



From the Desk of  
Parthiv Shah

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Dear Friend,

I have a message for you from my business coach Dan Kennedy and my chief copy strategist Russell Martino.

Let me start with a question. What does 'a hundred grand' in new revenues mean to your business? If an additional \$100,000 in revenues comes from your **best of the best** clients, what would THAT mean to your business? These are the clients who buy your most profitable product or service, stay the longest with you and cheerfully refer you to like minded people.

**What if you had a system in place to identify these pockets of opportunities and predictably initiate meaningful conversations with them every time you need an infusion of cash in your business?**

With help and guidance from Dan Kennedy, Russell and I developed a program that aims to reach your sweetest spot, your most lucrative, your highest value clients. Enclosed letter tells you all about it.

Please book a call with me and Russell to discuss this program at [www.elaunchers.com/client](http://www.elaunchers.com/client).

Sincerely,

A handwritten signature in blue ink that reads 'Parthiv Shah'.

# 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](mailto:pshah@elaunchers.com), mail back to our office, or at [www.elaunchers.com/HVC](http://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? \_\_\_\_\_

\_\_\_\_\_