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About The Importance Of Connecting With High Value Prospects...

Dear Friend,

The 3 most important drivers of business success are; CLARITY of PURPOSE, CLARITY of VISION, and CLARITY of PROCESS.

Clarity of PURPOSE, is about WHY.

Of all the things that can drive you to slay demons that hold lesser men back, and empower you to endure the trials that lead to high-profit, long-term success in business, CLARITY on what you are working to achieve, (*freedom, wealth, respect, authority, appreciation, relevance, etc.*), and clarity on why that's important, may be the single most powerful motivator of them all.

Clarity of VISION, is about WHAT.

What business are you really in? What lifestyle do you want your business to support? What kind of customers? What strategies will give what you need, to get what you want?

Without clarity on what you want, you have no compass, and your business is chaotic.

Clarity of PROCESS, is about HOW.

How do you get what you want? How do you keep phones ringing, appointment calendars full, and employees busy, so everything stays on track, and moves in the right direction?

Clarity of process is what this letter is all about.

Specifically, it's about developing clarity on a RELIABLE SELLING PROCESS, you become so confident in, you aggressively invest in the process to drive sales and fuel growth.

You know the concept of the Prospect Pyramid...

In any population of prospects for any 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, (regardless of need), can't afford anything beyond necessity.

Your best prospects for your high-dollar product or service, are the affluent prospects in the TOP 5% of your prospect pyramid. These people can easily afford your premium product or service. And easily afford to do business with again and again.

Having a reliable system to connect with prospects at the top of the pyramid is the KEY to keep the wolves at bay, leave competitors in the dust, and get the kind of payoff you want for all the blood, sweat and tears you pour into your business.

A system that accomplishes that for you, would be worth its weight in gold.

And that is why I am delighted to tell you about Parthiv Shah's and Russell Martino's **High Value Client Marketing Machine**.

Inspired by my June 2018 Cleveland event, Parthiv and Russell developed a DONE FOR YOU product to identify, connect with, and engage with high value prospects.

Parthiv, a friend and private client, is a gifted direct response marketer and a marketing implementation master. Parthiv can get more done in a day, than most mortals can accomplish in a week with five people helping.

Parthiv's company, eLaunchers, handles all the implementation for the High Value Client Marketing Machine, including design, printing, Fed Ex, direct mail, and more.

Russell Martino is a gifted copywriter, one of the few who *may be* as good as he thinks he is, and one of the VERY FEW I would copy chief on a project that involves multiple sales letters and other marketing assets, all of which are important to getting the desired result.

Parthiv and Russell asked me, and I agreed, to play a role in their project.

When you become their client for The High Value Marketing Machine, I personally review and critique the marketing strategy and sales approach they recommend for you. I validate their ideas, (or recommend better ones), and make sure no stone is left unturned.

And, I review and critique every word of copy Russell writes for you. I make recommendations, (*I expect will be few, which is why I agreed to work with Russell*), and review. And I review and approve final copy after Russell makes any changes I recommend.

I can't guarantee success. But I can guarantee connecting with high-value prospects is CRITICAL to your continued success. I can guarantee both Parthiv Shah and Russell Martino are well-equipped to deliver on what they say. And I can guarantee I have your back, and will do everything in my power to make sure these two exceptional marketers... don't screw up!

Bottom line...

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



Dedicated To Multiplying Your Income,

Dan K

Dan Kennedy, No B.S. Inner Circle Founder