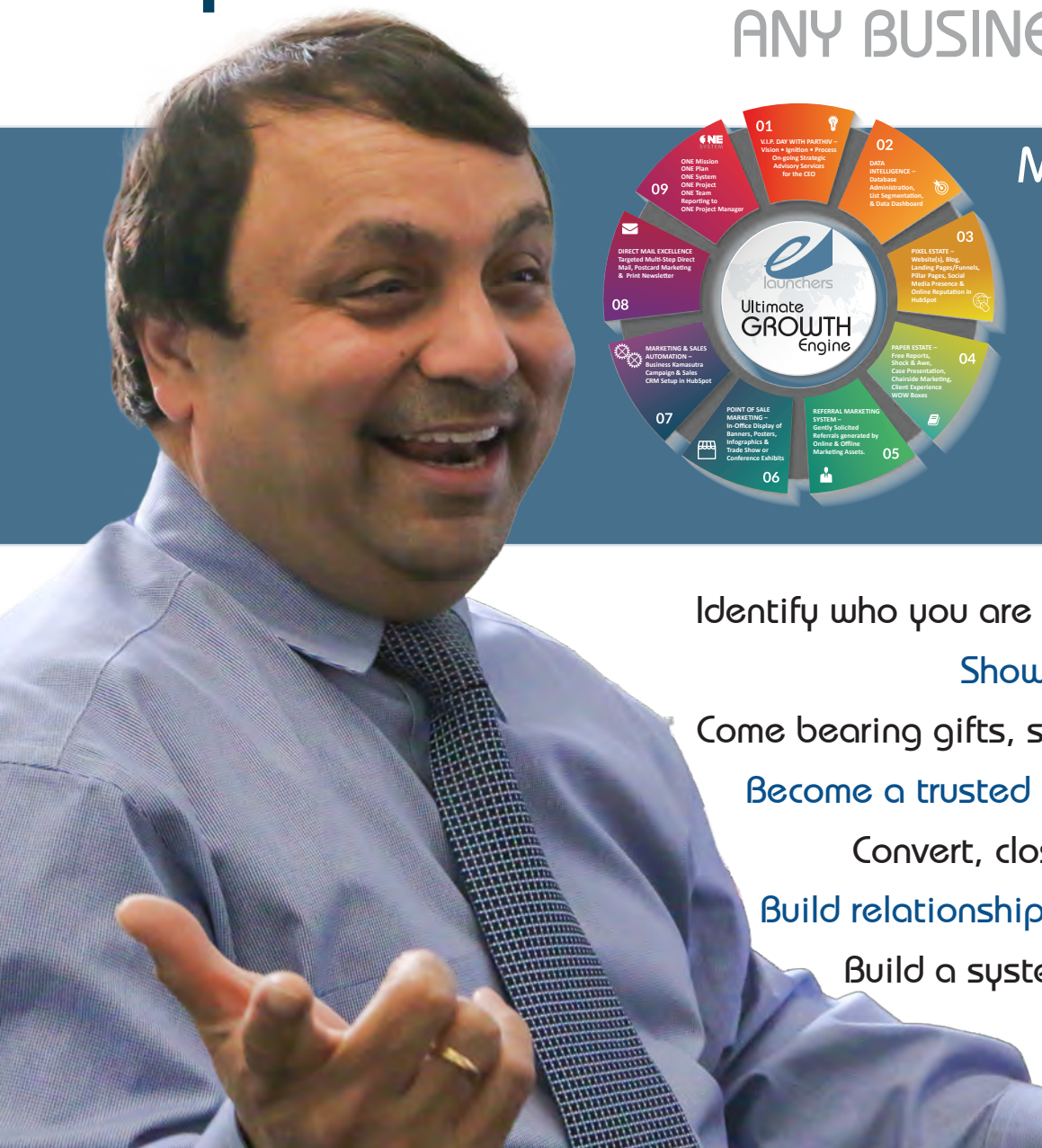




# Ultimate GROWTH Engine

## 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.



## 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](http://elaunchers.com/start)

### TWO FREE STRATEGY SESSIONS



### GET GROWTH KIT



### GROWTH SWIPE FILES



### ONE BIG GROWTH IDEA



# Growth Kit



## Putting together your Shock & Awe Package and your WOW Boxes.

[illegible]





- **Your Business Economics**
- **Value proposition**
- **Current state & Goal state**
- **Growth plan = Current state > Goal state**

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.



