

What's Working Now Interview Transcript

With Nicholas Loise and Parthiv Shah

Nicholas Loise: *Hi there. Nicholas Loise, president of No B.S. Inner Circle and Magnetic Marketing, on with you with today's What's Working Now call. This call is by far one of my favorites, because it's one of my favorite people in the No B.S. world, in the Dan Kennedy world, and is just an all-around super, super, super smart guy. He's an old direct mail, direct response guy like I am. He really grounds it in science, and the importance of science and data. And we're going to talk a little bit about his journey.*

His name is Parthiv Shah, affectionally called by Dan Kennedy and many others as the annoying little Indian. Is one of the smartest guys out there. Can make Infusionsoft, if you have it, hum. Can make any CRM hum, for that matter, because I know he's active with ActiveCampaign as well as some others. He's a DigitalMarketer certified partner. He is always investing in himself. And I am always amazed at how fast he is to implement, how quick he is to get stuff done. Whenever I ask him to do something for me, whether it's a project or a favor—because I kind of carry favor with him a lot—he literally has it done by the end of that day if not sooner, and is just a marvelous man.

If you ever get a chance to be at one of our events, which you all need to be at one of our events, he is lavish with his praise for everybody and for the community, as well as lavish with his chocolate. And so if that doesn't get you to get to his booth and get to our events, I don't know what is. He's the author of at least one to two books that I know of, called Business Kamasutra. He is a co-author with Dan Kennedy in a number of different books. He's an all-around avid student of all things direct response and direct mail, and everything from marketing, and just an all-around great guy. Parthiv, thank you for being on the phone with me today.

Parthiv Shah: Thank you, sir. Thank you for the very kind words. Appreciate that. And looking forward to having an awesome day today.

Nicholas: *I know we will. Hey, you really have a great back story. And I love your journey into lists and to direct mail. I know you call yourself the Billion—with a “B”—Dollar Man. So you're the Billion Dollar Man, and you're going to talk a little bit about why you call yourself that, and kind of your evolution into all things No B.S. and the world of Dan Kennedy. And just for points of reference and education, can you really quickly kind of go through that with us? Because I think it's important.*

Parthiv: Sure, thank you. So, couple of things. One is the billion, right? Second is education. And third is my back story. Let's start with the billion. In my lifetime, I have mailed more than a

billion—with a “B”—pieces of direct mail, working on north of 20,000 projects as a data scientist inside various direct response marketing projects. So I have mailed more than a billion pieces of direct mail. Which I asked one day—I asked this to Dan, and I asked this to Jay Geier and Dustin Burluson in the private client gathering. I said, “How much people have mailed in their lifetime?” And looks like I can comfortably say that I have mailed more pieces of direct mail than Dan and his top-tier private client group combined. So that’s my claim to fame: I really know how to lick envelopes.

Nicholas: *That’s amazing. And I think Dan is honest with saying that you’ve mailed more than he has. There’s nothing wrong with digital marketing. I think it’s part of everybody’s marketing mix. But really, when you want to talk to marketers that know what they’re doing and know how to move the needle, they understand direct response and direct mail. Because you are working with your money, and you’re working with your clients’ money. So it’s the real game, and you’re the real deal in this world.*

Parthiv: Oh, thank you. Thank you. Here’s something else about direct mail, Nick, that most people fail to—neglect—and Dan talks about it but doesn’t emphasize enough. I’ve been in this country since 1989, OK? 1989, I came to this country, and today is 2019. From 1989 to 2019, size of the postcard has not changed. Minimum thickness of a postcard has not changed. Size of what is considered letter size has not changed. Essentially, the production and operational rules of direct marketing from a logistics standpoint have not changed. There’s a lot of history that goes multi-decades that can be used as a benchmark with consistency to plan your future. You can plan your next year or three years in direct mail and what you will use and how you will use it. And if you find a control vehicle that works for you, you can use it for next several years.

You can’t say that about Google, Facebook, digital media, email marketing, or anything. The cyberspace, the pixel land, is an ever-changing game. It’s like chasing a cancer cell. Direct mail gives you a level of predictability that you can look at historic data of what is working, what is not working, come to the most optimized, calibrated, marketing system, campaign process, message, media, lift, and keep using it until it goes lame without worrying about some supreme power shutting you down. And that’s what I love about direct mail.

Nicholas: *You’ve been in the direct mail world for a long time. And when I had my own direct mail shop and agency, we did not a billion mailings, but we were big. And we were localized, so we were one of the biggest mailers in Chicago. And when I would be educating clients, I would always say really the success of any direct mail campaign is broken down 60/30/10. Sixty percent is the list, right? So really selecting the right list and going to the right audience. Thirty percent is the message and the offer. And then ten percent is the aesthetics, right? Because we did do some high-image ads, and so they had a certain image and appeal. Do you think that is still the case? Because back when I had my shop, it was from 2006 to 2012, before I joined then-GKIC, now-No B.S. Is it still that kind of 60/30/10, or is it changing, and it is becoming more and more apparent on selecting the right list?*

Parthiv: Sixty list, 30 message, and 10 optics, right?

Nicholas: *Right.*

Parthiv: You know, Nick, here's why what you say will never change. It will—60/30/10 apply in any relationship, in any conversation as it relates to persuasive communication. I mean telemarketing, direct response, television. Hell—one-on-one sales conversation knocking on doors, meeting someone at a trade show, BNI networking. It will be 60/30/10 anyway. Who you want to go after, what you are going to say at the first moment of impact, and then yes, optics matter, but unless the first two rubicons are crossed, your optics are moot. So your 60/30/10 is a timeless principle that will never cease to be true for as long as you and I are alive, and maybe beyond.

Nicholas: *Full disclosure—I think I borrowed it from Bob Stone, one of the great gurus...*

Parthiv: Still—yes.

