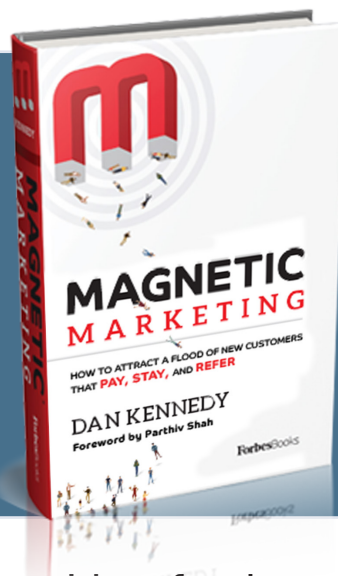




MAGNETIC[®]
MARKETING

Implementation A.B.C.D.

ANY BUSINESS CAN DO



MY CORE BELIEF
There is only
ONE
SYSTEM
and I'm its
implementer.

Identify who you are and who you are for.

Show up like no one else.

Come bearing gifts, share before you sell.

Become a trusted advisor & add value.

Convert, close, deliver and wow.

Build relationships & ask for Referrals.

Build a system that does this all.



Parthiv Shah & Ryan Deiss

Kind Words From Ryan Deiss

"I just want to give a big thanks and shout-out to this guy Parthiv right here. I've never really seen someone dive as deep in to both the strategic parts of marketing - which I know lots of people know how to do, lots of people do strategy - and another group of people that really get the technical part and they can do the implementation..."

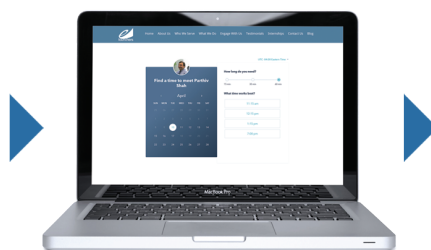
It's RARE to find someone who really gets BOTH. Someone who has invested that much where they can do both. The understand the strategy, they can put the pieces together, but then they can actually DO the implementation.

HE CAN. The TOTAL PACKAGE right here."

Get Started Risk-FREE at elaunchers.com/start



Download Information-First Marketing Playbook
www.elaunchers.com/start

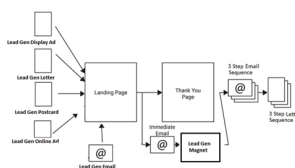


Schedule Information-First Marketing Implementation Call with Parthiv
www.elaunchers.com/start