- **Deciding what to do**
- **Review Growth Grader Spreadsheet**
- **Review Q.T.O.P. spreadsheet**
- **Review project planning tools**
- **Review samples and swipe files**
- **Next steps: Implementation Plan**

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# The **BIG** Shift of Q2 - 2020...

- Q2-2020 forced humanity to rapidly quarantine and continue their life from behind the screen for an extended period of time.
- This shifted how people feel about where they are, where they want to go, where they want to be and how they want to decide to patronize a business. **The place-choice model shifted.**
- Now, NO ONE will visit your real estate without first visiting your Pixel Estate
- **Your Campus on cyberspace is the new gateway to your current place of business.**
- **Pixel-Estate is the new REAL Estate.**



The diagram illustrates a four-stage sales funnel process:

- Problem (Cold)**: The initial stage, represented by a blue chevron.
- Paradigm Shift (Warm)**: The second stage, represented by an orange chevron.
- Proven Results (Hot)**: The third stage, represented by a red chevron.
- Performance Guarantee**: The final stage, represented by a green chevron.

Supporting elements include:

- Lead Magnet**: A purple box positioned above the funnel, likely used to attract initial interest.
- Homepage**: A purple box positioned below the funnel, likely the starting point for the customer journey.
- Flow Path**: A series of yellow circles connected by lines, forming a path that starts at the Homepage, moves through the four stages of the funnel, and loops back to the Homepage, suggesting a continuous or repeatable process.

[illegible]