Nicholas: *Yeah. The gurus of—I wanted to give credit where credit is due. But I loved your approach of taking that—I mean, that's worth somebody listening to the CD or audio file, and reading it, and saying, "Well, I just got everything I needed." Because I loved your spin on that. Really 60/30/10 is your approach to anything. Nothing is more disheartening than going to the wrong audience with the wrong message, right? So 60 percent is picking the right audience or the right list; 30 percent is that right opening statement and therefore the message to move them, whether it's pain or pleasure; and then ten percent—image and optics matter. We can't forget that. And it's how do we package this all? Whether it's a sales presentation or a speech or a trade show.*

Parthiv: Mmhmm. So my back story, right? You asked me about my back story, about the lists? OK, so can I take a minute on that?

Nicholas: *I love it. Love it. I think it's important.*

Parthiv: OK. So I was hired as a telemarketer/new business development guy/salesman by a direct mail production facility, J.M. Perrone Company in Massachusetts. And my Italian boss, Mr. Perrone, basically trained me saying, "Parthiv, we are not a quoting company; we are a printing company. Don't ask for a quote; ask for a job. By the way, we are not the least expensive shop. So if we have to compete on price, we are not going to get the job. So find clients who are price-elastic." I'm like, "Yeah, OK, easier said than done." How do you go to someone and saying, "Hey, can I get a job without asking me how much I'm going to charge you? And by the way, we are not going to be the cheapest." How do you do that when you're head of new business, and all you are doing is calling a new account?

So I had to—I needed an "in." I needed an edge. I needed a reason to get in. This is where—I learned years later from Kennedy that this is called reason-why advertising. But my opening pitch was, "Hi, my name is Parthiv Shah. I'm calling from J.M. Perrone Company. And the special reason for my call today is..." And then the thing starts. And what I had in my hand was—I would do list research ad hoc for them before calling them. So back in the day, SRD was not online—Standard Rate & Data. We used to get like phone books kind of books. Do you remember that, Nick? The SRDS books?

Nicholas: *Yeah, sure. I used to get to the library to get them. Yeah, the red books. SRDS.*

Parthiv: Yes. And so those books would come. I mean, I used to read them. I would put sticky notes on them as to which list is appropriate for which one of my prospect. And I would send them a fax that basically sends them page one of a data sheet, and not page two of data sheet with critically missing information, saying, “I found a great list you might be interested in using on your next direct mail. May I come and talk to you about it? I will bring the SRDS book, and I have put sticky notes on three or four other lists that you might be interested in.” And then when I get a call back, I’d say, “I don’t charge for research. I make a little bit of money when you buy lists from me, like a typical list broker. But we are a direct mail production facility. We just want to earn your business. Can I come and talk to you?” And then that was my in.

So I became the list guru by necessity. And one thing led to another. It kind of—see, data is addictive once you get good at it. So I just kept—I used SRDS as like my tool to mingle into or get accepted into the American world. I mean, this was my first real American job, selling direct marketing, direct mail marketing, to—in an extremely competitive market. And I can barely speak the language. I can’t pronounce Cheshire. I don’t know the rules of the game. So I was, back in the day, a one-trick pony. And lists is—I became the lists-is-my-thing guy. I wanted to be the best list research man I could ever be. And that’s what I dedicated my life to.

Nicholas: *And do you still carry that forward?*

Parthiv: Yes, sir. I am a “who” guy. Do you remember Kennedy did the whole segment on—a four-hour segment at No B.S. SuperConference 2019 on market segmentation?

Nicholas: *Right.*

Parthiv: I think people can buy those tapes. The who. I am the who guy. That’s what I have become. When I left Perrone to start my own business, I started a list company, Listlaunchers. When you have the lists and data in your hands, you de facto become part of the strategy team. Because you have the paradigm that everyone is longing for. The copywriter wants to know what’s in the data. The designer wants to know what’s in the data. The finance guy wants to know how much we are going to spend to make how much. And everything revolves around the list.

So organically my business grew into a full service marketing agency, but in my heart, I am a list and data guy. So when I talk to a new prospect, when I talk to a new client, when I onboard a new client, or when I just am meeting a friend, a fellow member at No B.S., my opening question is, “So Nick, what do you sell? Who do you sell to? And why do they buy?” Nick, I can ask you that question for any product, OK? Renegade Millionaire. Magnetic Marketing. Ultimate Marketing Machine. OK? You fill in the blank. If I ask you this question—“What do you sell, who do you sell to, and why do they buy?”—that categorically answers the who questions. And we lead with the who, and their why of why they are buying. You can engineer your choreography around that question.

Nicholas: *Do you find that most people stumble with trying to answer that question?*

Parthiv: It's curveball for sure, but when I ask this question this way, after about a minute or two of pause, their eyes lit up. Because they are thinking—instantly, they go back in their life—last handful of transactions, last significant wins. Because that's what flashes in front of your eyes. Who buys, and why do they buy? See, I didn't ask—I asked you, "What do you want to sell?" OK, so yes, it's your doo-hickey, whatever it is in your hand. Fine, write that down. The next question is, "Who buys and why do they buy?" How do you answer that question, Nick? Instantly it flashes in your memory the most recent victories and most significant victories that you can tell me in a booming voice, "Oh, Parthiv, let me tell you about this guy who bought this thing!" Duh-duh-duh-duh-duh-duh. And I'm writing that down.

And then I'm looking for patterns of data. Gee, I now have 150 people who bought this, and every time they bought this, this was what was going on in their life, this is where they were in their life, and this is what they bought before. And this is how they consumed it, and this is what they bought after. Gee. Knowing that, what can we do about that information? What would a copywriter like Dan Kennedy do with that piece of intelligence? See, I've gone to Kennedy—I'm one of the few privileged people who went to Cleveland about a dozen times. Not just on me, but different client projects. And the reason why my clients take me to them is to have me do research on the fly as they are strategizing.

Nicholas: *Right, right, right. Right, right.*

Parthiv: Because I know the who! So you need to know how to do your own who. I'm not a genius. I'm just following the process.

