



GROW Your Practice NOW

**You are about to lose over a million dollars.
I can prevent your loss. Guaranteed... (Or your money back!)**

Dear Doctor,

If you're like most doctors I know, every day you hear from self-proclaimed gurus, coaches, practice consultants and service providers who promise you the sun, moon and stars, in exchange for your time, data, and your money.

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 results from my services, or everything I do for you is FREE.

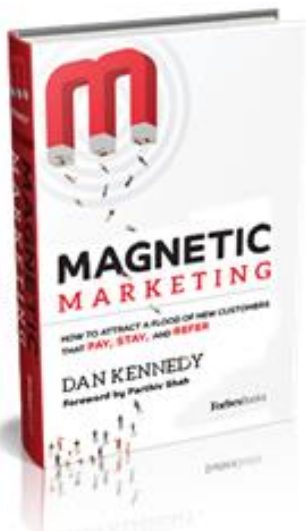
I own eLaunchers.com, a direct response marketing company that has been helping dentists grow their practices, increase their revenues and secure their futures for almost ten years.

Our core competencies are **internal-magnetic marketing**, (*including converting UNACCEPTED treatment plans into ACCEPTED treatment plans*), and **gently soliciting referrals**.

My philosophy on marketing is simple: **There is only ONE system, and I am its implementer.**

The problem you face, is the problem I solve. Patients say NO all the time. When they say NO, you lose about \$6000 in potential revenue (assuming the average life time value of a family is about \$6000 – OR assuming the average value of a big dental case is about \$6000). Either way, every time 167 people patients say no, you lose over a million dollars. How many times has that happened in your career? How many times has that happened in the last 2 years?

History has proven time and time again that when a system is deployed to stay in touch, follow up and bring those patients back for another conversation, a number of them will say yes, and come back in for treatment.



The concept is well-defined in a book authored by Dan Kennedy: **Magnetic Marketing**. Dan also wrote a supplement to Magnetic Marketing just for Dentists that I can share.

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 we'll ship it out to you absolutely free.

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

You may know the systems I implement for dentists range in price from a low of about \$30,000 up to \$87,500.

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

Knowing, (for a qualified doctor), 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 of the \$5000, if the results don't live up to expectation.

In other words, my risk is 100%. Your risk is ZERO. And the get-started fee is so low, you can put it on a credit card, and in all probability, realize enough return to pay the balance due off in full by the time the third monthly payment is due.

I would like to implement a limited edition of my system in your practice for a fee of just \$5000.

This is a scaled down version of the EXACT SAME SYSTEM I implement for clients, a number of whom have increased their annual practice revenue by 7-figures since becoming my clients.

Because this is a scaled-down version of the same system already delivering excellent results for my clients, every element, digital architecture, graphics, copy and so on, is in place. As such, barring the unexpected, the system can be up and running and ready to launch in about 30 days.

With my experience in working with other dentists just like you, I can predict that this system should get you at least \$25K in new patient revenue in about 60 days from launch.

YOU RISK NOTHING. ALL THE RISK IS MINE.

In about 90 to 100 days we can have a heart to heart talk about **RESULTS**. If everything is working as planned, we'll talk about what else we can do together. If it is not working, I will invite you to request a refund, or a do-over, if you choose.

If this works as I expect, you'll have \$5000 out of pocket today, and you will have at least \$25,000 back in your hand in about 90 days. **That's a 5 to 1 ROI over about three months.**

And while that's an excellent return by any standards, it's just what we do for clients at eLaunchers.com.

Here's the bottom line...

Would you consider investing \$5000 in exploring a relationship with my firm... if I take 100% of the risk?

I have an impressive list of successful dentists who vouch for my skills, my work ethic and the potency of my system. I would like YOU to join the list of 'super-doctors' who I call my friends and my clients.

To discuss this further, or to get started please call or text me on my mobile at 3018735791, call my office at 3017603953 or book a phone appointment with me at www.elaunchers.com/client.