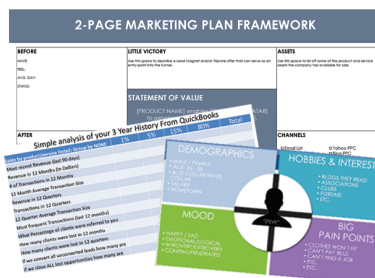


Receive Information-First Marketing Implementation Toolkit from eLaunchers

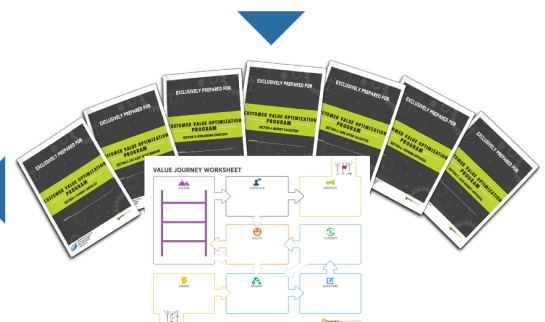
Magnetic Marketing Implementation



Information-First Marketing Design, Copywriting & Implementation



eLaunchers Math of Business Success & Digital Marketer 2-Page Marketing Plan



Customer Value Optimization and Value Journey Canvas for your business

73-Point Double Your Sales Checklist

Get More Customers

- ☐ 1. Report/Guide/Whitepaper
- ☐ 2. Book/Ebook
- ☐ 3. Samples/Trials
- ☐ 4. Quizzes/Surveys
- ☐ 5. Free Consult/Assessment
- ☐ 6. Coupon
- ☐ 7. Sales
- ☐ 8. Multimedia Content (i.e. YouTube, Podcast, Audio, etc..)
- ☐ 9. Blog
- ☐ 10. Offline Catalog
- ☐ 11. Online Catalog
- ☐ 12. Valpack/Moneymailer
- ☐ 13. Physical Gift/Premiums
- ☐ 14. Loss Leader Offers
- ☐ 15. Webinars/Teleseminars
- ☐ 16. Live Events/Meetups
- ☐ 17. Tradeshow
- ☐ 18. Channel Selling (i.e. Amazon, eBay, etc.)
- ☐ 19. Facebook Advertising Paid
- ☐ 20. Facebook Marketing Organic: Pages/Groups/Events
- ☐ 21. Twitter Organic
- ☐ 22. Twitter Paid
- ☐ 23. LinkedIn Paid
- ☐ 24. LinkedIn Organic: Pages/Groups/Events
- ☐ 25. YouTube Paid
- ☐ 26. YouTube Organic
- ☐ 27. Instagram (Organic)
- ☐ 28. Pinterest (Organic)
- ☐ 29. Google Paid (display)
- ☐ 30. Google Organic
- ☐ 31. Bing Paid
- ☐ 32. Bing Organic
- ☐ 33. Yahoo Paid
- ☐ 34. Yahoo Organic
- ☐ 35. Affiliate/Joint Ventures/Referrals
- ☐ 36. Search Engine Optimization
- ☐ 37. Groupon/Living Social
- ☐ 38. Content Syndication
- ☐ 39. Display Advertising Online

- ☐ 40. Display Advertising Offline (Trade Publications Magazines, etc...)
- ☐ 41. Direct Mail
- ☐ 42. Email Advertising
- ☐ 43. Radio Advertising
- ☐ 44. TV Advertising
- ☐ 45. Distributed Sales Force
- ☐ 46. Review Sites (Yelp, Angie's List, etc...)
- ☐ 47. Optimization Calendar

Get Them to Spend More

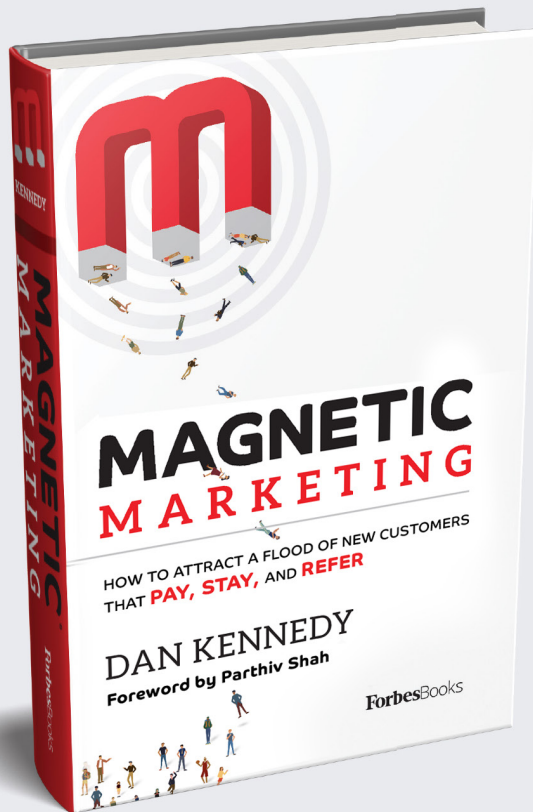
- ☐ 48. Immediate Upsell
- ☐ 49. Cross Sell
- ☐ 50. Slack Adjusters
- ☐ 51. Bundles/Kits/Value Buckets
- ☐ 52. Line Extensions
- ☐ 53. Subscription/Continuity
- ☐ 54. Membership/Association
- ☐ 55. Consulting/Training
- ☐ 56. Events
- ☐ 57. Done For You Service
- ☐ 58. Expedite Shipping Offers
- ☐ 59. Warranties/Insurance
- ☐ 60. Down-sells

Increase Buying Frequency

- ☐ 61. Regular Email Newsletter (Daily/Weekly/Monthly)
- ☐ 62. Automated Sequential Email Follow-up
- ☐ 63. Exit Offers
- ☐ 64. Bounce Back Offers/Product Includes
- ☐ 65. Re-targeting
- ☐ 66. SMS
- ☐ 67. Loyalty Programs
- ☐ 68. Cart Abandonment Follow-up
- ☐ 69. Direct Mail Marketing to Existing Customer Base
- ☐ 70. Outbound Phone Follow-up
- ☐ 71. Coupon/Gift cards
- ☐ 72. Newsletter/Magazine (Physical)
- ☐ 73. Customer/Appreciation Events/Sales

Total Checked: _____

Opportunity Score (Total Possible Checks - Total Actually Checked): _____



GROW YOUR BUSINESS WITH MAGNETIC MARKETING ...

