

SUCCESS



BLUEPRINT

GROWTH

PRISM
RESEARCH
METHOD

MARKETING
**ACTIVITY
PLAN**

WHY PEOPLE BUY
**CUSTOMER
CANVAS**

1000 DAY
**GROWTH
PLAN**

REVENUE
ECONOMICS
FORMULA

MARKETING
**BUDGET
WORKSHEET**



keep
certified
partner



On page 10 – 14 of 'PRISM: Adapt & Prosper' sales letter, I describe the PRISM Research Methodology and PRISM - "Why People Buy" Discovery process in depth. When we meet on phone, I will go over the research methodology and guide you through the process. If you do not have the letter, please visit www.elaunchers.com/prism to read it online, download a PDF, listen to it in audio or watch it as a video presentation. Please schedule a call with me at www.elaunchers.com/start. I am looking forward to meeting you online.

- Parthiv



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

TWO FREE STRATEGY SESSIONS



GET GROWTH KIT



GROWTH SWIPE FILES



ONE BIG GROWTH IDEA



Revenue Economics

AIDA Framework

Target revenue	
Current revenue	
Attrition factor	
Growth revenue goal	
Average client life time value	
Net New Clients: Growth goal	



Your Market Segments	Customer %	AVG LTV (1Y)

Your Sales Process and Conversion Metrics

Realized Growth Revenue: (Closed Deals * LTV)	
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Customer Value Matrix & Customer Acquisition Cost

Value of 1 Closed Deal	
Value of 1 Qualified Show Appt	
Value of 1 Appointment Show	
Value of 1 Appointment Set	
Value of 1 Qualified Lead	
Value of 1 Lead	

CAC to LTV: The Magic Ratio

Max Cost Basis: Viable (3x) Sustainable (5x) Control (10x)

Cost of Deal			
Cost of Qualified Show			
Cost of Show			
Cost of Set			
Cost of Qualified Lead			
Cost of Lead			

Three Core Beliefs:

1. For every 1 dollar you invest in marketing & sales, you must gross 3 dollars just to break even.
2. When you get 5 dollars back per dollar you invest in marketing and sales, you have a sustainable marketing model.
3. When you get 10 dollars back per dollar you invest in marketing & sales, it's a jackpot. It will be hard to sustain.

Marketing Activity Plan

12 DAYS, 12 WEEKS, 12 MONTHS, 12 QUARTERS

How Will You Implement

___ Do Everything In-House

____ Find, Hire & Manage Vendors

___ Let eLaunchers Do Everything

[illegible]

Marketing Budget Breakdown

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Top line	
Starting Budget	
Budget Allocated	
Budget Remaining	

Internal Staff Costs	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Sub Totals
Sub Total													

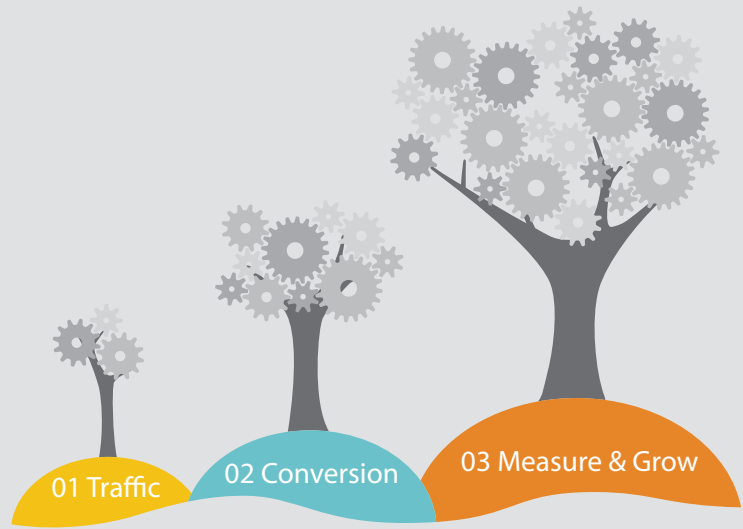
Market Research	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Sub Totals
Sub Total													

External Marketing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Sub Totals
Sub Total													

Internal Marketing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Sub Totals
Sub Total													

Agency Fee/Tech Deck	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Sub Totals
Sub Total													
Grand Total Spend													

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/start

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Days 0 - 12 Growth Plan

PHASE 1

Five 2-hour Growth Planning Sessions (10hrs)