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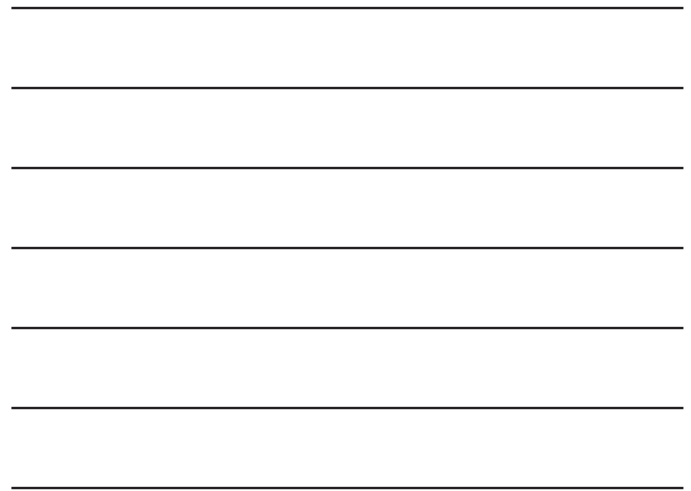
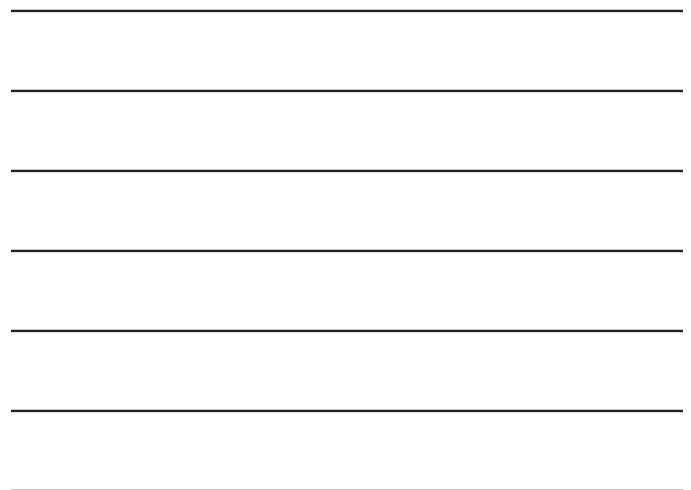
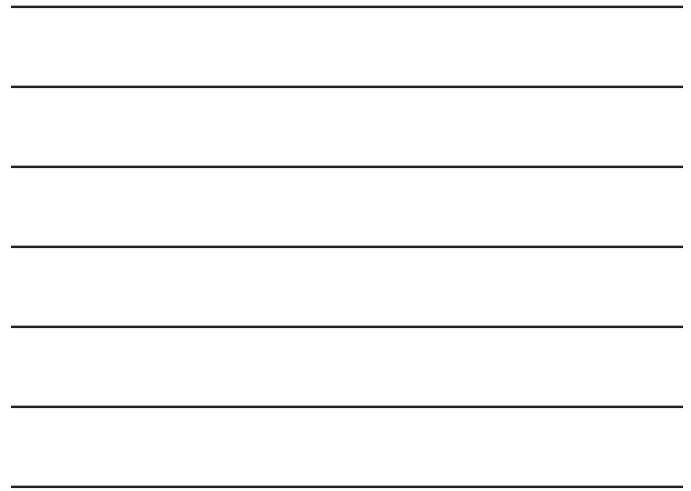
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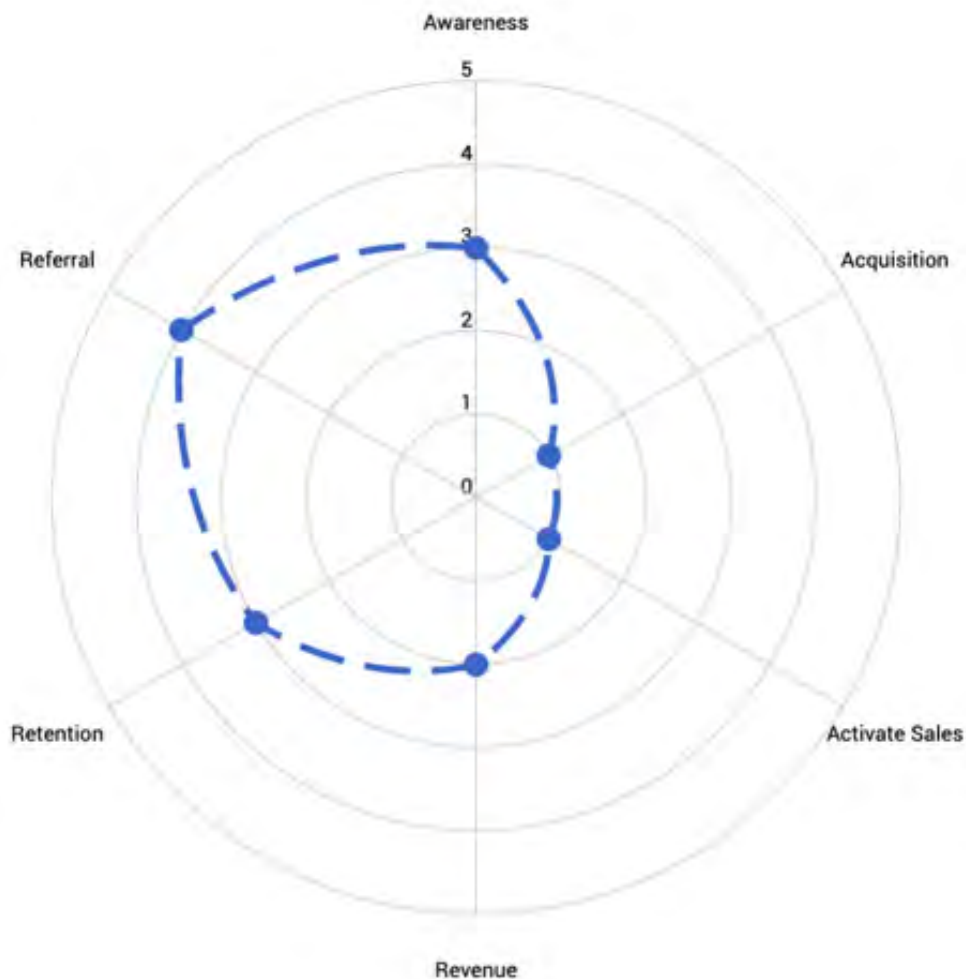
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## Growth Leavers



Core Functions of Growth	Metric	Score (1-5)
Brand Awareness, Visits, Views	Awareness	3
Lead Generation	Acquisition	3
Lead Nurture, Enter Sales Pipeline	Activate Sales	4
Sales Conversion	Revenue	2
Client Experience (10/100) Driving Retention Resell Upsell	Retention	2
Positive Review, Rating, Referral	Referral	2
		<b>35%</b>
Total:		35.0%