We Wrote The Book On It

Dan Kennedy, my mentor, authored the best-selling book: ***Magnetic Marketing***. In this book, he challenges entrepreneurs and business owners to dump the boring corporate marketing they're doing that commoditizes them into "sameness" and has them chasing customers and begging for business.

This book explains what an entrepreneur can do to be a magnetic marketer and WHY it matters to be magnetic. When I was invited to write the forward for this magnificent book, you can imagine my excitement! After all, I believe *Magnetic Marketing* is a proven, time tested, timeless concept of business development that blends the art and science of marketing.

While this book sells for twenty bucks, in reality, it's PRICELESS. It's not just a book, when implemented, it's a money making machine!

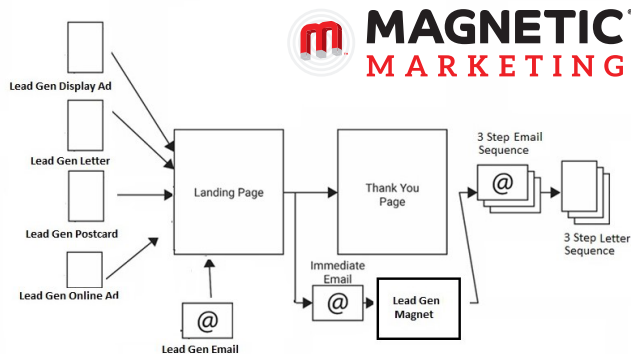
And, I'm not going to sell you this book, but I'm going to share this book with you. That's right. Anyone who wants this book, can have it... Absolutely Free! Simply go to: elaunchers.com/book and let me know where to send it. (Just pay for postage.)

If you want to share the book with your friends...that would be great. Again, just go to partivlovesreferrals.com and fill in your friend's address. A package will be sent out to your friend pronto! I appreciate and thank you for the introduction!

If you're new to Dan Kennedy's teachings, this book (and a few other books) will bring you into his world. It's lovingly referred to as "Planet Dan." But, if you're already familiar with Dan, you'll now have the latest addition to your Kennedy collection. If you want more books from Dan Kennedy, just ask for more books.

One way or the other, this is a must have book and you're getting it for FREE.

Magnetic Marketing Implementation



Magnetic Marketing: The Epicenter of Direct Marketing

Years ago I discovered the concepts of Magnetic Marketing. When I applied them to my business, the transformation was exciting.

I changed from a guy with a computer who would code anything to make a buck, to a locally grown, internationally known digital marketer with an agency servicing clients of all sizes.

As business grew, I refined my processes and acquired additional education in the field.

I studied:

- Lifecycler Marketing Planner from Infusionsoft
- Customer Value Optimization and Value Journey Canvas from Digital Marketer.
- The Inbound Marketing Methodology from Hubspot

So that I could implement everything, I then learned to mindmap my knowledge, develop implementation plans and work the breakdown structure.

By comparing the Work Breakdown structure and Implementation mindmap of Digital Marketer CVO / VJC, Infusionsoft Lifecycle Marketing and HubSpot Inbound Marketing Methodology, something became crystal clear.

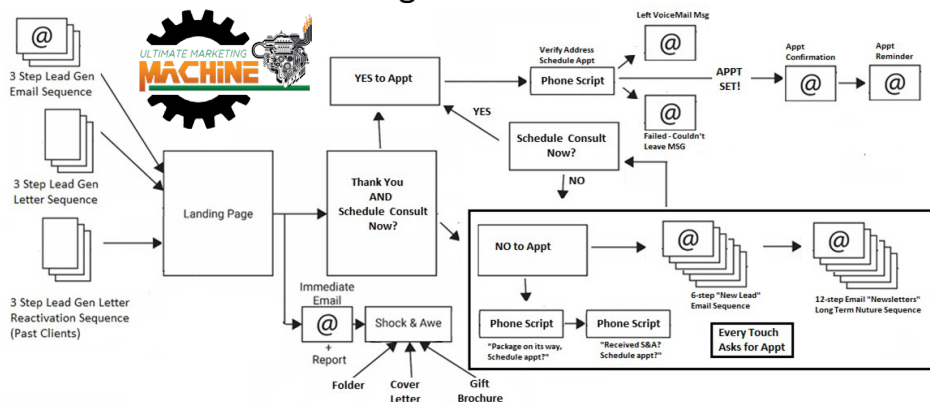
Direct response marketing starts and ends with Magnetic Marketing.

No business is too small to adopt Magnetic Marketing and no business will ever outgrow Magnetic Marketing.

