

NO B.S.

INNER CIRCLE

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WHAT'S WORKING
NOW

YOUR MONTHLY MARKETING AND SALES INTERVIEW WITH NO B.S.

How To Use Your Data To Find Your WHO, Improve Your Follow-up Results and Grow Your Business

If you aren't sure how to use your company data or don't currently track it diligently, this month's WWN reveals why it's important to know and understand your data, how to find it, and how to use it to grow your business.

If you do use and understand your data, you'll discover ways to zero in on key data to grow your business more quickly and ways to use it improve your follow-up campaigns for greater success.



Nick Loise,
President of No B.S. Inner Circle

What's Working Now in 30 Seconds

- You need to know ALL of your WHO's
- If you want to grow your business, you need to know where the customers who spend money are coming from. You will find this by looking at your company's data.
- Study your historical data. Your history will mirror your future. Zero in on the areas where you've found success to create repeated success and growth.
- Any business who creates fail-safe follow-up will have spectacular results and avoid losing money because *most businesses don't do it.*
- If you really want to move the needle on your business, understand and use direct response and direct mail.
- Direct Mail gives you a level of predictability. Unlike digital marketing, which is constantly changing, with direct mail, the principles don't change. This means you can plan out for months, even years ahead.
- The timeless principles of direct marketing applied to any form of communication from direct mail to TV ads to networking will create success.
- Magnetic Marketing is the one and only system you need to be successful. It's something ANYONE can easily understand and do.



Parthiv Shah discovered Dan Kennedy in 2009. A lifelong student of direct response marketing and marketing technologies that move marketing, Parthiv is the Founder of E-Launchers, a direct response marketing agency, and a Magnetic Marketing Advisor. Called the billion-dollar man, Parthiv has mailed more than a billion pieces of direct mail.

What's Working Now features No B.S. members, revealing how they apply Magnetic Marketing strategies so you can discover new approaches for your business. This is an exclusive member benefit with your paid No B.S. Membership. © No BS Marketing

Grow Your Business By Knowing WHO Spends Money With You And Creating Fail-Safe Follow-Up

No B.S. President Nick Loise caught up with the list-generation and marketing technologies expert Parthiv Shah for an in-depth look at how to look at user data, direct response, and technology to create spectacular results in your business. During this month's What's Working Now, Parthiv revealed the Fail-Safe Follow Up system, the Customer-Value Matrix that will help you decide which customers are more valuable and how to create a customer value journey to grow your business.

Parthiv, who has dedicated his life to studying direct response marketing, credits No B.S. for creating a community he has thrived in. Since joining the No B.S. community in 2009, he has made \$5.4 million, with \$5 million of that revenue coming from No B.S. Circles. "As a Magnetic Marketing Advisor, I am part of an Ivy League of direct marketers, transforming my business into gold," Parthiv said.

Use Direct Response & Direct Mail To Move The Needle

Parthiv has mailed more pieces of mail than Dan Kennedy. He also knows how to make Infusionsoft hum and is well-versed in marketing technologies such as HubSpot, Active Campaign, and Click Funnels. However, Nick and Parthiv both agreed that while digital marketing should be a part of your marketing mix, the marketers who know how to move the needle understand and use direct response and direct mail.

What's great about direct mail is that the vehicles for direct mail have not changed in decades, unlike digital marketing such as Google and Facebook which is constantly changing. With direct mail, you can plan out for months, even years because you don't have to worry about it changing like you would with online media.

Cyber-space is an ever-changing platform. Direct mail gives you a level of predictability because you can look at historical data of what is working and what is not working. You can keep using direct mail until it goes lame without worrying about the rules changing, unlike digital marketing where the rules can and often do change and can even be shut down.

The Timeless Principle That Can Be Applied To ANY Marketing To Create Success

Nick asked Parthiv if the direct mail success principle of 60, 30, 10 still applied. (60% is selecting the right list and going to the right audience, 30% is the message and the offer and 10% is the aesthetics.) Parthiv said not only does it still apply but it will never change. "60, 30, 10 applied in any relationship, in any conversation, in any persuasive communication, telemarketing, direct response television, one-on-one sales... any way you want to go... the 60, 30, 10 is a timeless principle that will never cease to be true for as long and you and I are alive."