Nicholas: *I think it's critical—so let's go deep on that, if we can, right? Because I think it's important. And I don't think people do that. Or you need to know who you want to go after, right? And so can we talk about that a little bit?*

Parthiv: Yeah, sure. First of all, we need to find out what worked and what sucked. Because everyone has a history, and history has data, and unlike humans, money is extremely predictable. Your next dollar on arrival and departure will behave exactly like your last dollar behaved on arrival and on departure. So if I want to forecast the behavior of money in your life, I can do that with sufficient accuracy by closely observing behavior of money in your life in your most recent past, and in your most significant victories and your most spectacular losses.

See, humans are unpredictable. Nick, I cannot predict how you are going to behave tomorrow based on your behavior pattern of yesterday. But the money that you have in your business, I can look at its history and I can forecast its behavior and tell you that if you do this, money will do that. So for that reason, if you want to dream vividly, study your historic data. Because your tomorrow's dreams are made off your yesterday's data. Am I getting philosophical or weird, or does this make sense?

Nicholas: *A little philosophical versus a little—how about we get a little more tactical, right? So philosophy is good, and people have to understand—we have to understand the Ten*

Commandments. But now we want to put them into—let's put them into actuality.

Parthiv: OK, let's do a role play, OK? Let's do a role play, Nick, OK? You own a business, A—ABC Corporation, that has been in business several years. So I would like you to log into your QuickBooks of ABC Corporation, and run me a report of your last \$5 million, last 1,000 days, and last 1,000 transactions. If you don't have a thousand transactions, give me as many as you can. If you have more than a thousand transactions, give me the last thousand. If you don't have \$5 million, go as far back in time as you can until you reach \$5 million, and tell me what that timeframe is. If you don't have \$5 million in lifetime revenue, just go to the beginning of time and give me a chronological report of every dollar made. But I'm looking for the last \$5 million. And then, give me every transaction you did in the last 1,000 days.

It's usually one spreadsheet that you're looking at, sorted by dollars—the last \$5 million transactions chronologically. Then you look at the largest dollars that get sold to come to \$5 million. Or then you look at the last 1,000 days, and your last 1,000 transactions. You don't even need sophisticated data analytics. You don't need SPSS. You don't need statistics. You can eyeball the data. Look, most people in No B.S. are not doing multi nine-figure deals. Most people in No B.S. are doing big data in small business. People in our core circle, for the most part—and that data comes in kilobytes, not terabytes.

You have hundreds of relationships, maybe thousands. And out of that, there are dozens that are critically important. Nick, my business—I met Kennedy in '09, OK? I started eLaunchers in '06; I met Kennedy in '09. From '09 to '18—from '09 to 2018, lifetime revenue \$5.4 million. Out of that, north of \$5 million came from Kennedy circles. Out of that, \$1.2 came from seven humans. Another 1.4 came from 25. If I'm to grow my business, I need to know where I came from, right?

Nicholas: *So what you're saying with that is your history will mirror your future?*

Parthiv: Yes! If you don't screw it up.

Nicholas: *[laugh] Well, yeah, OK. [laugh] OK, I got you. All right.*

Parthiv: And if you have an embarrassing history, which is—once we catalog what didn't work, you now can shift your behavior to have a better future. Because now we know what didn't work.

Nicholas: *All right. So you're developing somebody's ideal buyer. You go to their QuickBooks, right? And so you say, "Give me your last 1,000 days of transactions," right? So you affectionally call that your thousand-day history, or thousand-day theory.*

Parthiv: Yes.

Nicholas: *"I want you to go back. And I want you to catalog..." You want to know by day—*

Parthiv: No, no, no, no, no. Just give me the spreadsheet. Because I trust me.

Nicholas: *OK, and then you look at...?*

Parthiv: Most CEOs don't go to their accountant...

Nicholas: *Right.*

Parthiv: ...for their—just think about it. What do Americans use this data for? To pay taxes.

Nicholas: *We just turn it—we turn it over.*

Parthiv: Yeah, we do cash flow. To borrow money.

Nicholas: *Right.*

Parthiv: See, when I was in Perrone—when I used to work for direct mail company, I would go to the accounting department and say, “Run a report of all the jobs we've sold in the month of May in last year.” Because people who bought a direct mail project—an annual report, quarterly report, direct mail, whatever-whatever project—they will probably buy it this year also. And are we on track to land that job? Because if not, we have to replace that revenue before we grow. I was the only guy in accounting department running back and forth. They used to call me pain in the ass back then, too, but it made money, so everybody cooperated.

Nicholas: *Yeah, yeah, right. At a certain point, you just wear it, right? You just wear it.*

Parthiv: Yeah.

Nicholas: *All right. So let's go through this again, real quick, and then I want to move on to some other stuff. So I go to my QuickBooks, and I run my last thousand days of transaction. From that, how do I sort that again? So how do you want me to sort my thousand-day transactions?*

Parthiv: Sure. So the concept is—hmm. There is a guy, there is a guy at Infusionsoft and his name is Tyler Garns and he—not Tyler Garns—I forgot his name.

Nicholas: *Tyler Gaines?*

Parthiv: He talks about that. He just says—I'm taking that to one more step, OK? We call it customer value matrix—CVM. Every relationship is valued differently, OK? So a person, a human, a relationship, a company is worth more to you than somebody else. How do you measure who is more valuable to you? How do you decide who gets a thank-you gift, who gets a birthday gift, who gets a birthday card, and who gets a birthday email? Just a simple thing, right? OK. So there are four parts to it. One is R—Romeo. Second is F—Frank. Third is M. And Tyler talks until RFM. I take it to P.

R is recency. Your most recent transactions are your most precious transactions, because how you treat them post-transaction will determine the trajectory of the relationship going forward. Because you want to convert your R into F. You want to convert your recent buyers into frequent

buyers. So the second matrix is frequency. You want to catalog those who buy from you multiple times. Because you want to, A, stop them from leaving; B, ascend them into bigger, more meaningful relationships; and C, clone them. Persuade them to give you referrals. When your Fs give you referrals, trust is established. They will give you transactions that will turn into frequent buyers also, because people refer like kind of people. And referral is the ultimate form of ascension, because when they give you referral, they are stuck with you, also. They are pitching you to themselves in their own voice as they give you referrals. So F is one of the most valuable matrix.