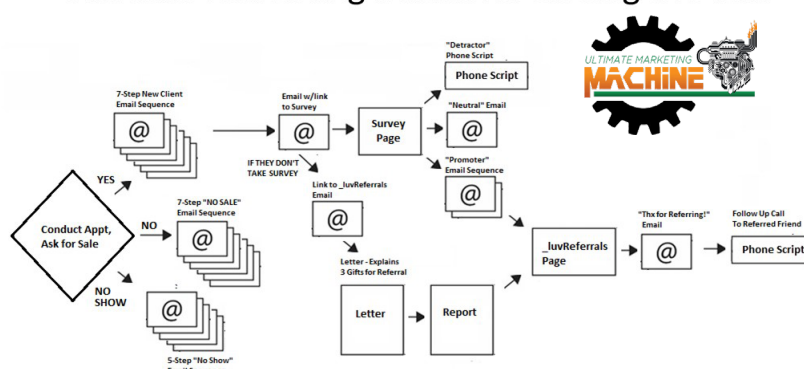
Jack Turk, Marketing Strategist and my friend, developed the four info-graphics on this page. You can find out more about Jack on LinkedIn. www.linkedin.com/in/jackturk/.

To totally understand the back story behind these graphics and grasp the context, you'll need to invest in Magnetic Marketing & The Ultimate Marketing Machine. These are sold directly by No BS Inner Circle and I'd be happy to make an introduction and start the conversation.

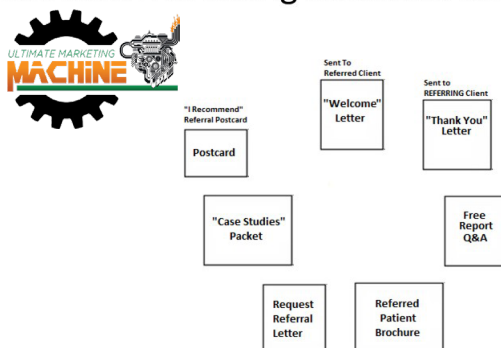
Ultimate Marketing Machine: Lead Generation




Ultimate Marketing Machine: Closing the Sale



Ultimate Marketing Machine: Referral Culture




eLaunchers Magnetic



ATTENTION BUSINESS OWNERS: Are you tired of working harder but still not seeing more money as a result?

"Discover How to Magnetically Attract A Flood of Customers, Clients, or Patients To Your Business"



While Supplies Last - Limited Time Only...

Act Now to Claim Your Free Copy of Dean Kennedy's Latest Release "Magnetic Marketing" Forward by Parthiv Shah

[Click Here to Claim Your Free Copy*](#)

* All we ask is that you pay the shipping.

It's shocking but true...

Just about everything you've ever been told about successful running and growing a business is **WRONG**.

That's why no matter how much harder you work, the less you'll have to show for all that increased effort. But there's a better way - and it's called *"Magnetic Marketing,"* where you STOP chasing after leads and customers and sales and instead attract them irresistibly to you like moths to a flame.

"Magnetic Marketing" reveals a proven, more productive approach to growing any business by applying the secrets of attraction rather than pursuit. It lays out exactly how to create focused, targeted marketing that delivers the exact customers you want through a carefully engineered lead generation, conversion and retention system.

Here's what you'll discover inside this revolutionary new book by marketing legend, Dan Kennedy:

- Why right NOW is the right time for this system and learning to "magnetically market" your business is THE most important skill a business owner / entrepreneur must master.... More important than operations, product, development, accounting, etc, ANYTHING. [Page 21]
- 9 Critical Marketing Mistakes small business owners make when it comes to crafting promotional campaigns (and the simple answer that solves each and every one.) [Page 28]
- Trick to tapping into the "secret desires" of nearly any market - this enables you to precisely target and attract your perfect customer in ANY economy. [Page 56]
- The keys to creating irresistible offers and the unique components every offer must include. [Page 83]
- The incredible power of the magnetic marketing Triangle - get this right and you can put an end to ineffective, wasteful advertising once and for all! [Page 75]
- How to **blow away the competition** by providing your prospects with a "Shock and Awe" package that will destroy any and all objections to making your business the only rational choice [Page 129]
- And EASY step-by-step process for defining exactly WHO makes up your target market and that IDEAL customer who lives, breathes, struggles, and dreams there. [Page 76]
- Why... NOW more than EVER... you MUST have a powerful Unique Selling Proposition (USP) that fits the mood of the times - and specific considerations you must factor into its development to ensure you don't miss your market like a failed moonshot! [Page 23]
- The "Champion Circle of Influence" - This one strategy is mind-numbingly SIMPLE but can pay off big time! [Page 151]
- The 10 foundational rules of marketing that you must apply to every ad you create. (Ignore even a single one and you'll find your business gasping for air and survival.) [Page 95]

Plus a WHOLE LOT MORE Besides!