SCORING RUBRIC:	Weighted Scoring	Score
1: Nonexistent, Unpredictable	1 x 1	4
2: Inconsistent, Recent Gains	2 x 2	4
3: Starting to Get Leverage	3 x 4	7
4: Proven Leverage & Results	4 x 7	2
5: Functional System & Proven ROI	5 x 10	2



## 1. Awareness

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## 2. Acquisition

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## 3. Activate Sales

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## 4. Revenue

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## 5. Retention

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## 6. Referral

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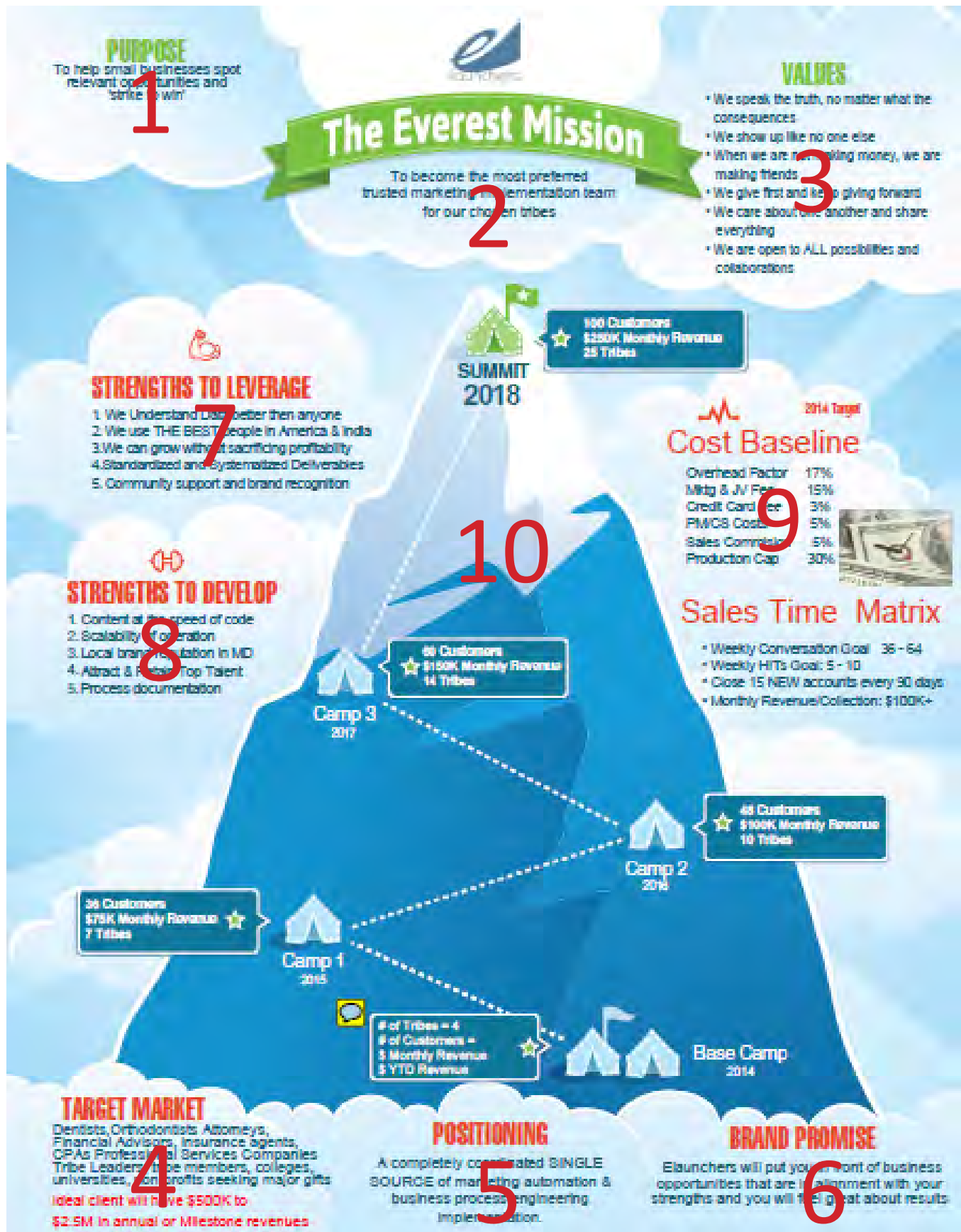
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## Customer Canvas

