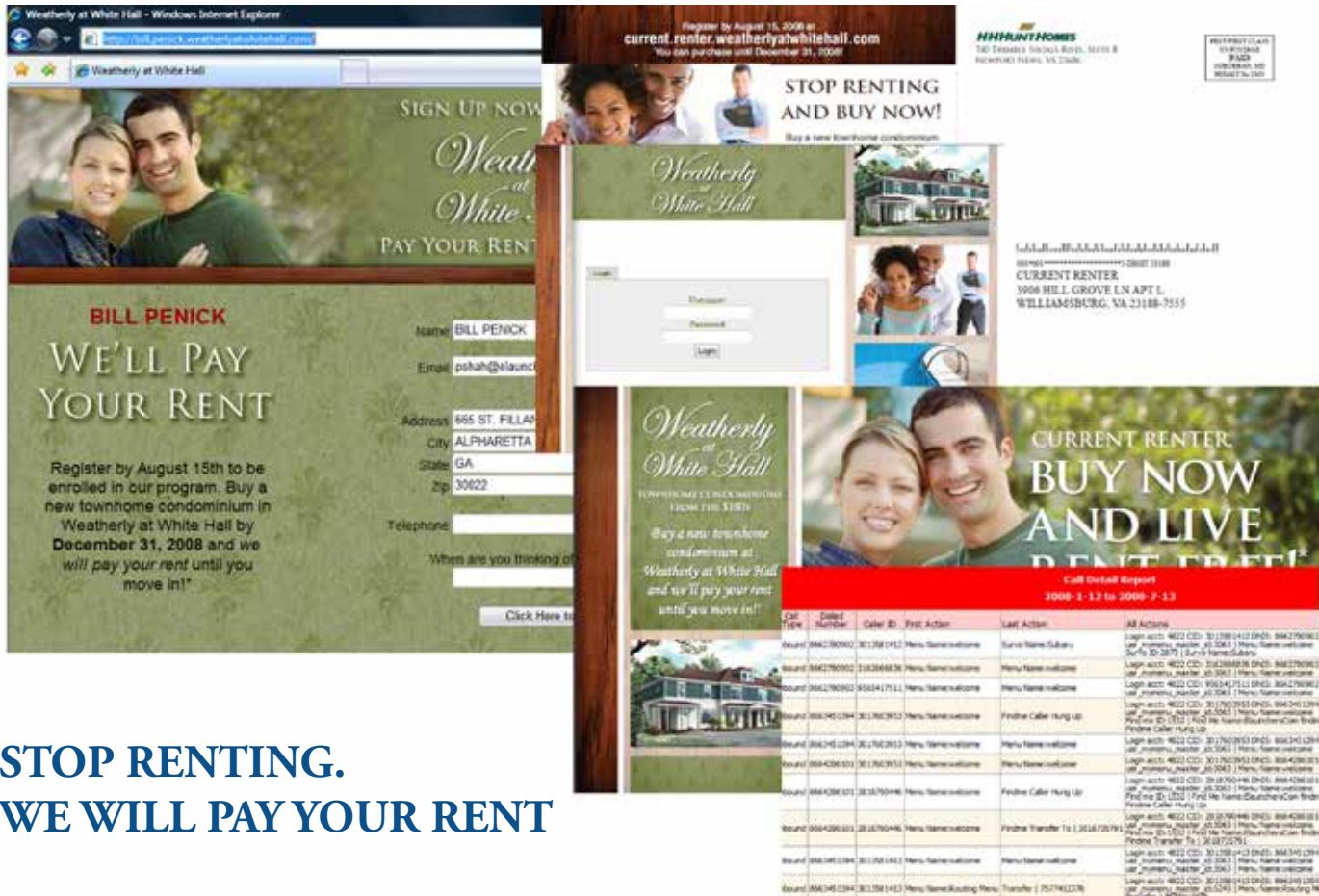
## CONVERTING A WEB SITE INTO A CENTER FOR BUSINESS DEVELOPMENT

Sure, the client had a website when we arrived, but the site was born about five years ago in a simple HTML format and during that time the site evolved into about 2700 HTML pages. The team working on the website was excellent; there were no broken links and the user experience was never compromised, but the cost of keeping the site updated every day was just too high. eLaunchers.com built a custom CMS (Content Management System) and entered all the data from 2683 pages into a set of tables. All documents and images were integrated into a custom DMS (Document Management System). A custom back end allowed client staff to update the site on the fly.





