

*If you are tired of chasing high-value prospects, and would like for them to contact you, with questions answered, objections handled, and essentially ready to buy... THIS IS FOR YOU.*

# High Value Prospect

# Gold Mining



## **The Amazing Secret Of The Pyramid Revealed! Plus How To Cut Through Internet Online Clutter & Get HIGH VALUE PROSPECTS To Contact Essentially Ready To Buy...**

Dear friend,

*Let's get straight to it.*

Imagine being able to connect on a deep emotional level with hundreds of prospects who are ideal to benefit from, and who can easily afford, your premium product or service.

Imagine being able to get an ideal prospects attention long enough to tell your story and get them excited about doing business with you. Or at the least, interested enough to take a closer look.

If you sell a high-dollar product or service, and if you are able to handle the challenges a big increase in sales may bring you...

...Then now is the time to shut out distractions, and give this message your full attention. Because what you are about to discover may **FUNDAMENTALLY CHANGE** the way you see your business. And forever change how you market your product or service.

**The Secret Of The Pyramid**

In June of 2018 in Cleveland Ohio, at an exclusive Dan Kennedy event titled, *Advertising, Marketing & Selling To Your Highest Value Customers, Clients or Patients*, Dan revealed the *Secret Of The Pyramid*.

For three days, Dan held 279 business owners spellbound as he detailed;

1. Why understanding the secret of pyramid is the MOST POWERFUL business-building concept in marketing today,
2. Why the smartest business owners embrace the lesson of the pyramid and adapt their marketing to profit from the TREMENDOUS ADVANTAGE using the secret gives you; and;
3. How to apply the secret to make competition irrelevant, and sell more of your premium product or service than ever, to people who can easily afford it.

*High points Dan emphasized repeatedly during the event include...*

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

That means, your BEST prospects, the ones who will move the needle for you the fastest, and make the biggest difference to your bottom line, are the HIGH VALUE prospects in the TOP 5% of your *pyramid of possible buyers*.

The next 15% are so price sensitive, making a sale is far more difficult. And the bottom 80% of your universe of possible buyers, simply can't afford it, which means wasting marketing dollars trying to reach them, is like throwing money down a hole.

Dan demonstrated how the structure of the pyramid applies to every customer group. And because of that, **BECAUSE ALL PROSPECTS ARE NOT OF EQUAL VALUE TO YOUR BUSINESS, democratization of marketing dollars is a mistake.**

Dan said the most efficient way to build a business, and earn a fortune doing it, is to spend more to attract HIGH VALUE PROSPECTS than you spend to attract less valuable prospects...

...And have a unique marketing initiative designed to connect with those high-value prospects in the top 5% of your prospect pyramid, engage their interest, and get a response.

### **Dance with the ones who bring you.**

Dan said the customers or clients *that made you the successful, profitable company you are today*, did not come from SEO, clicks, or social media. They came from, (*accidentally or on purpose*), connecting with and building relationships with high-value prospects who, one way or another, decided they know, like and trust you enough, to do business with you.

***Think about it...***

Think about your BEST customers or clients, the ones who are the easiest to deal with, and who spend the most. *Who are they? Why do you like them? What makes them your BEST customers or clients? What makes them a GREAT prospect for what you do?*

***Now ask yourself...***

How much better would your life, (and your bank account), be, if right now today, if you had MORE business from people like your BEST customers of clients, who can easily afford your premium product or service, and less business from others who struggle to spend half as much?

## **What's the biggest mistake a successful business owner can make...**

According to Dan, the biggest mistake smart business owners make, is...

**Failure to identify and aggressively market to the most affluent HIGH VALUE prospects at the top 5% of their prospect-pyramid.**

Not focusing on high-value prospects who can easily afford your premium product or service, is like crawling along in stop-and-go traffic on a crowded freeway, instead of paying a few bucks to drive in the express lane where you zoom by others like they're standing still.

Focusing your marketing firepower like a military-grade laser on high-value prospects in the top 5% of your marketing pyramid is not only a smart way to ramp up sales...

...It's the most efficient way to get the kind of payoff you want for all the time, energy, and attention, (not to mention the blood, sweat and tears), you pour into your business.

This is the secret of the pyramid. How to bring this to life to your business, so high-value prospects contact you essentially presold and ready to buy, is what this is all about.