This book reveals powerful, proven strategies to attracting customers, clients, and patients in abundance, and creating a sustainable and highly profitable business. You'll discover exactly how "Magnetic Marketing" can finally create true freedom, stability, and prosperity for your business.

Don't miss this opportunity - grab your FREE copy of "Magnetic Marketing" now before it's too late.

[Click Here to Claim Your Free Copy TODAY!](#)

Who is Dan Kennedy?



Creator of Magnetic Marketing

Dan Kennedy authored the best-selling book, *Magnetic Marketing*, in which he challenges entrepreneurs and business owners to dump the boring corporate marketing they are doing that commoditizes them into "sameness" and has them chasing customers and begging for business.

The Founder of *Magnetic Marketing*® and one of the most revered marketing advisors to entrepreneurs and business owners in the world. Dan has taught his Magnetic Marketing system to over 6 million people around the world. For 9 consecutive years, Kennedy spoke on the famous Success Tour, earning on average \$100,000 per speech, and sharing the stage with President Ronald Reagan, Gen. Colin Powell, Johnny Cash, Larry King, and Mary Tyler Moore. He has delivered over 3,000 paid speeches and seminars to entrepreneurs and business owners. He has authored 32 books, many being named to the "Top 100 Business Books of all Time" list by *Inc. Magazine* with translations in over a dozen languages. He has been interviewed or featured in 300 different business magazines or trade journals including *Forbes*, *Bloomberg BusinessWeek* and *Entrepreneur*.

So why is Dan so Successful?


Because Dan's methods work for ANY business. And that means YOURS too - which is exactly what you'll discover when you go through your copy of *"Magnetic Marketing."*

"One of your ideas got me one of the biggest orders ever - a whopping (for me) \$17,001.00 check delivered by FedEx the first week I used your strategy!"


"You've helped us make money since 1993, and many of your ideas have earned us a small fortune."
-T.J. Rohleder, M.O.R.E. Inc., Kansas

"After 8 or 9 years' association with Dan, I'm still learning... His ideas have created millions and millions of dollars or revenue for us."
-Ron Legrand, www.globalpublishinginc.com

[Click Here to Claim Your FREE Copy!](#)



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pshah@elaunchers.com



GET YOUR FREE BOOK:
We Pay For The Book You Cover Shipping

The book is free. You just pay \$6.95 to cover the cost of shipping. (This book sells on Amazon for \$19.99 plus shipping. It is yours FREE at eLaunchers.com)

If you're not satisfied for any reason, let us know and we will happily refund the shipping and you can keep the book and the free gift.

Almost Done...

Please Fill Out the Form Below

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Where To Ship Book

Full Name...

Email Address...

Phone Number...

2 YOUR INFO
Your Billing Info

Full Address...

City Name...

State / Province... Zip Code...

Select Country


[Go To Step #2](#)

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By submitting your information, you consent to Magnetic Marketing sending you exclusive offers and the latest info by email, mail, SMS, phone and other electronic means. We'll always treat your personal details with the utmost care and will never sell them to other companies for marketing purposes. Find out about your rights and choices, and how we use your information in our Privacy Policy.

Marketing Book Funnel

Nearly There, Just Wondering...

If we can spend some time together on the phone or at my office, what would you like to talk about?

Five Dollars For First Hour



www.elaunchers.com/client

Almost FREE Consultation* (Give me Five Bucks)

When we meet on phone, online or in person, you will learn how you can apply Magnetic Marketing principles and find clients who **pay, stay & refer.**

☒ YES, please schedule me for a Magnetic Marketing Consultation with Parthiv for FIVE dollars

ADD TO ORDER

No Thanks, I have don't want to schedule a consultation with Parthiv at this time.

Congratulations! you now have Dan Kennedy's Best selling Book Magnetic Marketing and Parthiv's eLaunchers Big Box of Gifts ...both of which put you in a very elite group of serious-minded business owners / entrepreneurs.


The first question we are asked after business owners finish reading Magnetic Marketing is...