The Importance of Data

Parthiv explained how everything revolves around the data. You need to know your WHO. By studying what worked and what didn't and looking for patterns in your data, you have intelligence that will help you create great campaigns (or give to your copywriter to write great copy). For example, if 150 people bought a product from you, look for patterns of what was going on in their life, where they were, what they bought before and how they consumed it.

Parthiv shared his "Thousand Day Theory" which says to look for the largest dollar tickets sold, the last 1000 days and the last 1000 transactions. "When I look at Quick books, I look at who are my most recent transactions, how frequently they buy, who are my biggest checks and who is referring business to me. This tells me my historic WHO."

To do research on your own data in your company and find your WHO, run a report on Quickbooks of your last \$5 million, your last 1000 days and your last 1000 transactions. If more than 1000 transactions, look at the lifestyle. If you don't have \$5 million go back as far as you can until you have \$5 million and look at the timeline it took to get that. If you don't have \$5 million in lifetime revenue, go back to the beginning of time for your business and create a chronological report of every dollar ever made and then every transaction you made in the last 1000 days.

This will help you know what list to buy or which Facebook audience to go to. You can also use your data to shift your behavior to have a better future.

Customer Value Matrix

In response to Nick's question about how you decide which customer/company is more valuable to you, Parthiv revealed the four parts to his customer value matrix, RFMP.

Part 1: R is Recency. Your most recent transactions are your most precious transactions because how you greet them post-transaction will determine the trajectory of the relationship going forward. You want to convert your R's into F's.

Part 2: F is Frequent Buyers. Catalog those who buy from you multiple times. You want to stop them from leaving and turn them into bigger, more meaningful relationships and clone them. You do this by getting them to give you referrals. When your Frequent Buyer's give you referrals, trust is established. Referrals will turn into frequent buyers also because people refer like-minded people. A referral is the ultimate form of ascension.

Part 3: M is Monitor the value of the transaction and profitability.

Part 4: P is Propensity to refer. How likely is someone to refer? The person who can introduce several customers like themselves is the most valuable because now you are multiplying the customer.

Fail-Safe Follow-Up

Parthiv made the bold statement: "You are losing a million dollars." People say "no" all the time, so if you don't follow up, you are losing money. People say "no" because they are: 1) scared/not sure of your service/product 2) not ready to spend the money 3) not sure if today is the day to get your product or service 4) they don't know if you are the person they want to do business with yet.

For every "no" you hear, there are 10 "no's" you don't hear. Capture everyone and stay in touch with them until they buy or unsubscribe. When you don't follow up and you don't build a relationship with people, people walk away and that is how you lose a million dollars in revenue.

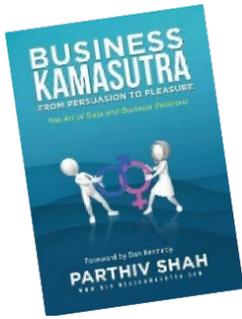
The second date is far more important than the first date. And they are far more likely to spend after the second date because they have been indoctrinated and educated. Parthiv said nobody does follow up and those who do get spectacular results. And that's where marketing automation comes in.

Next Steps

For more information and assistance on creating your WHO and creating fail-safe follow-up preserve your spot for an upcoming Magnetic Marketing Fast Implementation Bootcamp where you'll get hands-on help from Magnetic Marketing Experts. Go to <https://nobsinnercircle.com/lp/bootcamp>.

Parthiv has a Customer Value Journey that will help you grow your business. Go to elaunchers.com/one to download his free workbook that has the framework of 73 things you can do to grow your business. No B.S. Members are also invited to reach out to Parthiv to have a conversation by contacting Parthiv directly at pshah@elaunchers.com.

Read Parthiv's book *Business Kamasutra: From Persuasion To Pleasure* available on Amazon.



10 Steps To Pleasing Your Customers The Way They Want

In Parthiv's book *Business Kamasutra: From Persuasion To Pleasure*, he reveals his Kamasutra formula which helps you to please your customers in the way they want to be pleased while delivering the paycheck to you that comes with pleasing them that way.

Here are the steps...

- 1 Identify who you are.**
- 2 Identify who you are for.**
- 3 Show up with a gift or value so you are a welcome guest and not an annoying pest.**
- 4 Deliver value in an appropriate time.**
- 5 Educate them on how they can engage with you fiscally.**
- 6 WOW them.**
- 7 Make sure they consume what they bought.**
- 8 Make sure they get the output they bought.**
- 9 Make sure they realize the value of the outcome they bought.**
- 10 Stick around because they will buy again.**