**If you sell a high-dollar product or service,  
you have a problem that may have already cost you a  
fortune in missed opportunity.**

*Simply put...*

Your best prospects, the ones you spend money to find and connect with online, the ones you need to build your business and your fortune, are also your competitors' best prospects.

*The problem is...*

The second a prospect for your product or service searches a topic, visits a Web site, requests information online, or shows any form of trackable interest in what you sell...

...They are blasted with pop-up ads, hunted by retargeting ads, (*and if they respond to anything*), flooded with offers for free consultations, free reports, white papers, and a virtual tsunami of autoresponder messages.

*And that means...*

The people you spend all that time and money to attract, have put up walls to keep you away.

*The result...*

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

And that means if you rely on the same contact strategies as everyone else, you never have a chance to connect on a personal level with people who, if they got to know, like and trust you, would almost certainly do business with you.

The Web can be an effective tool for lead generation.

But the automated, impersonal nature of the Web, makes ESTABLISHING A RELATIONSHIP and BUILDING TRUST with high-value prospects, who like personal attention and hate the idea of 'being sold' anything, virtually impossible.

This may be a difficult truth to accept. But until you solve this problem, selling will be harder than it need be. And you may never build the kind of business that gives you the personal and financial freedom to live life on your own terms, exactly as you choose.

### **3 Reasons Why Relying On The Web As Your Primary Tool To Connect With High-Value Prospects Has Already Cost You A Fortune In Missed Sales...**

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

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

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

Third, and this is critical...

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

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

***Bottom line...***

Two things are certain;

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

**Fortunately, there's a better way.**

But first, allow me to introduce myself.



My name is Russell Martino. I'm a master copywriter and a direct marketing expert. And a 20+ year student of Jay Abraham, Dan Kennedy, Gary Halbert, and Clayton Makepeace.

My marketing strategies and sales campaigns have generated well over \$100 million dollars in direct sales for clients. And raised over \$50 million in investment capital for clients in oil and gas drilling, medical, and real estate-related ventures.

I'm author of the book, *What Makes Persuasive Sales Copy Persuasive*, available on Amazon and Audible, and have spoken to no less than a hundred groups on marketing, sales, business growth, and success related topics.

I design sales campaigns and write copy to sell everything from hurricane shutters, oil field equipment, and industrial lighting systems, to financial newsletters, erectile dysfunction treatment, weight loss, nutritional supplements, access to membership sites, courses on day trading, and more. Including, big-ticket professional services; legal, financial, medical, dental, chiropractic, and accounting.

A tiny sample of my work includes;

- A 4-page report that generated over \$2 million in fees for a Houston law firm.
- A 2-page letter and a 17-minute video sent FedEx to 68 people that generated over \$1 million in industrial lighting sales.
- A full page newspaper ad that brought my client over \$200,000 in cash business over 14 weeks, and kept his chiropractic practice full for six years, delivering millions of dollars in cash-pay business along the way. His cumulative ROI on my work exceed 1000 to 1.
- The sales strategy and sales copy that secured \$3.5 million in investment capital for my client in 8-weeks, creating sixteen full-time jobs, and establishing a business that provided a valuable service and made investors millions.
- Sales strategy and copy that generated over \$30 million in investment capital for several different clients in the oil and gas exploration business.
- A letter mailed to 371 people that generated over \$100,000 in sales in a single afternoon, and \$125,000 more the following week for a small boutique furniture store, resulting in a 65 to 1 ROI.
- A lead generation piece that added over 80,000 people to my client's prospect list and produced over \$120,000 in sales for a \$97 front-end offer over 3 months.
- A 16-page direct response sales letter that generates over \$200,000 a MONTH in sales for *eighteen straight months and counting* the last time I checked.

Besides being an entrepreneur and an independent copywriter, I am the chief copy strategist and chief copywriter for eLaunchers.com, where Parthiv Shah and I put our heads together to plot total world domination, or at least total market domination, for eLaunchers' clients – and that is why you are hearing from me today, because...

...Parthiv and I developed a UNIQUE SYSTEM to reach your best high-value prospects at the top of your prospect pyramid, with near 100% accuracy, get and hold their attention, and most important, get a response.