M is of course everyone knows—monetary value of the transaction and the profitability. And the P is propensity to refer. How likely is someone to refer you? So Nick, if you gave me \$1,000 today is more valuable than \$1,000 you gave me six months ago. If you're giving me \$1,000 a quarter, it's a lot more valuable than giving me \$2,000 in January. If you gave me \$20,000 instead of \$2,000, it's a lot more valuable than \$2,000. But if, Nick, you can introduce me to six other Nicks, I'm now multiplying Nicks. So it is RSMP.

So when I look at QuickBooks, I look at who are my most recent transactions, how frequently they buy, who are my biggest checks, and who is referring to me? This tells me my historic who. And when we talk to the client saying, "I know you say that your ideal client is A, B, and C, and based on that, you want me to find you a new client that match A, B, and C. But your last 1,000 days' worth of QuickBooks analytics tell me that A, B, C is not as precious as X, Y, and Z. Care to change your mind?" And no one has looked at the data! Historic data with this much granularity, from this perception. People don't look at their QuickBooks. It's a core piece of data, and people just don't look at it!

Nicholas: *Do you think—the old analogy—you know, new business is sexy, so I'm just going to be constantly out there hunting for new business, versus looking at where my past is, and how can I clone and replicate my past to forge a better, faster, more lucrative future, is what you're saying.*

Parthiv: Yep. So look. Facebook calls it customer audience, or lookalike. The concept is not new. The concept is not new. It is how things work anyway. I'm just giving you a technique on how you can use your own QuickBooks to do your forward-looking list research. Before you brainstorm on SRDS and find which magazine subscriber list I should buy so I can do a direct mail, or which Facebook audience I should do a Facebook advertising to, or which Google keyword research I should do, or before you hire a consultant who is going to give you—I mean, yes, you've got to do competitive analysis. You've got to do your market research. You've got to analyze the readership path of your current buyer, the industry trends and all that. But you've got to at least know who you are.

So there's this book, *Magnetic Marketing*, that Kennedy wrote. In that, he talks quite a lot about the who. And before you know who your ideal buyer is, you've got to know who you are. In my book, I talk about it—the *Business Kamasutra* formula. I talk about who you are, who you are for, how do you want to please them, do they want to be pleased that way, can you please them the way they want to be pleased, and are you OK with the paycheck that comes pleasing them that way. Because without that, you don't have a strategy.

Nicholas: *When you talk about Magnetic Marketing, which you're very, very passionate about, you really say it's the only system—it's the one system that anybody needs, right? And I agree with you. But why don't we go deep on that? So what do you mean about that?*

Parthiv: OK. So, look. This is not my opinion. Yes, it is a belief, but I do come from a position of data, OK? I have been a lifelong student of direct response marketing and technologies that move marketing, OK? This is my field of study, field of research. Maybe someday I'll have a doctorate in it, if I'm lucky to be alive until that time. But I am a lifelong student of direct response marketing. I have studied Kennedy as good as I could, OK? I have probably—I have tried to study every ounce of Kennedy. But Kennedy is not the only guy I've studied. Pre-Kennedy, I studied Ogilvy, Stone, Levitt. I mean, I've got boxes of Harvard case study packets. I have been a lifelong student of *Harvard Business Review*. Subscribing to *Harvard Business Review* for multiple years. I mean, I have been a student of direct response marketing.

And while being a passionate student of Kennedy, I embraced this theory that Kennedy cannot be the only game in town; I'd better study others. So post-Kennedy, I also studied other ecosystems—HubSpot, Inbound, Infusionsoft Lifecycle Marketing Planner, DigitalMarketer Customer Value Optimization, Value Journey Canvas. The ClickFunnels, One Funnel Away. These are all different theories I have studied. And what I found is there is literally one system in the universe that everyone is explaining using their own verbiage, theory, anecdotal evidence, infographics. But at the end of the day, in the core of it, there's only one thing.

And if you look at it, it makes sense. Because the one thing that I am talking about sort of built the civilization in ancient times. Every religion. Every place of congregation was built on this theory. The creator or the messenger conveys a message that is attractive and clear, that the congregation can embrace and converse among themselves. That builds you your tribe. When you give your constituency a place to congregate, like the Growth Summit 2019, it becomes an officiated, formalized community. See, you cannot—as no B.S., you cannot own the community. You can only own the core infrastructure, the content that is provided, and the access and entry point. But people will decide if they stay or go. And that is the essence of every business.

eLaunchers—I want to be in front of people who will pay, stay, and refer. But if all I do is prospect, fetch, close, and collect, nobody will like me. I need to have a message that people can take it and use it without me. And then they would form a tribe around me. They will want to be around me, because I am giving them a value before I ask them for anything. And certain people will bubble up to a transaction. That's just how the universe works. And every marketing system—inbound marketing, life cycle marketing of Infusionsoft, inbound of HubSpot, Magnetic Marketing, and anything that is not so eloquently documented—points to this one phenomenon: identify who you are, identify who you are for, show up with a gift or value so you are a welcome guest and not an annoying pest, deliver value, at an appropriate time, educate them on how they can engage with you fiscally. Wow them. Make sure they consume what they bought. Make sure they get the output that they bought. Make sure they realize the outcomes from the output they bought. And stick around; they are going to buy again.

Yes, that's Magnetic Marketing. But yes, it's also inbound. Yes, it's also life cycle marketer.

That's what Bob Stone taught you. That's what Kotler teaches in college. There is only one system. What else there is to it? It doesn't matter what you study, but once you get it, you get it. I like Magnetic Marketing because it is the easiest form of one system for human consumption. Kennedy actually articulates the concept. He explains it. Easy to understand, easy to comprehend. Believable. Yes, I a mere mortal, can do it without having superhuman powers. And history of people who have done it and got value out of it. So yes, it'll work. Yes, it'll work for me. And yes, this is my guy. And that's why I like Magnetic Marketing so much.

