

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

High Value Client Marketing Machine

Frequently Asked Questions

CONSIDER THIS...

Email open and click-through are at an all-time low. *Odds are most prospects you try to reach online will never see your message, even if they opted in.*

A non-stop barrage of marketing messages, all clamoring for attention, assaults everyone, including your best prospects, daily. *How do you cut through the clutter?*

If 80% of your sales revenue comes from 20% of your customers or clients, how do you reach the HIGH VALUE prospects, like the 20% who buy so much, and avoid wasting money marketing to others who account for such a small percent of your business?

What is the BEST way to identify, connect with High Value Prospects who are ideal for your product or service, and who can easily afford your premium offer.

A Message From Dan Kennedy



If you sell a high-dollar product or service, of 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.**

Master sales letter copywriter Russell Martino writes the copy for this program, and I review and critique every word. I make recommendations. And I review and approve final copy after Russell makes changes I may recommend.

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

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

Dedicated To Multiplying Your Income,



For more information phone **301-760-3953** to schedule a FREE DISCOVERY CALL with Parthiv Shah. Or schedule the call online at **www.elaunchers.com/client**

High Value Client Marketing Machine

Frequently Asked Questions

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

What makes them you BEST customers or clients?

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

They spend the most. Stay the longest. Are easy to deal with. And are happy to recommend you to others.

If you could wave a magic wand, and have one or two or three dozen more customers, clients or patients *just like the very BEST you've ever had*, what would that mean to your business, and your income, over the next year?

The High Value Client Marketing Machine is built to deliver that kind of value.

What is the High Value Client Marketing Machine?

The High Value Client Marketing Machine is a SYSTEMATIC, DONE FOR YOU direct response marketing campaign designed to **connect with, (and influence), high-value prospects at the top of your Prospect Pyramid**, with near 100% accuracy.

Your campaign includes identifying at least 100 top-of-the-pyramid, high-value prospects ideal for your premium product or service. And includes a series of powerful direct response, custom-written sales letters, and a number of other powerful marketing assets, custom made to connect with your prospects, and help ensure MAXIMUM response.

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

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

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

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

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

Prospects who can buy faster, spend more and stay longer, have much greater potential value than prospects with so little disposable income, price is a major issue.

This is why Dan Kennedy says democratization of marketing dollars is a mistake. And why having an ongoing marketing campaign to connect with high value prospects is not only smart, it can generate big sales fast, and give you a steady flow of business from the best qualified prospects you can imagine.

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

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

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

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

The remaining 80% maybe rich on paper. But they are leveraged to the hilt. They struggle to keep up with obligations. Worry about money. And have little disposable income, which makes them poor prospects for any big ticket purchase.

So yes. Regardless of net worth, the 5% / 15% / 80% rule holds for the universe of prospects for every big-ticket product or service.

And that means the BEST prospects for what you do, are in the top 5% of your pyramid of possible prospects. These are the prospects who can say yes fast, and mean it.

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

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

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

The High Value Client Machine accomplishes this for you.

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

Prospects on this list are a near perfect clone of the best customers or clients you've ever had. They are in the Top 5% of your prospect pyramid, and can easily afford your premium product or service.

The MEDIA we depend on is print, (not radio, TV, or the Web). The CARRIER we depend on to get your message to your high-value prospects, Fed Ex, has the highest open rate of all methods of delivery, (hundreds of times greater than email).

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

Russell's marketing strategies, and sales letter copywriting has fueled the sale of well over \$100-million in products and services.

To help ensure you receive the best possible MESSAGE TO MARKET MATCH, Dan Kennedy, (whose work has sold well over \$1-billion in products and services), reviews the strategy we recommend, and reviews and critiques every word of Russell's copy.

Having Dan Kennedy's personal oversight on the project means, besides having master direct response sales letter copywriter Russell Martino, you have one of the greatest direct response marketers and direct response sales letter copywriters in modern history reviewing and critiquing the work to make certain everything is as strong as possible.

CONSISTENTLY getting the RIGHT MESSAGE to the RIGHT PROSPECTS through the RIGHT MEDIA, is the best, fastest, and most effective way build your business.

Getting the right message, to the right market, with the right media is what direct-response marketing is all about. That's what the High Value Client Marketing Machine does for you.

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

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

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

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

That means you never have a chance to connect on an engaging level with the exact people who could give you a huge uptick in business practically overnight.

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

That's why Dan is not enthusiastic about relying on the Web to reach high value prospects... and why he agreed to play an important role in the High Value Client Marketing Machine Program – *because the HVC program is laser-focused on reaching the BEST, MOST HIGHLY QUALIFIED PROSPECTS through the most effective media, delivering an engaging message, and establishing a relationship.*

What makes the High Value Client Marketing Machine so unique?

According to Dan Kennedy, the BIG MISTAKE business owners and professional service providers make, is failure to identify and aggressively market to HIGH VALUE customers or clients from the top 5% of their prospect pyramid.