## HH Hunt Homes - Direct Mail



# STOP RENTING. WE WILL PAY YOUR RENT

*SUCCESS... INTEGRATED*

An integrated direct mail piece was mailed out to a targeted list of consumers that were modeled after the builder's current customers. We took the house list of customers and prospects who historically responded to their offers and built a prospect selection model so we could find new home buyers that match and mirror existing customers. We sent out an attractive offer to consumers who are currently in a targeted area and invited them to a personalized URL where they could tell us how much they are currently spending on rent. A dedicated toll-free number captures the caller ID and reverse appends the caller's name and current address in the response database.

## SUCCESS MEASURED!

Number of pieces mailed out: About 4,000

Number of calls: About 23

Number of hits on the site:  
About 69

Number of days before first home was sold: 9

# eLaunchers Results

## *What People Say About eLaunchers.com*

*"Parthiv and his staff were very attentive to my needs and wants. They worked very closely with me and listened to my suggestions while at the same time interjecting their professional opinions. Working with Parthiv and his group of professionals was easy as well as productive."*

— Dr Kevin Flood

*"When I first met Parthiv Shah, I had no idea who he was or his talents. I had seen him at different conferences, but never gave a thought about meeting him or listening to him. My mistake. He is short. He can be hard to understand. But don't let that stop you from gaining his guidance, knowledge and expertise. He is brilliant with integrating publicity, marketing and sales into both online and offline deliveries coordinated for maximum impact. His concepts of marketing automation help deliver more new clients and more dollars where it counts the most, your wallet."*

— Dr. Charles W. Martin

*"I always knew that there must be at least ONE expert who knew how to do all the advanced list management strategies I wanted done for me... but until I happened upon Parthiv, I'd not yet MET that person. The AMAZING thing about Parthiv is that he goes way beyond performing what I ask of him. He is at the level where he turns around and asks ME... well, what if... then comes up with BRILLIANT KILLER STRATEGIES that go beyond executing a task at high level. My only hope is that my competition never hears about him!"*

- Dr. Tom Orent

*"This guy is a genius. If you have Infusionsoft or if you are considering using Infusionsoft, you should spend a day with Parthiv and figure out what you want to do. There are many Infusionsoft consultants in the market, and they are all very good, but this guy has a whole different perspective on how to use your data. I highly recommend him to everyone I know."*

— Matt Zagula

*"What I am holding in my hand is what is a very detailed mindmap of a launch strategy. One of the things I am really impressed with about Parthiv and his organization is able to do is to take what is in your head and what you want to do with your business and to strategically map that out, and take it one step further. It is one thing to map stuff out, and another to actually implement that strategy... and that is exactly what Parthiv does here. So he takes what's in your head, gets it out of your head, puts it in to a strategy and implements that for you... literally.. for you. So it is done for you. He has the experience in direct response marketing and marketing in general to be able to give you the resources, and consult with you, to implement these types of strategies. So whether you are using Infusionsoft or any other type of program, but especially you Infusionsoft users and GKIC members alike, are very pleased with the results... I know we are, at GKIC, we appreciate the services you provide to us and we look forward to you helping our members throughout the years to come."*

Aaron Halderman

Vice President of Business Development with GKIC.

*"If you are a small business in Virginia, you ought to get to the monthly meeting at Glazer Kennedy insiders circle, Northern Virginia headed up by my friend, Parthiv Shah. These meetings are focused on learning about effective marketing and advertising techniques that will help you build a sustainable business without having to spend millions and millions of dollars on mind numbingly bad brand building advertising. Parthiv is a great teacher and he has a wealth of resources."*

-Attorney Ben Glass

[www.GreatLegalMarketing.com](http://www.GreatLegalMarketing.com)

*"It has been an amazing experience to work with someone who has the vision and has assembled a remarkable implementation team. I have learned a lot as well as seen solutions that I had only dreamed of in the past. I look forward to working together as a team well into the future."*

- Kris Strecker

[www.Spatech.edu](http://www.Spatech.edu)

*"eLaunchers.com gets my direct mail jobs printed and into the mail faster than any printer I've ever worked with. The print quality is great. They pay attention to detail and have helped me catch errors before we go to press, making them a valuable part of my team."*

— Barry Nicholson

*"eLaunchers has helped our orthodontic office automate the process of attracting new patients, following-up with those patients and streamlining our communication in order to increase referrals, decrease no-shows, and improve our bottom line. If you're serious about growing your practice, you owe it to yourself to look into eLaunchers and tap into the power of marketing automation. If you're lost and need someone to guide you through the process, you can stop searching. eLaunchers is where you need to be."*

Dr. Dustin Burleson, DDS  
www.BurlesonSeminars.com

*"A lot of useful information for current and future business owners. Great ideas for social network marketing and traditional marketing methods."*

- Wayne Stewart

*"eLaunchers.com brings a very unique marketing automation platform that is easily accessible for the do-it-yourselfers, people who want some hand holding, and those who want to hand off the entire task. Their free suite of gifts is an easy way for anyone to discover whether this is the right fit for them."*

- Jeffrey Bochner

We met him because we were interested in doing some marketing that would allow us to close the back door. We wanted that once our patients are in our dental practices they have a constant communication with us that's automated so that they would never leave the practice because we ignored them for one reason or the other.