PROBLEM	EXISTING SOLUTIONS	SOLUTION
<p><b>Core problems</b> What are the core problems that you solve?</p> <p><b>What have they tried to solve it already?</b> What sort of workarounds have they implemented? What's wrong with them?</p> <p><b>What is at stake?</b> Outline the solution that you</p>	<p><b>Primary competitors</b> Nissan, Ford, GM</p> <p><b>Market leader</b> Toyota</p> <p><b>Makeshift "solution"</b> Used Vehicles, Current vehicle, Vehicle upgrades.</p>	<p><b>The new way to solve</b> Outline the solution each problem.</p> <p><b>Product &amp; price</b> Outline the solution each problem.</p>
EMPATHY	PROBLEM LEVEL 2	VALUE STATE
	<p><b>Inadequate</b> -</p> <p><b>Injustice</b> -</p> <p><b>Proof</b> -</p> <p><b>Villain</b> -</p>	<p><b>High level concept</b> 1 line X for Y analogy Simple 1 line description (salesforce for companies) (outsourced market)</p> <p><b>What we do</b> [Product] enables [target] [desired outcome] value</p>



	UNFAIR ADVANTAGE	TARGET MARKET
<p>ve that you market for</p> <p>that you market for</p>	<p><b>Unmatched</b></p> <ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> </ul> <p><b>Unique mechanism</b></p> <ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> </ul> <p><b>Not an advantage</b></p> <ul style="list-style-type: none"> <li>- Customer Service/Support</li> <li>- Value @ Price Point</li> <li>- On Staff Experts, Age of co.</li> </ul>	<p><b>Customer profile</b></p> <ul style="list-style-type: none"> <li>-</li> </ul> <p><b>Watering holes</b></p> <ul style="list-style-type: none"> <li>-</li> </ul>
<b>EMENTS</b>	<b>MARKET POSITION</b>	
<p>OR tion pliance) ting team)</p> <p>target customer] to without[PL2].</p>	<p><b>What is our current position?</b> Leader (#1), Challenger (#2), SSSS Creating a new market SSSSS Reframe, SSS Segment Leader, SS <b>Not a winnable market position:</b> "We're like the leader or challenger but better value, support, team, price."</p> <p><b>Your Position:</b> _____</p>	<p><b>GOALS</b></p> <p><b>What does the customer want?</b></p> <ul style="list-style-type: none"> <li>-</li> <li>-</li> <li>-</li> </ul>
	<p><b>PAYOFF</b></p> <p>The end result/state your target market desires, in a clearly defined currency.</p>	



# The Everest Diagram

## 1. Purpose

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## 2. Current Mission

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## 3. Core Values

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## 4. Target Market

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## 5. Brand Position

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## 6. Brand Promise

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## 7. Strengths to Leverage

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## 8. Strengths to Develop

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## 9. Sales & Marketing Economics

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## 10. From Base Camp to Summit: The Everest Journey

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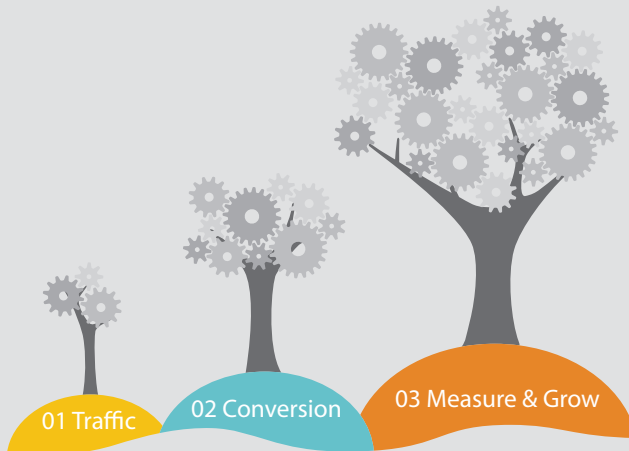
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## Ultimate Growth Engine



**Are You Tired Of Spending Money On Marketing And Not Getting The Results You Want?**

Imagine What It Would Be Like To Know Exactly what is working and what is not working in marketing, So You Can Get The Greatest Return And Stop Throwing Money Away...

Let Me Show You How!

