

From the desk of...

Dan Kennedy

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

Dear Friend,

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

Clarity of PURPOSE is about WHY.

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

Clarity of VISION is about WHAT.

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

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

Clarity of PROCESS is about HOW.

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

Clarity of process is what this letter is all about.

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

You know the concept of the Prospect Pyramid...

In any population of prospects for any product or service, 1% are rich, 4% are affluent; 15% are price sensitive buyers with little disposable income, and 80% are on the edge financially, and (regardless of need), can't afford anything beyond necessity.

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

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

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

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

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

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

Parthiv's company, eLaunchers, handles the entire project through completion. He does the list research and can connect you with trusted vendors to handle printing, Fed Ex & direct mail.

Russell Martino is a gifted copywriter. He is miles ahead of most freelancers. One of the few who may be as good as he thinks he is. And one of the VERY FEW I would recommend on a project that involves creating multiple sales letters and other assets for high value prospects.

Parthiv and Russell consulted with me on the creation of the HVC product. They are both excellent at what they do. As a team, they are practically a force of nature. I believe their HVC product, in any form it takes, is a HIGH VALUE marketing asset that will benefit any business.

I can't guarantee success. No one can.

But I do guarantee connecting with high-value prospects is CRITICAL to your continued success. And I guarantee both Parthiv Shah and Russell Martino are both experienced direct-response marketers and well-equipped to deliver on what they say.

Bottom line...

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



Dedicated To Multiplying Your Income,

A handwritten signature in black ink that reads "Dan K". The signature is stylized and fluid.

Dan Kennedy, No B.S. Inner Circle Founder