Over the last three years we have put together several campaigns, they are all automated. On this white board behind us we have some new campaigns for 2015. What we were thinking back in 2012 in many cases is no longer relevant so as Parthiv put it, we have rebooted the campaigns that we created in 2012 and we look forward to doing great campaigns for our new patients in 2015.

Dr. Rementer and Dr. Dennis Raczkowski

I met Parthiv here at that event, we sat down, we had a drink and we just talked. We talked some business, we talked some ideas and we followed up about a week later sat down and did a video conference together. After the boot camp, Washington DC this man here is in Maryland, I made sure even though I am exhausted, I drove here to meet with Parthiv because everything that he talked about just made sense. I have the "teach you how to do it" I have the "do it with you" but I do not have the "do it for you". We just ironed out in the last hour – hour and a half everything needed to do for you, for my clients for my industry. This man (Parthiv) knows his stuff. I cannot wait to start this program with him, I cannot wait to start this joint venture with him and thank you Dave and Dustin for making this connection happen; We are going to make a difference and we are going to teach/help a lot of people to just do it for them and get them to "Blow away the competition!"

Steve "The Hurricane"

I'm standing here in my office at Infusionsoft with Parthiv Shah from eLaunchers and I am really excited about something that they have been doing at eLaunchers that we have been making possible for our partners. Why I am excited about what Parthiv is doing is that they have taken the campaign publishing tool and they have packaged their intellectual property and put it into these campaigns. They have got a couple of major ones but one is the business Kamasutra and the other is the internal marketing machine, these campaigns are all packaged up and done for you.

. This is the idea of what we are trying to make possible with our partners and when Parthiv at eLaunchers do that they make the job of implementing Infusionsoft and getting the benefits of sales and marketing automation a lot easier on the customers. I just wanted to say thank you to Parthiv and thank you to our partners and keep up the good work.

Clate Mask: CEO of Infusionsoft



## *Results were measurable & we were impressed!*

The process worked for us too. We got involved with Bill Glazer and Dan Kennedy Insiders Circle in February 2009. From 2009 to 2010 we doubled our revenues. From 2010 to 2011, we doubled the size of our company again and leased a small building in India to make a comfortable home for our team. In the first half of 2012 we generated more revenue than 2010 and 2011 combined. In 2013, we began looking to graduate from the county incubator & in early 2014 we bought our own office space in Germantown.

Yes, some of it was luck. Some of it was hard work. Some of it was being in the right place at the right time. But, the most important cocktail for the success of eLaunchers.com was three things: "Ability to spot an opportunity, ability to paint someone's picture with eLaunchers in it, and the ability to stand up and ask for permission to proceed with the plan".

Funny thing about dreams... Not all of them come true, but every reality was once a dream. Only dreams come true!

What's your dream? What do you want to measure? What would impress you?

— Parthiv Shah



Since 2002, Hundreds of Clients,  
Thousands of Campaigns and Billions of Pieces Mailed

**Parthiv Shah, eLaunchers.com**

13236 Executive Park Terrace  
Germantown, MD 20874

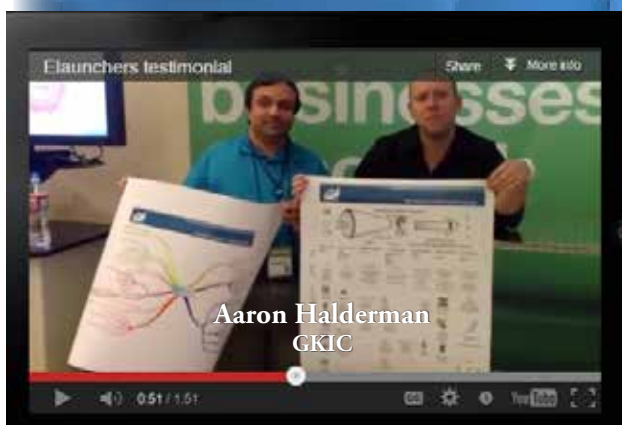
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# DESTINATION

## Measurable and Impressive Results



**SUCCESS = (Passion + Competency) <sup>Technology</sup>**



Over Ten Years, Hundreds of Clients,  
Thousands of Campaigns and Billions of Pieces Mailed

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