*(Dan Kennedy liked the idea so much, he agreed to participate. More on that later.)*

We call the system THE HIGH VALUE CLIENT MARKETING MACHINE.

And, as you're about to see, this direct marketing system is so SIMPLE, so POWERFUL, and so DONE FOR YOU, you may decide it's the only thing you need to connect with your best high value prospects, tell your story, and get a response.

By the way...

*On the off-chance you're not certain who Parthiv Shah is...*

Besides being a Dan Kennedy Private Client, Parthiv is one of the best connected marketers on the planet. And, he is THE data scientist savvy info-marketers who run big ticket coaching programs call on to identify their best high-value prospects.

Parthiv's clients, Dan Kennedy, Ryan Deiss, and virtually every certified partner at Infusionsoft, Click Funnels, Active Campaign, and Hub Spot call Parthiv 'the hardest working man in marketing' – and recognize him as **Mr. Implementation** of all things marketing, online and off.

Parthiv and I created the **HIGH VALUE CLIENT MARKETING MACHINE** to give you an effective, systematic, dependable way to IDENTIFY, CONNECT WITH, and INFLUENCE the best high-value prospects at the TOP of your prospect pyramid.

Dan's June 2018 Cleveland event sparked the idea of creating a marketing tool that, with laser-guided accuracy, will cut through the clutter, and with FULL IMPACT, connect with your best high-value prospects.

That event, plus one other influence, was the catalyst for us to create the **High Value Client Marketing Machine** - and make it available to business owners who like to TAKE CHARGE, and MAKE THINGS HAPPEN, instead of sitting idly by and worrying.

Peter Drucker said, *"The best way to control the future, is to create it."* Dan Kennedy, Parthiv Shah and I agree.

*Here's the quick back story...*

## **How To Make A Fortune By Hand Picking People You Want To Do Business With...**

In 2007, the late Chet Holmes wrote a book titled, *The Ultimate Sales Machine*. In chapter six, he describes how he doubled the ad revenue for a magazine owned by Warren Buffett's partner Charlie Munger, each year, for three years in a row.

The strategy was simple.

Using a data base of 2,200 potential advertisers, Chet identified 167, who between them, purchased 95% of the advertising in the top four magazines in the country. At the time, not one of them advertised in Munger's magazine.

By focusing intently on connecting with the top 167 best buyers, he signed 28 in the first six months. And that doubled sales over the first year.

In year two, the 28 stayed. And he landed 30 more of the 167 biggest advertisers in the nation. And ad revenue doubled for the second year in a row.

Year three no one dropped out. By staying focused on the BEST PROSPECTS, all the remaining 167 biggest advertisers in the nation signed on. And ad revenue doubled for the third time in three years.

Chet called this high-value client marketing strategy, the Dream 100 Effort.

The idea behind it is simple.

**It is more profitable to aggressively pursue a smaller number of high-value prospects, *who may do a substantial amount of business with you*, than it is to go after a much larger number of average prospects.**

The idea of identifying high-value prospects and aggressively reaching out with a marketing message made just for them, is not new. But in today's high-tech, impersonal, automation-driven world, the idea seems to be lost.

I loved Chet's book for two reasons.

First, it was excellent.

And second, because he described what I've been doing for clients for decades, which is, identify your BEST PROSPECTS. And develop a focused marketing effort to reach those prospects and transform them into customers.

Using that strategy, I have designed sales systems and written copy that has generated well over \$100 million in sales for client businesses.

For the right business, a focused effort to engage with HIGH VALUE prospects can be a real game-changer. And that is what the **High Value Client Marketing Machine** does for you – connect with high-value prospects ideal for your product or service.

***Regardless of what you sell...***

- IF YOU SELL A BIG TICKET PRODUCT OR SERVICE...
- IF SOME CUSTOMERS OR CLIENTS ARE MORE VALUABLE THAN OTHERS BECAUSE THEY WILL MAKE A LARGER INITIAL PURCHASE, OR DO MORE BUSINESS WITH YOU MORE OFTEN OVER TIME THAN OTHERS...
- IF THE LIFETIME VALUE OF YOUR CUSTOMER IS HIGH...

The **High Value Client Marketing Machine** has the potential to add six-figures to your sales revenue. And potentially double your sales over the next 12-months. And do it again the following year, if that's what you want.