Nicholas: *All right. Full disclosure—you are a Magnetic Marketing advisor. You are passionate about the community and the success of the community, which I think a lot of people just go and want to take. Your first question to me is, “How can I help? How can I build? How do we strengthen the small business community, most importantly the No B.S. Inner Circle community?” Which I appreciate, right? Because you come about it of, “When you grow, Nick, I grow, and so how do we work together for that?”*

All right. So, you've got the system, which in essence is Magnetic Marketing. And if you're listening to this call, you know the power of Magnetic Marketing and the implementation of the system. I liked how you kind of did full circle. Your position is, “Hey, there's all these other things out there.” And go back to, you know, before Kennedy. And I studied Bob Stone. I think you said Kotler. Theodore Levitt. All these other people. Harvard Business Review. I've studied it all, and I continue to study, and there's really one system that it's all based on. And even when you go through disciples of ours—so to speak, since we're close to Easter Sunday—you have those like ClickFunnels and Russell Brunson, or DigitalMarketer with Ryan Deiss and Perry Belcher, and all those guys. They're all avid students of us. And everybody has kind of taken from it.

And then you talked about the Infusionsoft. The life cycle journey of a business. But I think the interesting thing is—we joke about it internally, but we probably say it tongue in cheek—is everybody is always looking for the new thing, right? So what's the new thing? What's the hottest thing? And oh, you gotta talk about chat boxes, and you gotta—boom, boom, boom, boom, boom, boom. And it's rapid fire of every different thing that's going on in marketing. And I am all for an agnostic marketing mix, right? So you've got to use whatever it is. But your approach is, hey, start with the data, right?

Because you talked about—we started to talk about direct mail. SRDS—boom, boom, boom. And you said this is nothing more than Facebook's custom audience or lookalike audience, right? So it's really—all marketing starts with knowing your who, knowing your who better than anybody else, knowing what drives and motivates and propels your who to take action, and then being in front of them when they're ready to take that action. So A, I love that. When you talk—you have a concept of funnel and fail-safe follow-up. I think most money is left on the table because people don't really follow up very well. What do you think about that? And talk me through your funnel and fail-safe follow-up.

Parthiv: Fine. So let's do a little role play, Nick. Let's pretend you are a dentist, and you do cosmetic dentistry, OK?

Nicholas: *OK.*

Parthiv: So Nick, in the role of dentist who has been doing cosmetic dentistry all his life and makes about three to four million dollars in revenue, couple of locations. That's who you are, OK? Dr. Nick. Dr. Nick, have you ever lost a million dollars?

Parthiv: I don't know. Well, I think you have. Not only you have; I'm about to tell you that you are going to lose a million dollars in foreseeable future, and here's how. If the patients say no all the time because they're scared of dentistry, they're not ready to spend the money, they don't know if today is the day, they don't know if you are the guy—so for no logical reason whatsoever, the patient will say no. Now for every no that they say—"I've got to talk to my wife," "I've got to talk to my husband," "I've got to see if I have money for it," "I don't know if my insurance will pay for it"—or whatever the dumb reason they have for saying "no" to the treatment plan today—when they say no, \$6,000 walk away. Because that's the average value of a transaction.

Now, for every one "no" that you hear, there's ten that you don't hear. They booked an appointment but didn't show up. They downloaded a free report but didn't book an appointment. They called the office, left a message, and your staff didn't call them back. Your staff called them, but they didn't make an appointment. Or your staff didn't push. For whatever reason, there are a variety of no's. And every time someone says no, \$6,000 walk away from you. In your business, you might have—you might want to document a ritual on what you're going to do when \$6,000 walk away. Everyone stands up and make a sad face and observe a moment of silence for the few seconds or whatever. Six grand just walks away. And with 162 people say "no"—when 162 people say "no," a million dollar walked away. Like while we are on this phone call, at least one person—at least \$6,000 walked away from you.

What if you captured your entire constituency and stayed in touch with them until they buy or unsubscribe? You know more about dentistry than 99 percent of your patients. There's a lot they can learn from you about oral hygiene, or about importance of taking care of their teeth, about oral-systemic connection. This is just a conversation about dentistry; I can have this exact argument for pain management. A patient who is in pain might want to tough it out, and will not go to the pain management clinic even though they are being referred to the pain clinic by the primary care physician.

Yesterday, I got a phone call from my ophthalmologist—"Mr. Shah, you are due for your annual eye exam." If I don't call her back, they lost the appointment money, plus if I have complications, plus I might be a candidate for surgery. I might need new pair of glasses. Et cetera, et cetera. I haven't heard from them in a whole year. If I don't call her back, she's not going to call me back. It's over. And you know what is sad? My primary care physician is going to send his referrals from her EMR to the ophthalmologist saying, "Mr. Shah is due for an appointment." Other than that, this clinic invests zero money in building a relationship with me. That is how you lose a million dollars in revenue. By not following up with people who are not going to buy today. If you don't—see, second date is far more important than first date.

Nicholas: *Yeah, yeah.*

Parthiv: Because those who don't buy on first date, and come in on second date, they are far more likely to buy, and they are far more likely to stay and ascend, because there has been first and second dates. They have been indoctrinated and educated. That's what I mean when I say fail-safe follow-up. By the way, I did not invent the word fail-safe follow-up. Kennedy actually talks about it on multiple products. Multiple times, he has mentioned importance of fail-safe follow-up and why nobody does it. And because nobody does it, those who do get spectacular results.