The reasoning is simple. Roughly 95% of your prospects are incapable of buying your high-dollar, premium product or service. That means, unless you target high value prospects, roughly 95% of the money you spend on marketing is wasted.

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

Think about it. If someone wants what you sell, but instead of saying yes, they hesitate. And hesitate. And hesitate. The issue is virtually always MONEY. They are price sensitive, because they do not have enough disposable income to make buying your widget an easy decision.

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

The High Value Client Marketing Machine identifies people who are IDEAL PROSPECTS for what you sell, and who can EASILY afford the premium offer, including upsells.

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

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

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

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

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

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

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

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

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

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

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

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

Virtual 100% of the high value prospects we identify for you, will RECEIVE and OPEN the FedEx packages. And because the message is custom-made to connect and engage your high value prospects, odds are, your prospects will read every word, and begin to get to know you.

3. **Persuasive Direct Response Copy That Grabs Attention & Creates Engagement:** Every word is written to capture attention. Hold attention. BUILD A STRONG CONNECTION. And elicit a response.

Master direct-response copywriter Russell Martino, whose marketing strategies and sales letters are responsible for well over one hundred million dollars in sales, develops the sales argument, works with you to develop an irresistible offer, and writes the copy.

4. **Second Opinion:** DAN KENNEDY, whose work is responsible for well over a billion dollars in direct-response sales, reviews and critiques EVERY WORD of the high-value client sales copy and other marketing pieces you receive with this package.

Dan's participation skyrockets the probability of you having a BIG WIN FAST, and of this becoming a powerful, EVERGREEN MARKETING ASSET that may serve you well for YEARS TO COME, without changing a word.

5. **Implementation:** We make it easy. This is a complete DONE FOR YOU program for the first 100 High Value Prospects. ELaunchers handles everything. You are not burdened with details. Everything goes out on time. And your staff is free to focus on other things. The objective is to get your prospects to contact your essentially ready to buy. *Your job is to take it from there.*

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

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

No marketing strategy will generate sales faster than getting a strong, direct response message in front of highly qualified prospects, and making a great offer.

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

How does the HVC Program make competition irrelevant?

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

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

They will see you as someone who understands their situation, and knows what they want. They will see you as a UNIQUE SOLUTION PROVIDER, not just another face in the crowd.

This is Information First marketing at the finest.

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

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

But no one cares about that.

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

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

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

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

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

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

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

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

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

If you decide the HVC program is right for you, these are a few of the reasons why. Not because the program is everything we say it is, and more, if it's right for you, it's right because you want the results the HVC program may realistically bring you in both your business, and your life.

That's what sets HVC apart from all others.

And like you, when your high value prospects receive the HVC letters, and other marketing assets, (like this FAQ document), they will realize you understand their situation. You have a superior solution. They will feel a connection. And WANT what you have for them.

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

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

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

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

The more your prospect knows about who you are, how you can help them, and why yours is the superior solution and the more they decide they WANT YOUR PRODUCT OR SERVICE BEFORE they ever speak with you, or contact your office, the easier it is to make the sale.

This is what Drucker meant when he said, the purpose of marketing is to make selling superfluous.

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

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

And with Dan Kennedy reviewing marketing strategy, sales logic, and copy, odds are high this may be a game-changing marketing asset that works better than anything you've ever done.

The High Value Marketing Machine is the PERFECT TOOL to;

- 1) CONNECT WITH YOUR HIGHEST VALUE, TOP 5% OF THE PYRAMID MOST AFFLUENT PROSPECTS;
- 2) Add six-figures to your sales revenue faster than you may think possible, and;
- 3) Give yourself a powerful EVERGREEN MARKETING ASSET you can use to reach high value prospects again and again.

What else do I need to know?

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

We identify at least 100 high-value prospects who are virtual clones of the BEST customers, clients, patients or patrons you've ever had. They are ideal to benefit from what you do, and who can easily afford what you sell.

The Fed Ex packages will reach your high-value prospects.

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

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

No competitor, regardless of how similar their product may be, can 'swipe' anything we create for you, because everything is CUSTOM WRITTEN for you. And DAN KENNEDY reviews and critiques the copy to ensure it is ENGAGING, PERSUASIVE and ON TARGET to connect with your high value prospects.

How much does it cost?

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

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

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

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

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

Meet Your High Value Client Marketing Machine Team



Russell Martino

Russell Martino's direct response copywriting and marketing strategies has driven the sale of well over \$100-million of goods and services. And raised well over \$50-million in investment capital for clients in oil and gas drilling, medical, and real estate related ventures.

Known as *The Conquest Copywriter*, Russell is author of the book, *What Makes Persuasive Sales Copy Persuasive*, available on Amazon. He has spoken to no less than one hundred groups on marketing, sales, persuasion, business growth, and success-related topics.