Marketing Concepts and Strategy

Meet with Parthiv Shah

July

SUN MON TUE WED THU FRI SAT

1000 DAY GROWTH MASTER PLAN

BUSINESS KAMASUTRA

POTENTIAL & PERSUASIVE MARKETING MESSAGES

Days 12 - 100 Growth Engine

PHASE 2

Pixel Estate

BLOGGING WEB PAGES SOCIAL SEO

CALLS-TO-ACTION EMAIL LANDING PAGES

ANALYTICS CRM

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

Paper E Shock & Chair Si Presenta Experien

Days 100 - 1000 Get Growth

PHASE 3

Lead Nurture & Fail Safe Follow-up

Business Kamasutra Infusionsoft Campaign

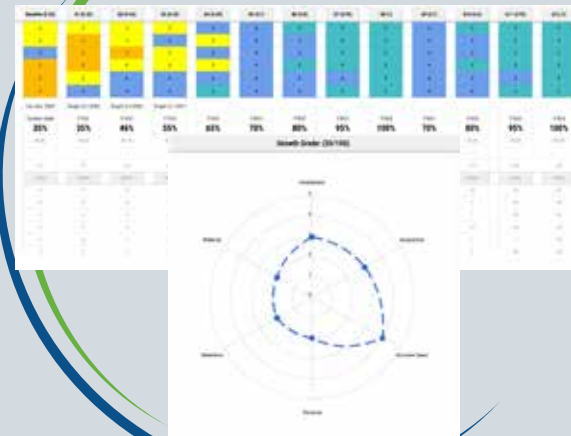
Growth Kit



Everest Diagram



1000 Day Growth Plan



Estate

Awesome package, Wide Marketing, Case Study, Presentation Packet, Customer Service Wow Boxes, 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.



Sales Process Automation



ONE SYSTEM



ONE SYSTEM design swipe files & campaign work-flows

On-demand phone and video advisory calls



Recommended Daily Marketing Activities

- ☐ Morning Sales Meeting
- ☐ Follow up calls for the day
- ☐ 3-4 Conversations per hour, 3-4 hours a day
- ☐ Daily Social Media Posts: Facebook, Twitter, Instagram, YouTube
- ☐ E-mail appointment reminders
- ☐ Marketing emails
- ☐ Video thank you messages for clients
- ☐ Video messages for prospects

Recommended Weekly Marketing Activities

- ☐ Opportunity Staging and management
- ☐ Lead Scoring and lead source scoring
- ☐ Ask for referrals from grateful clients/parents
- ☐ Send out referral requests
- ☐ Make client 'touch' calls
- ☐ Weekly 'cash in' review
- ☐ Weekly 'cash out' review
- ☐ Last week's opportunity review
- ☐ Last week's incoming leads review
- ☐ Last week's lost opportunities review

Recommended Monthly Marketing Activities

- ☐ Client Newsletter
- ☐ Prospect newsletter
- ☐ JV Partner newsletter
- ☐ Newsletter inserts for other people's newsletter
- ☐ Referral contest
- ☐ Direct mail schedule for campaign of the month
- ☐ Radio advertising schedule
- ☐ Television advertising schedule
- ☐ Print media advertising schedule
- ☐ Ask for Testimonials and Reviews (written & video)
- ☐ Monthly give away
- ☐ Birthday Cards & Gifts
- ☐ Referring Partner Birthdays
- ☐ Write blogs and lead magnets
- ☐ Radio and TV Interviews
- ☐ Trade Shows & exhibits
- ☐ Event sponsorships
- ☐ Team training and goal review
- ☐ Review and update SEO, pay per click ads and Facebook advertising
- ☐ Review of call tracking data
- ☐ Calculation of ROI from Last Month

Recommended Quarterly Marketing Activities

- ☐ Referring Partner event
- ☐ Gratitude dinners
- ☐ Client appreciation event
- ☐ Media Planning (Radio & TV)
- ☐ Research for Print Media Opportunities
- ☐ Goal Setting Meeting with Team Leaders
- ☐ Landing Page and Custom Site Updates
- ☐ Budget and ROI Analysis to Plan Next Quarter
- ☐ Quarterly review of P&L
- ☐ Quarterly review of upcoming events
- ☐ Quarterly review of marketing activities, staff and budget
- ☐ Quarterly newsletter or journals
- ☐ Quarterly PR campaigns
- ☐ Update reading library for the quarter

Recommended Annual Marketing Activities

- ☐ Annual marketing budget
- ☐ Annual charity budget
- ☐ Annual sponsorship budget
- ☐ Annual event budget
- ☐ Major Holiday or client appreciation events planned
- ☐ Major referral partner events planned
- ☐ Big team trip for strategic planning on the calendar
- ☐ Advertising goals and budgets for the year set
- ☐ Research for new growth opportunities
- ☐ New referral relationship planning/New markets
- ☐ Calculation of yearly ROI by Media Category
- ☐ Annual marketing calendar
- ☐ Annual travel calendar
- ☐ Annual event calendar
- ☐ Establishing before event and after event milestones
- ☐ Calculate last year's ROI by media category
- ☐ Establish annual marketing goals
- ☐ Establish annual sales goals

Annual Activity of Month

- ☐ January - Happy New Year
- ☐ February - Valentine's Day
- ☐ March - Free Movie Tickets
- ☐ April - Tax Time
- ☐ May - Mother's Day
- ☐ June - Drive safe Month
- ☐ July - National Blueberry Month
- ☐ August - National Romance Month
- ☐ September - Back To School
- ☐ October - Halloween
- ☐ November - Thanksgiving
- ☐ December - Happy Holidays

