



Measurable Impressive & Real Results IN 100 DAYS GUARANTEED!

Dear Friend,

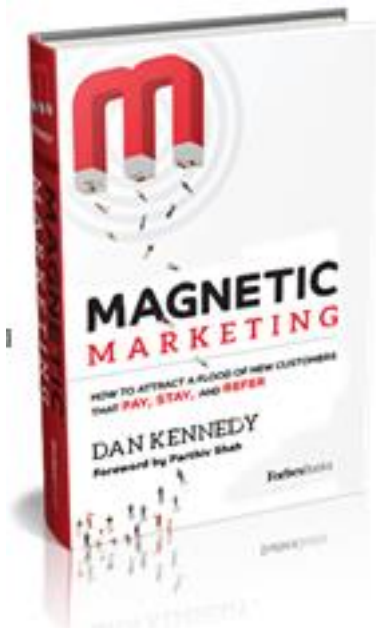
If you're like most business owners I know, every day you hear from self-proclaimed marketing gurus, consultants, and service providers who promise you the sun, moon and stars, in exchange for a lot of money and no guarantees.

Unlike others, (who promise EVERYTHING and guarantee NOTHING), I am different. I put my money where my mouth is. I guarantee you will receive SUBSTANTIAL benefits on our 'get-started' project, or it is 100% FREE.

I'm Parthiv Shah. I own eLaunchers.com, a direct response marketing company that has been helping business owners and professionals grow their businesses, increase their revenues and secure their futures for over 16 years.

Our core competencies are **internal-magnetic marketing**, including; keeping in touch with prospects, getting prospects who responded but did not buy to come back and say YES, and **gently soliciting referrals from happy clients**.

The problem you face, is the problem I solve. Not everyone you market to buys. But if you follow up with prospects and build relationship before you pitch, and stay in touch with those who say NO, eventually many will come back and buy something from you. Just because they don't buy today, doesn't mean they won't buy tomorrow... if given the chance.



History has proven time and time again that when you have a system to stay in touch, follow up and bring prospects back for another conversation, a meaningful number of them will say yes, and do business with you.

Dan Kennedy details the concept in the book, **Magnetic Marketing**.

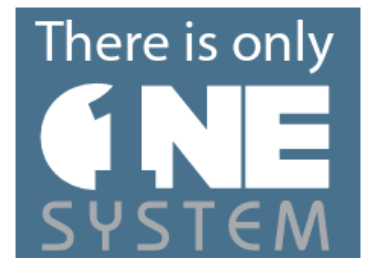
If you don't have this book and would like a copy for yourself or a friend, click over to www.elaunchers.com/book. Request a copy. And I'll ship it out to you absolutely free.

My philosophy on marketing, based largely on things I learned being a Dan Kennedy private client, is simple: **There is only ONE system. And I am its implementer.**

Here's the part where I put my money where my mouth is...

Most systems I implement for private clients range in price from a low of about \$30,000 up to \$87,500.

Some people, especially those who don't know me and don't know the results I routinely deliver for my clients, have told me that is a little high for a first date.



Knowing, (for a qualified prospect), my system produces excellent results, I decided to dramatically lower the 'get-started' price - and eliminate all the risk by offering a full, **100% money back guarantee** if I don't live up to your expectations.

In other words, I take 100% of the risk. And you take NO risk.

Here's what I have in mind...

Allow me to create a customized blueprint for implementation of my system in your business for just \$1,000, which is so low, you can put it on a credit card.

This is a blueprint for the **EXACT SAME SYSTEM** I implement for clients, a number of whom have increased their business or professional practice revenue by high-six to multi-seven-figures since becoming my clients.

Because this is a blueprint of the same system that is fully operational and already delivering excellent results for clients, every element; digital architecture, graphics, copy and so on, is ready to be adapted to your business. As such, barring the unexpected, the system I implement for you should be up and running, ready to launch in about 100-150 days.

With my experience in working with other companies like yours, I can safely expect measurable and impressive results in about 300 days from launch.

YOU RISK NOTHING. ZERO. ZIP. ZILCH. NADA.

At the end of our blueprint session, if you feel that this is not right for you, just say 'NO' when I ask for a Go/No-Go decision, and I will simply refund you your \$1000. If the blueprint session goes as I expect, your investment of \$1000 will be applied towards the implementation of my system and in about 100 days, you'll likely begin to see new leads, new sales, new conversations, and new relationships to make this the highest ROI marketing activity you've ever done.

In about 100 to 150 days, we would have the right configuration of my ONE SYSTEM implemented in your business and we would be ready to launch and go live!

Here's the bottom line...

Ask Dan Kennedy, Adam Witty, Nicholas Louise, Dr. Steven Kozmary, Clate Mask, Ryan Deiss, Dr. Dustin Burleson, Dr. Greg Wych, Dr. Carlo Biasucci, Doberman Dan, Anthony Policci, Russell Martino, or anyone hard-wired into the MOST EFFECTIVE direct marketing delivering out-sized results for small business owners today, and they will all tell you the same thing...

...I deliver RESULTS. I put my money where my mouth is. And if the blueprint session does not live up to your expectations, you can request a FULL 100% REFUND or a DO OVER... your choice.