His sales letters, newspaper ads, and custom marketing strategies have sold everything from hurricane shutters, oil field equipment, and industrial lighting systems, to financial newsletters, erectile dysfunction treatment, weight loss, nutritional supplements, day trading courses, and big-ticket professional services, including; legal, financial, medical, dental, chiropractic, and accounting.

Russell develops the sales argument, works with you to develop an irresistible offer, and writes the main sales letter, the follow up letters, and all copy for the additional marketing assets you receive with the **High Value Client Marketing Machine**. Every word of copy is crafted to create MAXIMUM engagement, and MAXIMUM response, so you enjoy a FAST return, and a great ROI.



Parthiv Shah

Data scientist, direct marketing expert, possibly the BEST connected man in direct marketing, and Implementation King, Parthiv Shah, is the Founder and President of eLaunchers.com.

Over 300 dentists, physicians and other clients from 27 states in USA and over 8 other countries have benefited from working with Parthiv and eLaunchers.com. He is the author of his International Best Selling book, "Business Kamasutra", and is routinely invited to speak as technology expert at direct marketing conferences and small group mastermind sessions.

eLaunchers was named Small Business of The Year in 2016 and inducted into the GKIC Direct Response Hall of Fame in 2017. They are a GKIC Certified Magnetic Marketing Advisor (2010), Infusionsoft Certified Partner (2011), Digital Marketer Certified Partner (2014), Click Funnels Certified Partner (2015) and Hubspot Certified Partner (2017).

Besides conducting the mission-critical **Everest Consulting Session** you receive with the **High Value Marketing Machine**, Parthiv reviews your sales data, and develops a profile of your BEST customers or clients. Then using a sophisticated software, and data mining strategy typically reserved for big corporations with huge budgets, he locates high value prospects who are near identical clones of the HIGHEST VALUE customers or clients you've ever had. *These prospects can move the needle FAST in your business.*

eLaunchers handles graphic design, printing, and FULL IMPLEMENTATION for the first 100 High Value Prospects we identify for you. After completing the Everest Consulting Session, all you do is; 1) be available to answer questions; 2) approve sales copy and graphic design, and; 3) provide your Fed Ex account number to cover the Fed Ex shipping. *And we do the rest.*



Dan Kennedy

Dan S. Kennedy has advised Fortune 500 and major brand-name corporations, as well as thousands of entrepreneurs, and small business owners.

Dan has crafted and written ads, direct-mail campaigns, TV infomercials, and has created online marketing that has sold billions of dollars of goods and services. He has worked hands-on with clients in 156 different business categories, and helped hundreds of private clients become millionaires and multimillionaires, fast.

Dan plays an important role in the High Value Client Marketing Machine. He personally reviews and critiques the marketing strategy that evolves from your Everest Consulting Session. And reviews and critiques EVERY WORD of the high-value client sales copy, and other marketing pieces you receive with your High Value Client Marketing Machine package.

Dan's participation skyrockets the probability of you having a BIG WIN FAST, and of this becoming a powerful, EVERGREEN MARKETING ASSET that may serve you well for YEARS TO COME.

The next step is easy...

**To schedule a *Fact Finding Discovery Call* with Parthiv Shah - phone 301-760-3953
Or schedule a phone appointment online at www.elaunchers.com/client**

High Value Client Marketing Machine

CONFIDENTIAL DISCOVERY CALL REQUEST FORM

Yes Parthiv. I believe I am a good candidate to benefit from the High Value Client Marketing Machine. I am interested. I want to learn more.

Please contact me so I can get the details I need, to decide if the HVC Marketing Machine is right for me and my business.

4 ways to submit this form: Fax to 301.760.4941, Scan & email or pshah@elaunchers.com, mail back to our office, or at www.elaunchers.com/HVC

___ I sell a high-dollar product or service. And I realize having a POWERFUL SYSTEM to FIND, CONNECT WITH, and GET A RESPONSE FROM HIGH VALUE PROSPECTS, may give me a fast and sustained increase in sales, which I am prepared to handle.

___ I understand The High Value Client Marketing Machine is a POWERFUL, SYSTEMATIC WAY to identify, connect with, and get a response from the top 5% of my best high value prospects who are perfect for my premium product or service.

___ Because I sell a high dollar product or service, I believe I am a good, (*possible excellent*), candidate to benefit from for the HVC Marketing Machine. I agree; having a system to cut through the clutter, identify, and engage high value prospects, is just plain smart.

To ensure MAXIMUM BENEFIT for the time we spend on the phone determining if the HVC Marketing Machine is right for me, I am happy to answer the following questions.

Name: _____ Title: _____ Company: _____

My MOBILE number: _____ EMAIL: _____

Address: _____ City _____ State _ Zip _____

Annual revenue: _____ TOTAL revenue in last 3 years _____

Average transaction size _____ Lifetime value of client _____

What do you sell? _____

Who do you sell to? _____

How many deals/transactions or clients you need to get \$100K in revenue?

What would an additional \$100K in additional annual revenue do for you?

Anything else you want to tell me today? _____