Technology Infrastructure Assets

- ☐ Web Hosting and Content Management System (HubSpot CMS)
- ☐ Customer Relationship Management System (HubSpot CRM)
- ☐ Marketing Automation System (HubSpot Marketing Hub)
- ☐ Sales Automation System (HubSpot Sales Hub)
- ☐ Service Delivery Automation System (HubSpot Service Hub)
- ☐ Database Administration System (HubSpot Operations Hub)
- ☐ Results Monitoring and Reports Dashboard System (Databox.com)
- ☐ Marketing Activities Management System (Monday.com)

Corporate and Personal Brand Assets

- ☐ Brand Standards and Style Guide
- ☐ Brand Voice Document
- ☐ Authority Marketing Book
- ☐ Personal Magazine Tear sheet
- ☐ Speaker Brochure & Media Kit
- ☐ Personal stationary
- ☐ Book Covers for 'coming soon' books
- ☐ Rack Card
- ☐ In Office and Door signage
- ☐ Trade show and event exhibit booth
- ☐ Brand conforming social media presence
- ☐ Sales Presentation Power point template

Marketing Automation Assets

- ☐ Lead magnet delivery system
- ☐ New lead follow up system
- ☐ Long Term Nurture system
- ☐ New Client/Patient welcome system
- ☐ Appointment No Show and Appointment No Sale follow up system
- ☐ Asking for referrals an reviews system

CRM Setup and Sales Automation

- ☐ Sales pipeline system
- ☐ Deal stage automation system
- ☐ Telephone follow up system
- ☐ Deal dashboard and phone dashboard reporting system

Print Assets

- ☐ Free reports and consumer guides
- ☐ FAQ documents
- ☐ Shock and Awe package
- ☐ Wow Box Experiences
- ☐ Case Presentation package
- ☐ Chair Side Marketing package
- ☐ Referral Culture: Online and Offline assets

Pixel Estate: Online Presence Assets

- ☐ Brand Standards and Style Guide
- ☐ Website and Microsites
- ☐ Blog and Blog CTA (Call-To-Action)
- ☐ Landing Pages and Lead Capture Funnels
- ☐ eMail Marketing Templates and Digital Stationary
- ☐ Prolific video presence and active YouTube channel

Ink That Sells: Sales Copy Assets

- ☐ Brand Voice Document
- ☐ Sales Playbook
- ☐ Main Sales Letter (Short Form Master Sales Presentation)
- ☐ 3D Mail Results Multi-Step targeted direct mail campaign
- ☐ Marketing Automation and email sequences
- ☐ Sales Testimonial booklet
- ☐ Web pages that sell (Key Page Flow)
- ☐ Funnels of eLaunchers
- ☐ Print Asset Copywriting

CONQUEST: Sales Copy Assets

- ☐ Master Sales Presentation (LONG form Main Sales Letter)
- ☐ Special Purpose Long Form Sales Letter(s)
- ☐ Follow Up Letters
- ☐ Lift Letter to accompany the Main Letter
- ☐ Short Form Letters
- ☐ Print Ad(s)
- ☐ Lead Magnet
- ☐ Traffic Driver Emails
- ☐ New Lead Email Sequence
- ☐ New Lead FOLLOW UP Sequence

Assets for Speakers and Authors

- ☐ Trade show booth lead follow up package
- ☐ Speaking engagement lead follow up
- ☐ Capture leads from stage funnel
- ☐ Speaker Microsite
- ☐ Speaker Print Assets
- ☐ Book funnel
- ☐ Freegiftsfrom____.com funnel

A PRAYER FOR THE ENTREPRENEUR

For the next one thousand days...

This is a true story. In February of 2002, when I left J.M. Perrone, Inc., to start ListLaunchers, we had a prayer ceremony at our new offices just before we actually moved into the office. There, sitting on the floor, in the presence of my family, friends and some business associates, the priest said the following prayer (I still remember every word of it, as if it were yesterday):

“You have now embarked on a new journey by starting this business. For the next one thousand days, we the family, we the religion, we the society, relieve you of all your earthly responsibilities. Now this is your place of work. This is your place of worship, this your home, this is your playground. Sit down, get to work and for the next one thousand days commit your heart and soul to focus on making this work. At the end of one thousand days, you will be a successful businessman, a better family man, a better religious man, and a philanthropist who will be committed to making the world a better place!”

In this blueprint I want to share this prayer with all my fellow entrepreneurs. May God bring you the same success he has brought to me and my family. My wife Dipali, our son Rahul & I wish you the best.

Ready to get started? Call the office at 301-760-3953 or email me personally at pshah@elaunchers.com, to schedule a free 60 minute consultation.

Enjoy the journey!



Parthiv Shah
President • eLaunchers.com