And that's where marketing automation comes in. Simple bread and butter workflow in Infusionsoft. Any Infusionsoft-certified partner can implement it. Any copywriter can write it. You can write it. But Nick, if you can have a meaningful conversation with every patient before, during, and after treatment, what would you say? I mean, you will talk for hours. Great. Get talking. Let's transcribe it. That becomes the core content, coming from your heart, that a copywriter/editor can curate and create your long-term nurture and pre-appointment follow-up, appointment follow-up, post-appointment, appointment, no-show appointment, no-sale, et cetera. That's what we mean by the funnels and follow-up.

Nicholas: *You say Infusionsoft for that, but follow-up should not just be email, in your position, correct?*

Parthiv: No, no. It needs—it's omnichannel. You need phone, FedEx and email. And text message. And everything. And social media. You want to show up in their mind, in their heart. You need to do what it takes to have a top-of-the-mind awareness. Writing a book helps, because when you write a book and when you have a nice, well-done Forbes or Advantage published work that you can hand to a patient or a prospect or a client, that book will stay on the bookshelf, to not get lost like a—a business card or a piece of brochure. So that raises—that increases top-of-mind awareness. A long-term nurture, yeah?

Nicholas: *No, keep going. Keep going.*

Parthiv: OK. A long-term nurture email. A prolific blog that you write, maybe a couple of times a week, and then push it to your social media, so there is always some content going out. Nick, we've been talking for about an hour now. If you look at the transcript, it's going to have like, what, about 5,000, 6,000 words, right? This is enough raw material for about a month worth of blogging. If all I was doing is having this conversation with an intern and then the intern was transcribing it, and then it will become about a dozen blogs. So you could do about a dozen blogs by having a meaningful well-choreographed conversation with an intern who is going to learn a lesson of their life and type up a handful of short stories as to what they learned. So coming up with the content isn't hard.

Nicholas: *I think you hit on something, too. Because people think the creation and the curation of content is difficult, and "oh my gosh," and it becomes overwhelming. But what you're saying is—A, pay somebody—if you're a doctor, right—pay somebody to follow you, and obviously get the consent that you're going to record it, but you've got the conversation that you're having with your clients pre- and post. You have content in that. You have somebody interview you, right? So*

I always feel it's easier to interview somebody—we used to do it with clients all the time—so you could understand what they say, how they say it in their voice. And now you take that and you transcribe it, or pay somebody to cut it up.

Because many times, people will go out to a ghostwriter, right? And there's nothing wrong with that. But the ghostwriter won't capture your way to speak, right? So a 23-year-old ghostwriter right out of school is not going to capture the language and the way that they would formulate sentences and approaches that a 55-year-old doctor or dentist would, right? So this is very important, the way that you're saying it. All right, so let's kind of fast forward, because we have been talking for an hour, and we've got a lot of stuff we want to get into. You're a bright guy, and I don't want to cut it short. But when you talk about your customer value journey—and you say always there's about 73 ways that somebody could grow a business. Now, obviously we don't have the time here to list those 73 ways. But let's talk about new business a little bit, if we could.

Parthiv: Sure. So there are only three ways you grow your business, right? Get new clients, get them to buy more at a transaction, and have more transactions. I know we've been talking for a while. Can I talk about a workbook that you can download...?

Nicholas: *Yeah, of course. Go ahead.*

Parthiv: And it kind of has this answer in writing. And if anybody wants to have a one-on-one call with me to talk more about it in more detail or about their specific situation, I'll be happy to make myself available as long as they're a member. They can just reach out to your people or my people, and I'll make myself available for a quick call. Even if I'm just helping. So if you go to eLaunchers.com/one—O-N-E—you could download the workbook. It is I call it One System—Magnetic Marketing implementation ABCD—Any Business Can Do. And it has this framework of 73 things you can do to grow your business.

And there is a little infographic that takes you through the journey of what your buyer goes through in their mind, in their heart, before, during, and after they buy from you. And if you know their state of mind, what can you do to position yourself so you are helping them through the journey, and you are not inventing your own sales prevention department. If the people want to buy, Nick, you are in the way.

Nicholas: *Yeah, I agree.*

Parthiv: But if you knew how they buy and what they do and what they want to see and hear before, during, and after they buy, you can behave accordingly. That's the concept of a customer value journey.

Nicholas: *Yeah. Full disclosure—your book is very good. I picked it up at your booth. I picked it up a number of times. But I read it again on the way back from spring break, which was immediately following SuperConference. So SuperConference, I jumped on a plane, just to get some R&R with the family. On the way back, was kind of getting back into business mode, and I knew I had an interview with you coming up. And it's always good to read the stuff that our*

clients do and our members do, just because it's so good. And I read this book. It's very, very good. Your workbook is excellent.

Parthiv: Thank you.

Nicholas: *So once again, they go to eLaunchers.com/one—O-N-E. Not the number one, but forward slash "one." You are an avid reader, right? And you've been in business for a long time. And I know you have high pride with your son, which I think he's at Carnegie Mellon. Am I correct? Or Rochester Institute of Technology, you said? One of those.*

Parthiv: He's at Rochester Institute of Technology.

Nicholas: *Right. So he's at RIT. My hardest professor in graduate school was a graduate of RIT. He was a great man, so your son has got a great alumni to live up to. So knowing what you know today about business, what advice would you give to a young Parthiv ten years ago, 20 years ago, when you first got here from India?*

Parthiv: Oh. What advice would I give to young Parthiv? Yes. And that's going to be different than the advice I'm giving to young kids today. So let's talk about what advice I would give to myself.

Nicholas: *Perfect. OK.*

Parthiv: I have no regrets in my life except one. For as long as I have been in America, I have been proud of every decision I have made, and I am grateful for everything I do. A few experiments failed, I got screwed, but—yeah, I got screwed enough times—I'm so used to getting screwed, I've got budget for it. But that's not the point. We are talking about what I do. And there is one thing that I have only begun doing in 2017 that I wish I did in my early days. And that is journaling.

Nicholas: *OK!*

Parthiv: I now chronicle everything. I have a prolific blog. My entire academics with Kennedy—every info product that you have ever sold, I have. Not only I have it; I have studied it, and I have a mind map for it. Do you remember an old product that's out of commission called DNA Game Changer?