Would you consider investing \$1000 in exploring a relationship with my firm... if I take 100% of the risk?

To discuss this further, or to get started please call or text me on my mobile at 301-873-5791, call my office 301-760-3953 or book a phone appointment with me at www.elaunchers.com/client.

Sincerely,



Parthiv Shah

PS: If you read the work of Kotler, Ogilvy, Stone and other timeless principles of marketing you can feel the traces of what is described in **Magnetic Marketing**. Dr. Levitt in Marketing Myopia and Dr. Porter's five forces analysis model teaches the same concept. Infusionsoft lifecycle marketing planner, Hubspot's Inbound Marketing methodology and Digital Marketer's customer value optimization with value journey canvas and all other modern-day marketing concepts articulate the core concept of magnetic marketing using different phrases & infographics. It's all **ONE SYSTEM**.



Fee Estimate & Engagement Letter

Ready to get started? Simply fill out this form, scan & send it back to
pshah@elaunchers.com or call 301.760.3953

Contact: _____ E-Mail: _____

Company: _____ Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Cell: _____

When your list is wrong,
NOTHING ELSE MATTERS!

Yes, Parthiv, Let's schedule our Direct Mail 2.0 Implementation Blueprint session! Please help me identify the right list and my 'Brain Dead Offer' for my next direct marketing campaign.

CONCEPTS & STRATEGY: Direct marketing campaign, launch plan, budget & ROI Forecast

MARKET: List research and data hygiene session

MESSAGE: Develop a brain dead offer

MEDIA: Copy, graphics, data processing, print production and mail processing plan.

MONEY: Campaign budget, break even analysis and ROI forecast

DECISION: GO/NO-GO decision

I agree to pay \$997 for the Direct Mail 2.0 Implementation Blueprint session.

I understand that if the project is a 'GO', my \$997 will be applied to the project budget.

I understand that if the project is a 'NO-GO' I can ask for my \$997 back or apply it to any other service provided by eLaunchers.com

Method of payment:

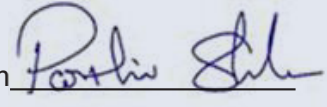
Client hereby authorizes Consultant to charge Client according to the method of payment as described below in the amount of the retainer, monthly fees and any additional charges that the Client shall authorize.

Check (for single pay) Visa MC American Express Discover Other

Card # _____ Exp Date: _____ Billing Zip: _____

Name on Card _____ CVV: _____

Client Signature _____

Accepted by eLaunchers.com 

Name, Title _____

Parthiv Shah, President

Date _____

Date _____

Dear Fellow Dentist,

If you are like me, you probably get hundreds of solicitations, offers and shallow promises to build your practice (and take your money)!

Sometimes I think that I must be everybody's list! You probably do too... You know the promises..."double your practice with no extra marketing" or "increase your practice by letting us teach your staff how to answer the phone"...

Sold by dentists, burned out hygienists, or worse, guys who have never even touched a hand piece, let alone sit 18 inches away from a patient.

Postcards, done for you newsletters, emails, texts, training for the people answering the phones, educational videos, email videos, blah blah blah.

I've tried enough and been burned enough to be as skeptical about these sales vultures as anyone. Doesn't it seem like all these guys just go after us dentists because we make more money than they do? I know, like me, that when you've been burned and lost money, you get skeptical.

So, imagine when I stumbled upon another guy with a system, with promises about automating my life and making my practice not only different from other dentists...but more profitable.

And honestly, when I first met him, I could barely understand the guy and his promises of his digital voodoo working for me.

Let me introduce you to Parthiv Shah, with his company called "elaunchers".

I met Parthiv at a mastermind meeting about 8 years ago. I always thought that I was pretty smart about marketing, but when I had a consultation with him, I realized how little I knew and how much money I was leaving on the table.

I always thought that if someone didn't buy from me after the first appointment or two, especially after my whiz bang new patient exam and consultation, that they were worthless. They didn't appreciate what I could do for them. Parthiv showed me a way to follow up with them, until they were ready to buy.

I thought I had a good reputation in my community as a quality dentist. Parthiv showed me, and developed the tools I use now to establish myself as the authority in my community.

I always thought that the right people would seek me out and find my way to my practice. Parthiv developed systems to help me not only attract the right people who want my care...and can afford it...but also to "repel" the wrong patients. (Yeah, that's tough to swallow, but you want to repel the wrong patients.)

Bottom line, with Parthiv's help, I went from working a regular four day week and collecting \$1.6M to working 29 hours a week and collecting \$2.5M. Just me, same staff.

Yeah, his stuff works.

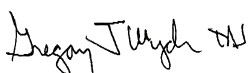
And its not just digital stuff that none of us understand. It's shock and awe packages to send to patients. It's books, web site, reports, seminars, patient appreciation events and much more. And its on autopilot.

Now I just show up and get too treat the people who want what I do. Can anyone ask for anything more?

And by the way, the staff likes Parthiv too. After all, they make more bonus.

So if you want my advice, give Parthiv a try. If his systems can work in Irmo, South Carolina, it can work for you too.

Sincerely,



Gregory J Wych, D.D.S.



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