## **5 Problems This Powerful Marketing Strategy Solves For You Once And For All...**

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

The best prospects for Charlie Munger's magazine were 167 ad buyers out of a prospect base 2200, who between them, purchased 95% of the advertising in the top four magazines in the U.S.

No telling who your best, high-value prospects will be, but whether they're in your database now or not, WE FIND THEM FOR YOU. *How?*

Besides being a brilliant marketer, Parthiv Shah is a BRILLIANT DATA SCIENTIST who helps Fortune 500 companies IDENTIFY, FIND and REACH the EXACT people they want to do business with the most.

As part of the package you receive with the **High Value Client Marketing Machine**, Parthiv does this for you.

He develops a profile of your best high-value customers, and then, using the same sophisticated data-mining techniques used by Fortune 500 Companies, he develops a contact list of people who are near-perfect clones of your best customers or clients.

Imagine having the same capability as a Fortune 500 Company to identify high-value prospects, who are perfect for your premium product or service.

Imagine having complete contact information on at least a hundred of best high-value, TOP OF THE PYRAMID prospects, a list developed from thousands, or possibly tens of thousands of ordinary prospects.

Imagine the interest you'd generate by getting a strong, engaging, persuasive message in the hands of prospects that good.

*Now stop imagining, because...*

Developing that list for you is just the beginning of what you get with the **High Value Client Marketing Machine**.

2. **Delivery & Open Rate:** The second problem this solves for you, is the problem of low, low, low email OPEN and CLICK-THROUGH rates.

Instead of a puny *lost-in-the-inbox* 21% email delivery rate, and a microscopic 3% of 21% click-through rate, which is good for email, we use FedEx to deliver your custom marketing messages.

FedEx delivery rates are near 100%. And that makes it a virtual certainty your high-value prospects will; 1) RECEIVE YOUR PACKAGES, and; 2) OPEN THEM.

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

Without putting too fine a point on it, I am an in-demand, master direct response copywriter who has generated multiple millions of dollars in sales, for multiple clients,



and continue to do so to this day. Some clients have become cash-in-the-bank millionaires, in large part, on the strength of my work.

*And I write your copy.* Including everything you need to get your best high-value prospects interested in doing business with you.

You get a master sales letter and a series attention-grabbing follow-up letters.

You get a unique FAQ document powerful enough to be a stand-alone document, plus a variety of other powerful marketing assets, all designed to get your high-value prospects to feel like they know you, and to contact you.

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

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

How I do that is the subject of my book, *What Makes Persuasive Sales Copy Persuasive*. But with the **High Value Client Marketing Machine**, you don't need the book. Because I determine the best way to engage your prospects. And I write the copy.

Without strong copy, instead of getting noticed, engaging your prospect's interest, and making an impact, you look like every other me-too advertiser clamoring to sell a product. That's why having a master direct-response sales copywriter with a long string of victories to his credit write for you, gives you a HUGE advantage over others.

4. **Second Opinion:** With help from no one, Parthiv Shah and I, (based on results we consistently produce for clients), are masterfully qualified to identify your best prospects, create all marketing assets, and implement every step of the **High Value Client Marketing Machine** for you. And do it all with a HIGH PROBABILITY of success.

But the fact is, we hate risk. And wanted a second opinion. But not just any second opinion.

We wanted someone with the HIGHEST POSSIBLE AUTHORITY to look over our shoulder, so when your high-value client marketing assets are ready to deploy, everyone is as certain as certain can be;

- THE PACKAGE WE CREATE FOR YOU, HAS A HIGH PROBABILITY OF GETTING A BIG RESPONSE FAST.
- THE SALES LOGIC IS ROCK SOLID. THE EMOTIONAL IMPACT IS A DIRECT HIT. And;
- THE COPY DELIVERS THE RIGHT MESSAGE TO CONNECT WITH YOUR HIGH-VALUE PROSPECTS AND GET A RESPONSE.

The objective is to build you a high-performing, EVERGREEN marketing asset you can use for years to get good prospects for your premium product or service to contact you with questions answered, objections handled, and essentially pre-sold, and ready to buy.