"How can I see results faster?" and our answer is always, "Market to Message match". One of the keys of Magnetic Marketing is to find out who you are, who you are for, how you want to serve them and do they want to be served that way.

Because you're hanging in there with us, we're going to make you a VERY special offer to you for a very special price of just FIVE DOLLARS.

(In case you are wondering what's up with the whole five dollar thing... here's the back story. When I first came to America, the very first hour I worked here, I made FIVE DOLLARS. To commemorate my first day and my first hour in America, I offer the first hour of consultation for just five dollars.)

I am the data scientist who has worked on over ten thousand projects and mailed over a billion pieces of direct mail. If you are ready to implement principles of Magnetic Marketing, I will help you with your magnetic marketing list research.



Here's an "oh-so-true", yet "oh-so-often" overlooked reality.


When your list is wrong, nothing else matters!

In Magnetic Marketing, Dan Kennedy talks about message to market match. In order to do that, you need to have clarity on who your ideal customer is and how to go about building a list of your ideal prospects who will eventually become your ideal customers that will pay, stay and refer.

When we meet online, I will help you identify the most appropriate prospects for your magnetic marketing implementation.

If you are ready to talk data now, please click here at www.elaunchers.com/client to book an appointment with me. Otherwise, someone from my office will get in touch with you via email and phone to find out if you would like to talk to me about Magnetic Marketing, list research or anything else.

Five Dollars For First Hour



www.elaunchers.com/client

Almost FREE Consultation* (Give me Five Bucks)

When we meet on phone, online or in person, you will learn how you can apply Magnetic Marketing principles and find clients who **pay, stay & refer.**

☒ YES, please schedule me for a Magnetic Marketing Consultation with Parthiv for FIVE dollars

ADD TO ORDER

No Thanks, I have don't want to schedule a consultation with Parthiv at this time.

CONGRATULATIONS!

"My New Book is Headed Your Way!"

Your Product Receipt:	
Product	Price
Dynamically Updated	\$XX.00

Dan Kennedy and I want to personally congratulate you on making the wise decision to take advantage of my free offer to grab your copy of my new book:

"Magnetic Marketing"

Your copy of this powerful tool is on its way to your door right now. Watch your mailbox for that very important package - it contains your key to attracting opportunity, customers and clients in abundance, and creating a sustainable and highly profitable business.

Thank you again and watch for that package!

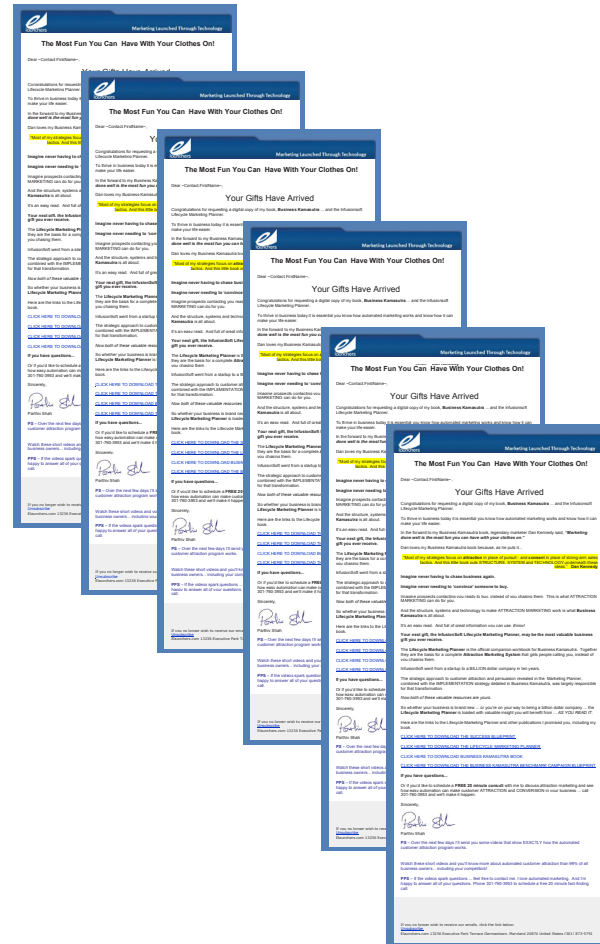
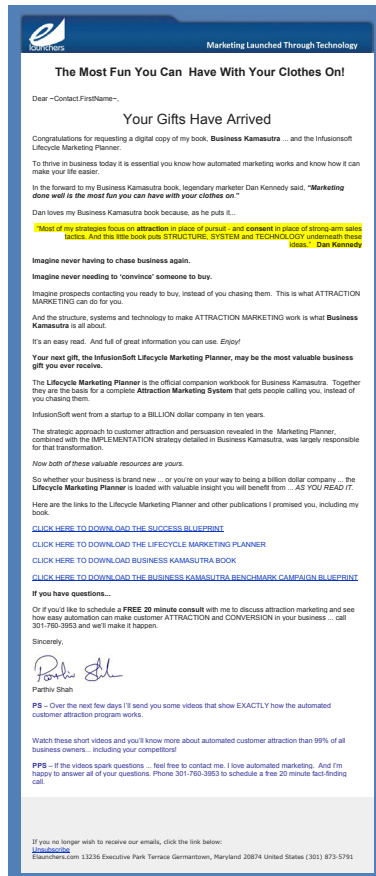