## Let's Meet Online

**SCHEDULE AN APPOINTMENT TODAY!**



[elaunchers.com/client](http://elaunchers.com/client)

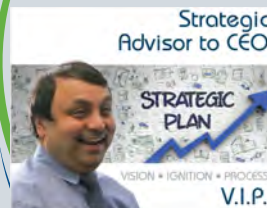
**Parthiv Shah**  
President  
[elaunchers.com](http://elaunchers.com)

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Mobile: 301.873.5791  
Office: 301.760.3953  
Fax: 301.760.4941



### Days 0 - 12 Growth Plan

**Growth Planning Sessions**



### Days 12 - 100 Growth Engine

**Pixel Estate**



Web Site(s), e-commerce, Blog, Landing pages/Funnels, Books & e-Publications, Membership Site, Social Media & PR

**Paper Es**  
Shock & A  
Chair Side  
Presentati  
Experienc



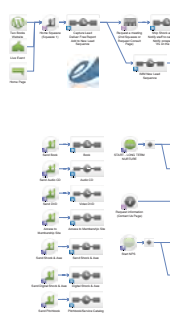
### Days 100 - 1000 Get Growth

**Lead Generation & Data Capture**



**Lead**  
**Fail Sa**

**Business Kamas**





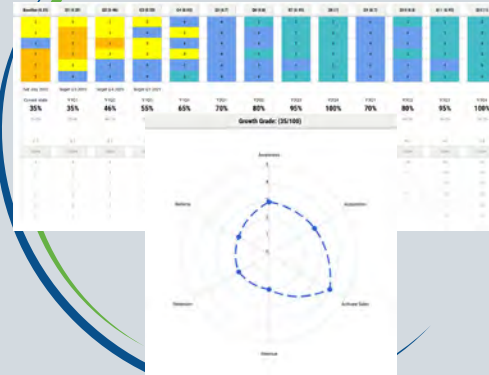
## Growth Kit



## Everest Diagram



## 1000 Day Growth Plan



## State

Law package,  
Marketing, Case  
Study Packet, Customer  
Feedback, Referral  
Marketing System



## People Estate

Web Team, Graphics Team, Data  
Team, System Engineering Team,  
Telephone Marketing Team, Marketing  
Technology Management Team, Copy  
Team, Content Team,  
QA & Proof Team,  
Traffic and  
Production  
Team.



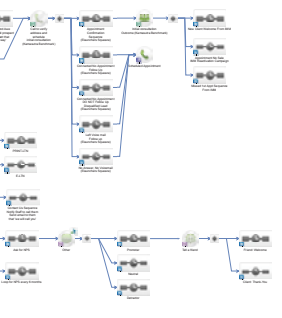
## Place Estate

City/Community Place Brand.  
Place of Business Address  
and Location. Place of Reception.  
Places of Meeting. Places of  
Wayfinding and Hallways. Place of  
Operations. Place of Storage  
and Inventory. Place of Files  
and Records. Personal Places  
of Work. Places  
of Break and  
Recreation at  
Work. Ambiance  
of Business  
Place.