Sincerely,



Parthiv Shah

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

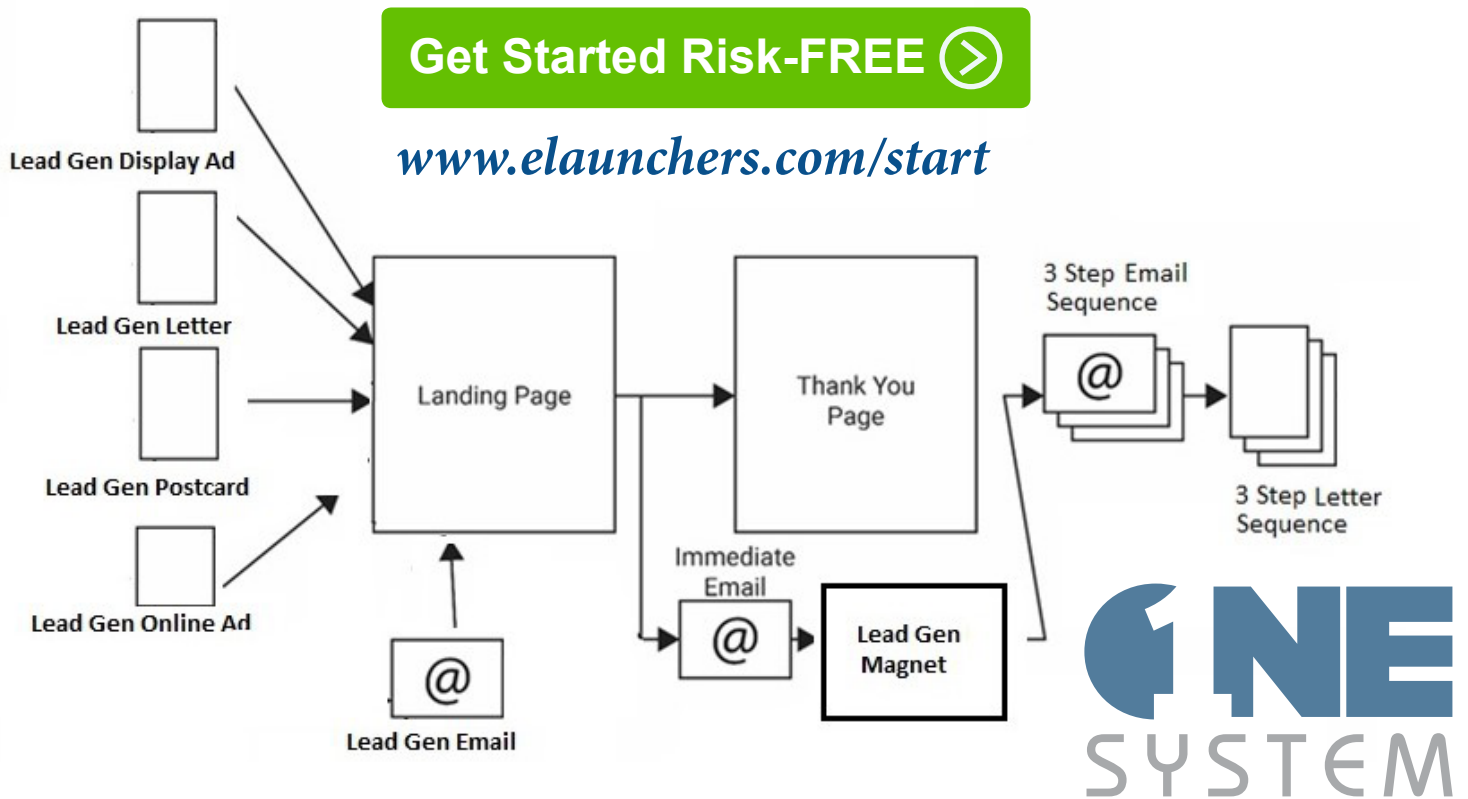
Contact: _____ E-Mail: _____

Company: _____ Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Cell: _____

Yes, Parthiv! I'm in. Let us implement a 100 day limited edition trial of ONE SYSTEM in my business for \$5,000. If I like what I see I will keep using ONE SYSTEM for a small monthly fee.



Method of payment:

Client hereby authorizes Consultant to order technologies using the method of payment as described below in the amount of the initial set-up fee, monthly fees and any additional charges to the appropriate vendors.

Check Visa MC American Express Discover Other

Card # _____ Exp Date: _____ Billing Zip: _____

Name on Card _____ CVV: _____

Client Signature _____

Accepted by eLaunchers.com Parthiv Shah

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.

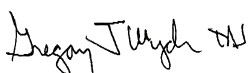
And its not just digital stuff that none of us understand. It's shock and awe packages to send to patients. It's books, web site, reports, seminars, patient appreciation events and much more. And its on autopilot.

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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