To book an appointment with Parthiv Shah right now, please visit www.elaunchers.com/client.

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www.elaunchers.com/book

Magnetic Marketing Conversion



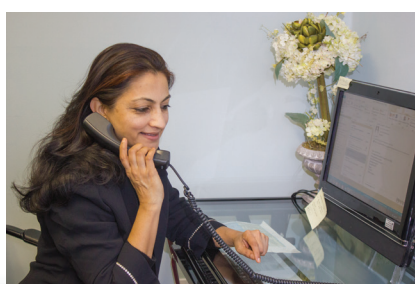
Opt In Welcome Email

New Lead Sequence

Digital Download

Call & Qualify Prospect

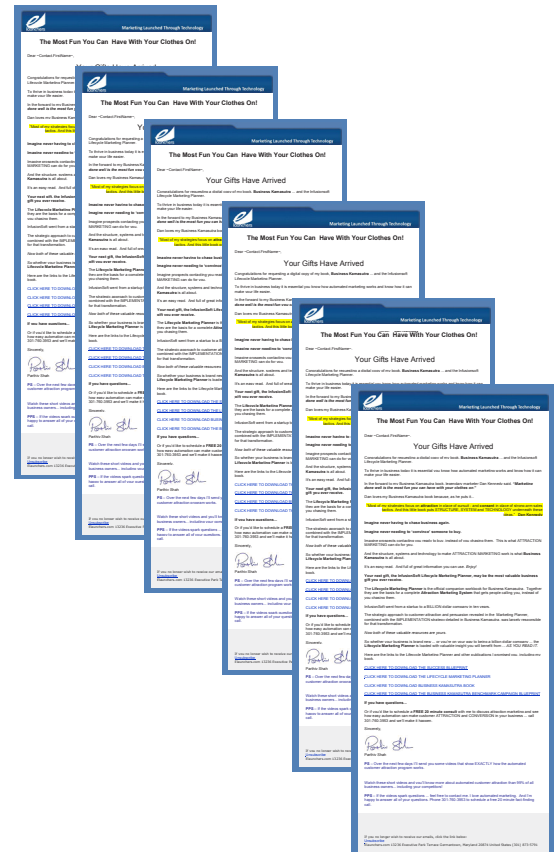
Physical Shipment



and Follow-up



Meet at Live Event or
Attend a Presentation



**Free Initial
Phone
Consultation**

**Welcome to
eLaunchers**

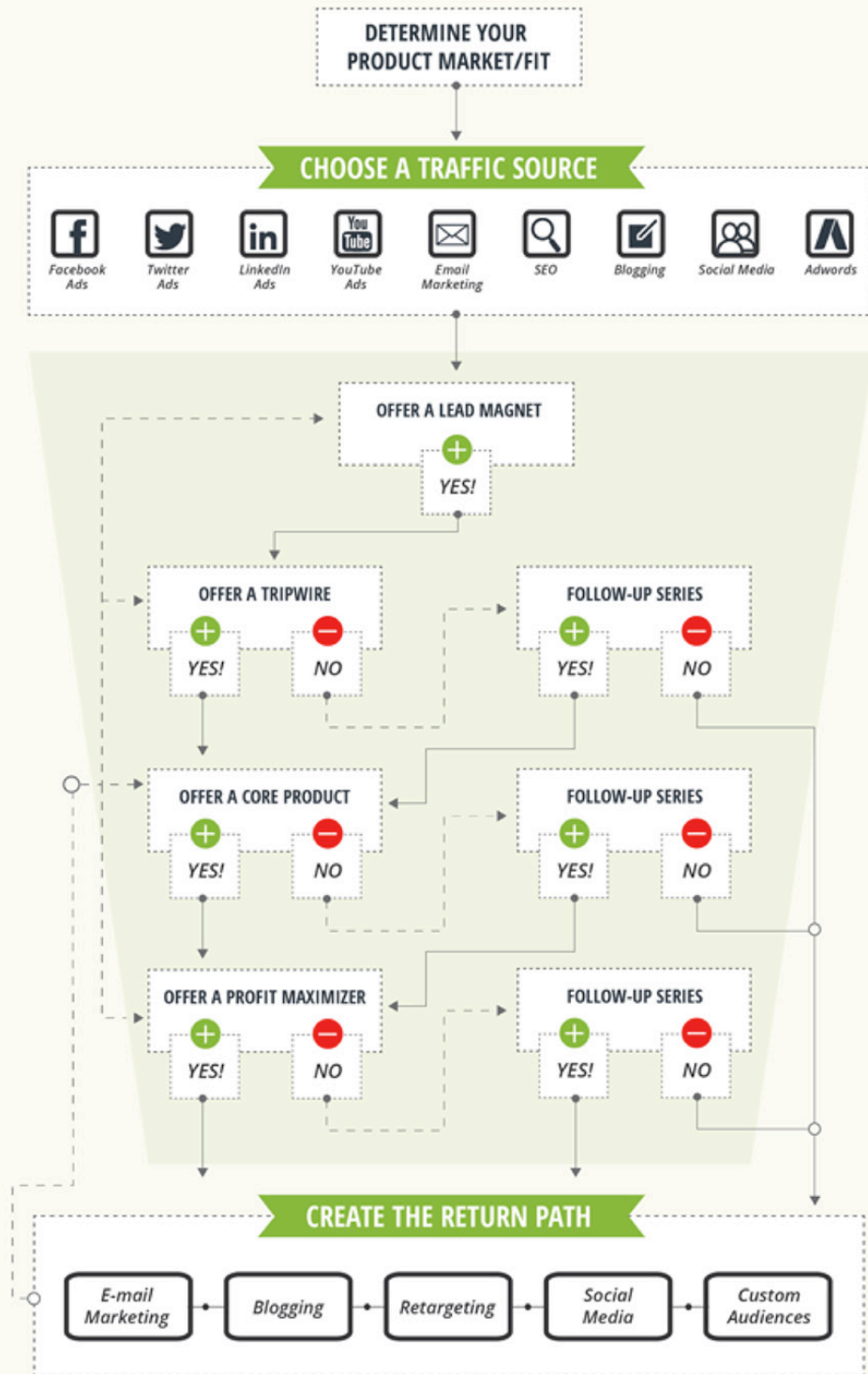
Long Term Nurture



**Concepts &
Strategy Room**



CUSTOMER VALUE OPTIMIZATION



8 Step Implementation Plan for

Ultimate CONVERSION CONCEPTS Platform

Step One

Concepts & Strategy

A framework for thinking about business growth.

Step Three

Funnels of eLaunchers

The ultimate collection of funnels customized for your business and populated in your ClickFunnels account.

Step Five

Case Presentation Package

Let the paper do the persuasion. letter, summary post card, step-by-step guide, treatment/service options, testimonial booklet. optional: Success Blueprint.

Step Seven

eLaunchers Referral Culture

How to 2X to 10X a practice's in-flow of new patient/client referrals, NPS survey, referral funnel, companion Infusionsoft campaign, 'I recommend' card, referred client/patient welcome letter, referred client welcome brochure, thank you for your referral letter.

01

02

03

04

05

06

07

08

Step Two

Infusionsoft Implementation

Marketing automation: Infusionsoft, Business Kamasutra Campaign and Internal Marketing Machine Campaign.

Step Four

Ultimate Shock & Awe

Show up like no one else. An Implementation of Persuasion formula as taught by Dan Kennedy. Includes a pocket folder, letter, gift brochure, guarantee, 7 step-up brochures and audio CD or video DVD label.

Step Six

Chair Side Marketing System

Publications that handle objections. Kind Words, Smile Booklet, Mistakes People Make, Consumer's Guide, What to Expect, What Could Happen, 10 Quality Standards

Step Eight

Client Experience Wow Boxes

New client/patient welcome wow box, thank you for your referral wow box, end of project/treatment celebration COI (Center of Influence) gratitude box.

Copy writing sold separately. Copy writing project scope and pricing set by the copy writers. Copy writing services billed directly by the designated copy chief.

Parthiv Shah

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Ext. 801

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