So to provide that second opinion, we secured the services of someone Parthiv and I believe to be the ultimate authority on direct marketing and direct response copywriting, one of the greatest direct marketers and direct response copywriters ever, **Dan Kennedy**.

***And that means...***

As part of your High Value Client Marketing Package, **DAN KENNEDY** reviews the marketing strategy we recommend for you.

And **DAN KENNEDY** critiques EVERY WORD of the high-value client sales copy and other marketing pieces you receive with this package.

Having DAN KENNEDY, one of the top marketers and top direct response copywriters in the world, review the marketing strategy and sales copy we create for you is not only prudent. It cuts risk to the bone.

Dan's participation skyrockets the probability of you having a BIG WIN, and of this being a ***powerful evergreen marketing asset*** that may serve you well for YEARS TO COME, without changing a word.

5. **Implementation:** Knowing what to do is one thing. Doing it is quite another. The **High Value Client Marketing Machine** solves this problem once and for all. Because EVERYTHING IS DONE FOR YOU.

After a few telephone conversations, ***your only job is to review and approve sales copy, and handle calls when your High-Value Prospects contact you.***

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

**We Do Everything**

- We identify a dream list of high-value prospects ideal to benefit from your product or service, and who can easily afford your PREMIUM offer.
- We compile detailed contact information on your top-of-the-pyramid, high-value prospect dream list.
- We evaluate your sales process. We research your market. We research your competitors. *We find ways to maximize your return on every dollar you invest to build your business.*
- We develop a Strategic Plan for finding prospects, and selling in places most competitors will never look. *Dan Kennedy personally reviews and critiques this Strategic Plan.*
- I write the copy for all the letters and every marketing assets included in this package. Dan Kennedy critiques every word. *And if Dan finds a way to make the copy stronger or more persuasive, I make the changes he recommends.*
- And we stuff the FedEx packages. Send them on their way. Track delivery. And send out follow-up packages, complete with letters and other powerful marketing material we create for you.

ALL THIS AND MORE IS INCLUDED in your **High Value Client Marketing Machine** package. We do it all!

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

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

In short, the **High Value Client Marketing Machine** is a UNIQUE MARKETING STRATEGY to first identify, and then connect with, and persuade your best high-value prospects to contact you.

And it works!

Will this solve every business problem? Of course not! But one thing is certain.

With the **High Value Client Marketing Machine** working seamlessly in the background while you take care of business... things will run smoothly. And you will never lose sleep worrying about how to FIND and CONNECT WITH high value prospects.

**I've used variations of the system to;**

1. Sell over \$1-million in industrial lighting by identifying just 68 high-value prospects, sending a FedEx with a sales letter and a short video, and following up.
2. In 45 days, sell at full price and close on a 500,000 square foot building on the Galveston Texas ship channel *that a national commercial real estate firm had not managed to get a single offer on, after having an exclusive listing for a year.*
3. Secure 17 of the top 23 high-end luxury home builders, (\$1-million++), in the greater Houston area as clients for a retail lighting company, *adding over a million dollars a year to their sales, and establishing my client, who started their business in a garage a few years earlier, as the second largest lighting retailer in the entire State of Texas.*
4. Secure physician referrals that brought my client, an out-patient diagnostic imaging center, over \$5 million dollars a year in revenue, by identifying and effectively connecting with 35 of the busiest surgeons within 20 miles of the clinic. *Within six months, 34 of the 35, virtually unreachable surgeons, busiest surgeons in Houston, Texas, were referring multiple patients to my client every business day.*
5. Identify and secure 12 private investors, (from a list of hundreds), who purchased millions of dollars of mortgage notes from my client, a small mortgage company that specialized in financing home improvements for homeowners with bad credit.

And the list goes on. And on. And on. This strategy works. It's that simple.

## **This Applies To Directly To You...**

In each case, I identified the BEST POSSIBLE PROSPECTS. I developed a DIRECT CONNECT sales strategy to reach those prospects. And developed engaging marketing material to get their attention. And get a response, that lead to them doing business with my client.

***Doing this for you is what the High Value Client Marketing Machine is all about.***

From high-end coaching, to boutique legal or financial services, to high-dollar elective medical, dental or chiropractic procedures not covered by insurance, this works.

From selling business opportunity and investments, to accounting services, and anything with \$500 or more monthly continuity, this is an EFFECTIVE sales strategy.