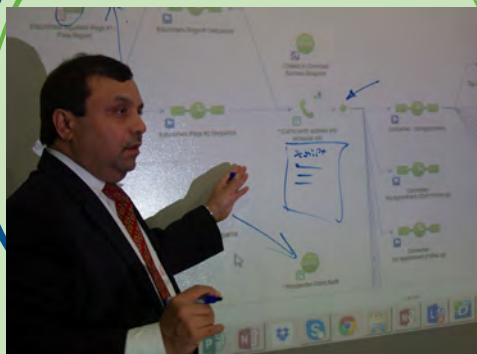


## Lead Nurture & Safe Follow-up

### Infusionsoft Campaign



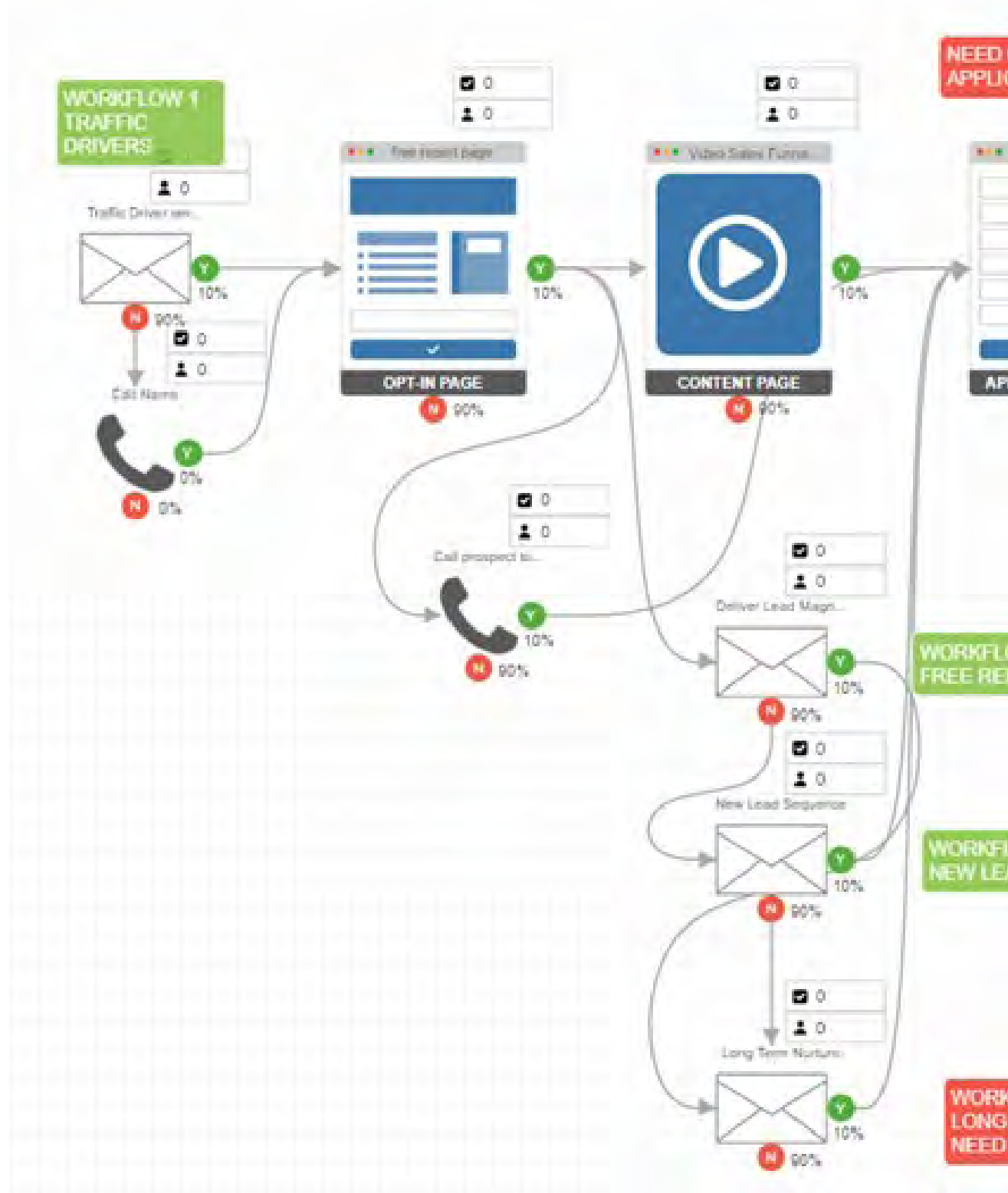
## Sales Process Automation

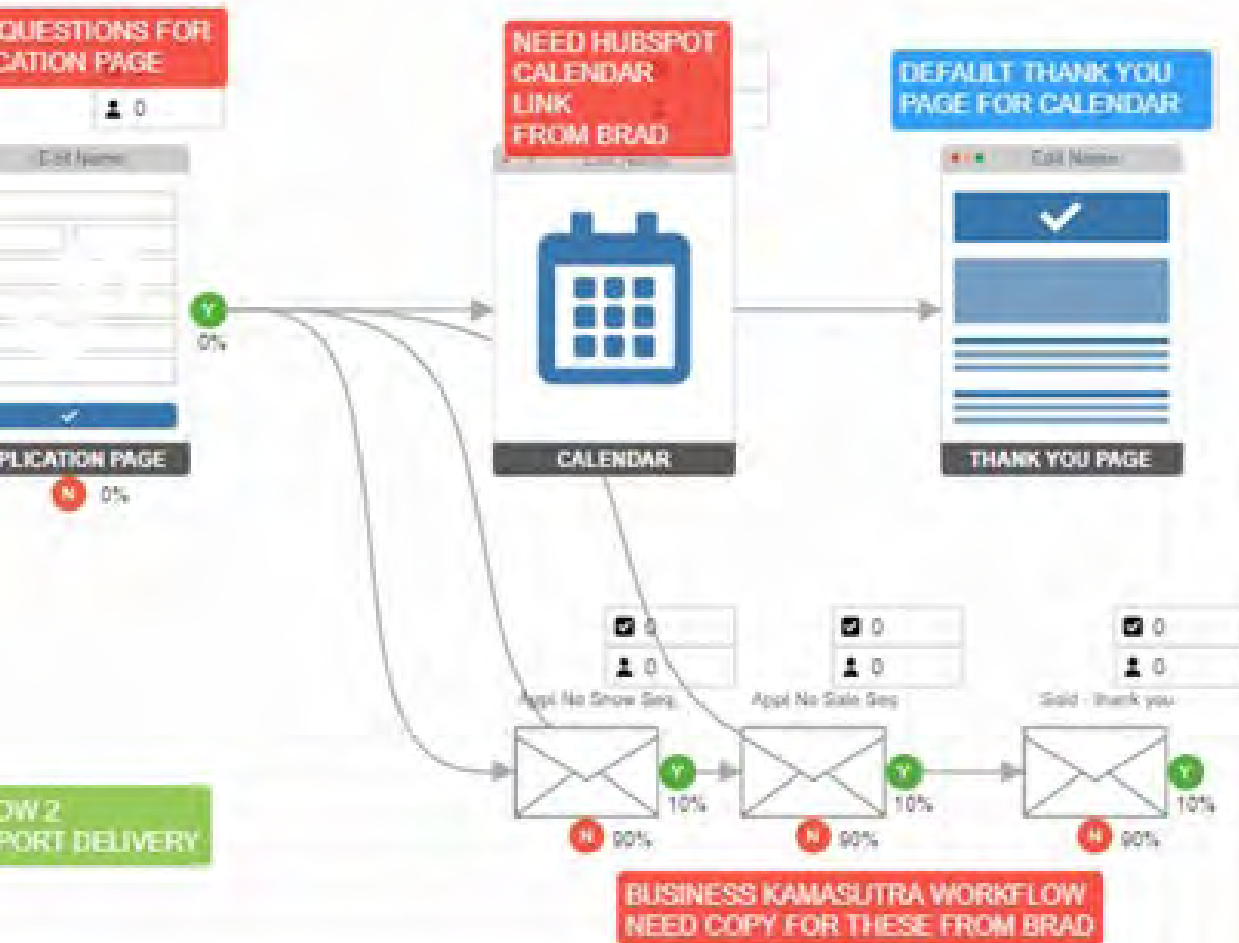


## Training & Documentation



## Sales Funnel Wire Frame





FLOW 3  
AND SEQUENCE

FLOW 4  
TERM NURTURE  
COPY

# BUSINESS KAMASUTRA CAMPAIGN





# INTERNAL MARKETING MACHINE



Marketing Staff	Jan	Feb	Mar	Apr	May
Salaries					
Benefits					
Payroll Taxes					
Bonus					
Expenses					
Other					
Sub Total					
Market Research	Jan	Feb	Mar	Apr	May
Surveys & Research					
Demographics & List Rental					
Other					
Sub Total					
External Marketing	Jan	Feb	Mar	Apr	May
Direct mail					
Website (SEM, PPC, Maintenance, Optimization)					
Email marketing					
Print Advertising (Newspaper, Magazine, etc.)					
Online Advertising (Banner Ads, Mommy Blogs, etc)					
Radio Advertising					
Television Advertising					
Public Relations (PR)					
Events					
Referring Partner Gifts & Flowers					
Other					
Sub Total					
Internal Marketing	Jan	Feb	Mar	Apr	May
Contest and promotions					
VIP Program					
Other					
Sub Total					
Marketing Agency Fees	Jan	Feb	Mar	Apr	May
Agency 1					
Agency 2					
Agency 3					
Sub Total					
Grand Total Spend					



Ultimate Growth Engine Implementation A.B.C.D. [www.elaunchers.com/Start](http://www.elaunchers.com/Start) 23

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