Nicholas: *Yeah, of course.*

Parthiv: Yeah. The Game Changer DNA mind map has 1,100 bullet points. I mean, you have like 900 pages; I have 1,100 bullet points. I have entire Dan Kennedy summed up in 11—15,000 bullet points. But what I didn't do is I didn't narratively journal what I learned and made a blog out of it. Just think how prolific of a presence I would have had if everything that I have in my head, in my heart, and in my library—available in a catalog library. I mean, if you go to *Harvard Business Review*, you can search Kotler and you will find everything that has a mention of Kotler in it. Having a systemic information library, a blog, that has a search engine tool that indexes your content using neural language programming—not NLP like the sales NLP; I'm talking—it's a specific computer language. It's an inexpensive tool. Every WordPress can do it. Every

HubSpot—it's native to HubSpot. Yet, I mean, you look at how many websites you have that actually have a search engine that searches a deep, content-rich library.

Nicholas: *All right, so give me your advice...*

Parthiv: I've got 50,000 pages on my bookshelf. I have it catalogued, mind mapped, but it's not published. It's not prolific. That's the advice I would give to young Parthiv. Always be journaling.

Nicholas: *So journal every day. And journal everything that you're learning, and then categorize it as well as catalog it.*

Parthiv: And publish it.

Nicholas: *Publish it—yeah, yeah, yeah. So think of this as rapid fire here. So let's quickly go through—what advice would you give to young people or what advice would you give to your young son that are going into business today?*

Parthiv: OK, so I have 65 kids. I mean, I've been taking interns since 2009, so that's a story for another call, maybe. Maybe we can do another call like this just on the subject of how to take in an intern and how to make your company intern-worthy. But that's a different conversation. The advice I give to my student interns is—acquire hard vocational skills that complements the professional academic knowledge bank that your college is going to give you. Because at a very young age, you will have to compete against a 50-year-old man or woman looking to get the job that you want to get. What can you do that will get you hired and not get you fired? What skill? How can you position yourself? You need to make yourself more useful than your rivals. And if you play your cards right with the influx of technology, with the influx of hands-on skills that you can acquire, it is not too hard to knock out a 50-year-old like Parthiv and get his job.

So if you are young, emerging entrepreneur or coming out of college looking for your first job, don't just have professional skills, but also have vocational skill. And the other advice I would give to all entrepreneurs, all young entrepreneurial minds, especially the kids who came to SuperConference—the Young Entrepreneurs Forum—I wish I could spend some time with them. But if I were to speak to them, the advice I would give them is, “Stay in school. Don't underestimate the power of a bachelor's, master's, and doctorate.” Because education is passport to integration. America will accept you, respect you, and integrate you into it if you can demonstrate competency and acquire American education.

Nicholas: *OK. So, I know you're an avid reader. What are the three best books that you would recommend or you have read and recommend to everybody? And you don't have to say Magnetic Marketing or the No B.S. books. Our folks get that. So what outside—what do you read that you really would recommend to folks?*

Parthiv: Outside of Kennedy? Well, OK. One book that has been transformative is *The Dan Sullivan Question* by Dan Sullivan. Another one was written by a copywriter who does a lot of work for my clients. His name is Russell Martino. It's called *What Makes Persuasive Sales Copy Persuasive?* Another book that I found fascinating is also by Sullivan. It's *Self-Managing*

Company. Now, you know the No B.S. book—time management book—the No B.S. guide to time management?

Nicholas: *Yeah, of course.*

Parthiv: If you told me three most magnificent books that I would recommend, I would have started with the No B.S. direct response book. Naturally, that was the first book that brought me into Kennedy orbit. That book is very close to my heart. The No B.S. time management book has a fascinating story about me and my confrontation with Kennedy in Cleveland, and he answered my question. It's quite a story. And of course, the No B.S. referrals—the yellow book that Kennedy and Shaun Buck wrote, that I wrote the chapter in. So if I were to recommend three No B.S. books, they would be the No B.S. direct marketing, No B.S. time management, No B.S. referrals. No B.S. social media with Kim Walsh-Phillips. But the non-Kennedy books will be these.

Nicholas: *Gotcha. We don't have to do a commercial for that, but thank you. What about technologies? What technologies do you swear by?*

Parthiv: I swear by Infusionsoft, HubSpot, ActiveCampaign, ClickFunnels, and WordPress. That doesn't mean that I dislike other technologies, but these are the technologies that I put in my 10,000 hours. I know them like the back of my hand. I have staff who can do it. And I'm comfortable using it. If someone hires me, they will be forced to use these tools, because without them, I'm sort of powerless.

Nicholas: *But keep me honest. I mean obviously, if you have Infusionsoft, you don't need ActiveCampaign or really HubSpot.*

Parthiv: Sure. Yeah yeah yeah. It's picking your tech deck.

Nicholas: *Yeah. Whichever one you want to invest in. But I think you would say you gotta use it, right? If you're gonna get one, go deep in it, understand it, really use it to multiply your follow-up sequences. So you and I are having a cup of tea, and we're sitting down, and we're outside Pennsylvania, where your office is, and we're having a cup of tea at a café. And I said, "Parthiv, this is wonderful, and thank you for the great meal that your wife cooked for us." Because I always ask you, "Where would I get the best Indian food?" You said, "You have to come to my house, because my wife's going to cook it for us."*

Parthiv: Yeah. [laugh]

Nicholas: *So we're having a cup of tea. And I said, "What's the one business secret that if I shared with anybody, you would have to go back to your Indian Air Force days and kill me?" So what's that one secret?*

Parthiv: OK. One thing, right? You know, I get asked this question a lot, Nick. "What is one thing I can do to move the needle?" And the answer has never changed and probably never will. It is—everything. There is no one thing that works, Nick.