Bottom line, if you sell an expensive product or service, ANY expensive product or service of ANY description, the more expensive the better...

...The **High Value Client Marketing Machine** may turn out to be the most consistent, high-profit sales strategy you ever implement.

... If your income, your quality of life, and whether you get to retire on schedule and see the world... or never retire because you just can't afford to, depends on you selling a high-dollar product or service... you owe it to yourself and your family to take a CLOSE LOOK at the complete **High Value Client Marketing Machine** system.

## **Is the High Value Client Marketing Machine right for you?**

Only you can answer that question. But I will say this.

If you sell a high-dollar product or service, or if (because of additional purchases or continuity), the first-year value of a new customer or client is high, you owe it to yourself to take a close look, because the High Value Marketing Machine is the PERFECT TOOL to;

- 1) IDENTIFY, CONNECT WITH AND GENERATE INTEREST FROM HIGH VALUE, TOP 5% OF THE PYRAMID MOST AFFLUENT PROSPECTS;
- 2) Generate six-figures to your sales revenue faster than you expect, with the real potential of adding up to seven-figures to your annual sales, and;
- 3) Give yourself a powerful EVERGREEN MARKETING ASSET you may use again and again to ramp-up sales anytime you like.

The **High Value Client Marketing Machine** is a PROVEN, SYSTEMATIC WAY to connect with the top 5% of your best high value prospects, and get them so interested in your high-dollar product or service, they contact you essentially presold and ready to buy.

And with **Dan Kennedy** reviewing the marketing strategy and critiquing the copy, the probability of this being a big success for you, is indeed high.

### **This is more about you personally - than it is about you implementing a superior marketing strategy.**

Given the experience and the track record of everyone involved...

*My direct response letters and marketing campaigns have generated well over \$100 million in sales and counting. And I write for you.*

*Dan Kennedy's work has generated well over \$1-billion in sales. And Dan reviews my work to make sure it's persuasive and on-the-mark to connect with your ideal prospects.*

*Parthiv Shah, a highly regarded data scientist known throughout the direct response marketing community as, Mr. Implementation, identifies your best, high-value prospects, and implements the entire program from A to Z.*

...Given this, the odds are, the **High Value Client Marketing Machine** will give you results that range from GOOD to EXCELLENT, with an impressive ROI on the very first group of prospects.

And because this is AN EVERGREEN MARKETING ASSET, the **High Value Client Marketing Machine** may prove to be the best investment you ever make to build your business and secure the future.

Given the long and proven track record of success of everyone involved, the real question is not, *will this will work, or, will it work for you.*

**The real question is...**

*Do you still have fire in the belly?*

Is calling your own shots, and controlling your destiny still a passion you embrace?

Is LEADING not FOLLOWING still important enough for you to do something different, make a call, evaluate facts, and make an informed decision as to whether or not this is right for you?

Are you still committed to stand apart from the herd and strengthen your position, so regardless of the competition, regardless of the economy...

...And regardless of the cockamamie schemes self-serving politicians cook up to pick your pocket, you win. Your business grows. And you and your family are safe, secure, and rich?

**If being in command and control is still the imperative...**

And you agree that connecting with high-value prospects is a smart move that strategically positions you for MAXIMUM BENEFIT on everything you do to build your business...

...Dan Kennedy, Parthiv Shah and I believe the **High Value Client Marketing Machine** is the PERFECT TOOL to help you get what you want, sooner rather than later. *And it will be our profound pleasure to help make that happen for you.*

### **Who this is NOT right for...**

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

***One more thing...***

This program has nothing to do with small incremental improvement.

The entire purpose of the **High Value Client Marketing Machine** is to generate a BIG SURGE OF BUSINESS, and maintain a robust flow of inbound-interest from high-value prospects.

**How much does it cost?**

**The Math of Money...**

*How much does it cost? How fast will I recover my initial investment?*

*What is a realistic ROI on this program? Is this a smart move?*

*Does it make sense for me?*

Excellent questions! To best answer them, consider the following.

***If your target goal for the first HVC campaign we implement for you is \$100,000 in revenue, how many sales of your premium product or service does it take to reach that goal?***

Three? Five? Seven? Nine? Twelve? Fifteen? How many?

Next...

Given my 20-plus year track record for writing response-pulling copy that has generated millions of dollars in business, and massive ROIs for clients...

**...And given Dan Kennedy's 30-year-plus track record for writing copy that has helped dozens, if not hundreds, of clients become millionaires and multi-millionaires...**

- Is it reasonable to predict sales from the first 100 high value prospects we identify and deliver custom copy to in three separate Fed Ex packages and one direct mail package with follow-up email and post cards, will approach, (or exceed), \$100,000?
- Is it reasonable to predict a campaign with this degree of strategic planning, attention to detail, professional involvement, and Kennedy oversight, may produce up to \$200,000 in sales the first go round?

**If all this did is give you a 100%, or 200%, or a reasonable 300% ROI over about four to six months, would implementing the Program be a smart move?**

If your answer to any of these questions is yes, this is a no-brainer. Because, the total cost of everything, the entire system, complete with strategy, list selection, copy, Dan Kennedy review, and FedEx out the door, is not even ONE THIRD of \$100,000.

*Since the entire cost is LESS THAN one-third of \$100k, why use that as a talking point? Simple.*

**By any reasonable evaluation, three things are abundantly clear;**

1. Assuming you sell a high-dollar product or service, the odds of generating **at least** \$100k in sales from the first 100 high-value prospects, are SKY HIGH.
2. **That would give you better than a 300% ROI for the first campaign we implement for you.** (If it only generates \$50k in sales, that's still nearly a 2 to 1 ROI.)
3. **AND THE EVERGREEN ASSETS ARE YOURS TO USE AGAIN AND AGAIN** to create a flood of new high-value prospect business anytime you like.

***So again, is this is right for you?***

Honestly, I don't know. But I will say this...

If you want maximum value for all the time, energy, and attention you pour into your business...you owe it to yourself to take a CLOSE LOOK at this program.

You owe it to yourself to evaluate the High Value Client Program, and decide if it's right for you, ***with all the facts on the table.*** And given those facts...

Don't be surprised if you decide to go forward with the program. And don't be surprised if the program delivers a BIG jump in sales, with an impressive ROI, and gives you massive profit potential going forward.

*There's more to discuss.*

But this is not the time or the place.

## **THE NEXT STEP COULDN'T BE EASIER...**

If this is right, and you're ready to get started, or if you still have questions, either way, just pick up the phone and call Parthiv Shah at the main eLaunchers number, **301-760-3953**.

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

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

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

The only purpose of the call is to answer your questions, and give us the opportunity to confirm you are an EXCELLENT candidate to benefit the **High Value Client Marketing Machine**.

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

## **You stand at a crossroads.**

**Go one way and the only thing likely to change is...**

It will be more and more difficult to connect with good prospects, because your best prospects will never be influenced by pop-up ads, canned auto response email, and sound-alike fluff marketing, sales letters and special reports that litter the Internet.

**Take the road less traveled, and contact Parthiv to determine if the High Value Client Marketing Machine is right for you...**

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

**If that's what you want, now may be the best time to schedule a NO COST, NO RISK call to get your questions answered and discuss the next step if it turns out this is right for you.**

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

**Sincerely and all the best,**

*Russell*

Russell Martino

**PS** – You may think what I’m about to say next as an attempt to create urgency to compel you to pick up the phone and call, or go online and schedule a call right now. *But it’s not.*

The fact is, a GREAT DEAL OF TIME AND ENERGY goes into the research, writing, and production work it takes to create a marketing campaign powerful enough to get high value prospects contacting, maybe for years to come, with few if any changes.

And like you, Dan Kennedy, Parthiv Shah and I are all busy.

As such, Dan, Parthiv and I have agreed to make room in our schedules to create and deliver two (2) **High Value Client Marketing Machines** a month, on a first come, first serve basis.

And first in line is first in time. Don’t risk having to wait weeks or months to get started if it turns out this is right for you.

***Bottom line...***

If you are serious about connecting with people IDEAL for your premium product or service, and delivering a series of persuasive messages, all designed to get them to contact you...

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

Or schedule the call online at **[www.elaunchers.com/client](http://www.elaunchers.com/client)**

Thanks again and all the best!

**PPS** – Dan Kennedy is fond of saying, *money loves speed.*