Nicholas: [laugh]

Parthiv: It is a cumulative effect of your entire army, navy, air force. Your entire symphony. Your entire—it's a team effort. It takes a village. See, if you're playing trumpet, you can play it in Carnegie Hall in a concert, or you can play at a train station and people will throw quarters. It is the cumulative effect of all things marketing—the strategy, the choreography—that is the one main thing. What is your battle station going to look like, and what are all the things you will be doing concurrently, cumulatively, for an extended period of time? What experience you want to give to your prospects and clients. Marketing is not a sniper game, Nick. So if we are having this conversation, I will spend the rest of the afternoon talking you out of looking for one silver bullet that will change your life.

Nicholas: *OK. I think the other thing that is my observation of you and the conversations I've had with you, and what I would wish other people would learn from you as well as other exhibitors—but maybe you don't want them to know this—is you're one of the hardest-working men I know. Right? So at an event you are first one down, last one to go to sleep. I know you tell your staff, "No one sleeps until the last No B.S. member is tucked into bed." You are constantly working. You are constantly trying to move the needle. So hard work—I don't know if that—and I don't mean this in a negative way—I don't know if that comes from the immigrant mentality? That is meant as a compliment. "I'm here, I have to fight for everything that I've got, and so I'm just going to outwork everybody." And you are one of the hardest-working men that I know.*

Parthiv: Thank you.

Nicholas: *And so I think that's something that should be what's the one secret that you have, is that you're going to outwork most people. Would you consider yourself a marketer or a salesperson?*

Parthiv: [exhale] I'm definitely not a salesman. If anything, I am a shy, dumb, reserved techie who is less eloquent than he would like to be. And my ideal gig is I get ushered into a relationship. I do best when people come to me ready to buy.

Nicholas: *Sure. Everybody does.*

Parthiv: And if I have to head-on compete or justify why they should hire me instead of hiring someone else, it is not going to end well. So I'm not exactly the best—I don't give you that comfort factor that all will be well, especially when you should buy it from me today. I learned it. I mean, look, everything is a system, right? Selling is a system. So I studied Sandler. It's amazing. It's fascinating. It's just not—it's just not my thing. So it's not my job to sell; it's your job to buy. If you don't buy, we don't have a deal, because I ain't selling. But marketer, I am. Because I'm going to—I know who I am, I know who I'm for, I know how I want to please, I know how they want to be pleased, I know how to please them that way, and I'm OK with the paycheck that comes by pleasing them that way.

Nicholas: *This is a new one I've been asking folks, and I've gotten a lot of good feedback from it. How do you manage fear?*

Parthiv: How do I manage what?

Nicholas: *Fear.*

Parthiv: Fear?

Nicholas: *Fear. Like you're afraid.*

Parthiv: [exhale] I don't know. I talk to people like you who calm me down before the action. I do have a stage fright. You asked me to speak for five minutes at Info-Summit 2018, and I mean, it wasn't easy. I had stage fright. I have a genuine stage fright. I'm not exactly a stage personality to speak and sell from stage. I am—so practice, rehearsal. Have someone be next to me to calm me down.

It depends on what you are afraid of. For example, when we were on vacation in San Diego last year, we went skydiving. So my son wanted to go, and I wanted to go. And like we asked Dipa. “Hey, we are going skydiving.” And so she bought three tickets instead of two. We were surprised. And then she went—played it all out. She full on played. And then—so when it was all done, my son asked, “Mom, we didn't know this was in you. Why did you decide to go with us?” And she's like, “That looked so scary. I saw the videos. I was terrified. I didn't want the two of you to go alone without me.” [laugh]

Nicholas: *There you go. I love it. All right, young man, we've got to put a pin in this. It's not forever pinned, but it is for today, because we're kind of coming up on our end. One of the things that I love at our events—one is I get to see all of our members, but I get to attend your Celebration of Success dinners that you host every event. You're always kind enough to invite myself, and you invite Adam, and I know you invite obviously Dan. You were at the SuperConference—got to say a little words. It's a ton of fun. And so I want to thank you for doing that. You go out of your way to host a dinner—I believe it's by invite only—and everybody in the room is just having a great time. So I really appreciate you inviting me, and one is to experience that, but also just to kind of be in an environment where people are breaking bread and having fun and celebrating their success.*

Parthiv: Thank you.

Nicholas: *So I look forward to seeing you at Growth Summit 2019. It's in Denver. And anybody listening on this call, I certainly hope that you attend the Growth Summit. The events are phenomenal. Adam kind of taking over No B.S. Inner Circle, one of his things is how do we constantly raise the bar of events? And he has gone out of his way to make sure that that happens. So to learn more about the upcoming Growth Summit, to learn more about the upcoming Boot Camp—if you haven't attended a Boot Camp, I highly recommend that you do that. Go to the <https://nobsinnercircle.com/> website/events. You can learn all about our events.*

All right, Mr. Implementation, Parthiv Shah—thanks for being live with me. I loved every minute of it. If you want to interact with Parthiv, please reach out to him. You can find more about eLaunchers at eLaunchers.com, or you want to come to one of our events where you'll learn from Mr. Kamasutra himself, and visit his booth and enjoy some of the chocolate. And I can guarantee you, spending five to ten minutes with him will raise your marketing game, will raise your direct response game, and will change the way you think about your business. So Parthiv, thank you so

much for being on this call with me. Once again, to learn more about eLaunchers, just go to eLaunchers.com and reach out to Parthiv. Once again, download that book; it is worth the read. It's a great gift that we're giving to anybody.

And most importantly, I want to thank each and every one of you for being members. I truly appreciate it. The staff truly appreciates it. What you do every day as small business owners, as entrepreneurs, is important. You drive the economy. Take a moment and reflect on all the good that you do. And thank you for being part of our community and learning from us each and every day and trying to be the best marketers and the best owners of the business that you possibly can. So Parthiv, thank you, have a great day, and I look forward to seeing you really soon, my friend.

Parthiv: Yes, sir. Thank you very much, and thank you for hosting me. It was a joy.

Nicholas: *Oh, it was a joy. Thank you so much. Have a great day. Thank you.*

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