

MARKETING AUTOMATED





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Clate Mask
KEAP CEO

Hello Friend,

They say you recognize pioneers by the arrows in their backs. In my experience as CEO of one of the first true business-growth software companies, Infusionsoft, I agree.

We started Infusionsoft with a grand vision: CONQUER THE CHAOS and AUTOMATE MARKETING so you can launch campaigns. Connect with prospects. Move them through a sales funnel. And do it all from a single computer in about an hour a day.

Like pioneers, we prepared the best we could. Dove in. And soon discovered challenges and problems with no quick fix.

Those problems made life so difficult, many of our clients left.

As it turned out, our original configuration was FAR TOO COMPLEX for most users and FAR TOO DIFFICULT for most to learn.

Infusionsoft was powerful. But so complex we decided the only real 'fix' was a complete and total redesign.

Committed to deliver THE BEST AND EASIEST TO USE BUSINESS GROWTH SOFTWARE AVAILABLE, we invested millions and developed a new, even more powerful, EASY TO USE, growth software known as KEAP.

For most businesses and professional practices, KEAP can be your single, stand-alone growth engine that – with no other software required, and for a fraction of the cost you may be paying now, can handle EVERY MARKETING TASK you can imagine. And then some.

I hope you take a minute to read Parthiv's letter. And pay SPECIAL ATTENTION to the page where Parthiv offers you, absolutely free, a bundle of powerful business-building marketing assets he has routinely sold for \$7500.

When you are ready to come home to Keap, please go to www.justbykeap.com.

Sincerely,

Clate

Clate Mask
KEAP CEO





Parthiv Shah & Clate Mask | © 2021

Dear Friend & Fellow Business Owner,

Hi, Parthiv Shah and Clate Mask here with some exciting news and details on an **AMAZING FREE GIFT**.

First the news...

In November 2021 I attended/sponsored two Keap conferences Keap PKON and Keap IKON. I had the luxury of meeting Keap CEO Clate Mask for an hour, and I had to tell him this:

"Clate, COVID economy is behind us. My business is growing and I am grateful for my relationship with Keap. I am doing well now. How can I return the favor? What can I do for YOU, Clate?"

With a warm hug, Clate congratulated me and said this:

Parthiv, if you want to do something for me, do something for small businesses. Help them grow. Show them how they can use Keap to grow their business just like you grew eLaunchers.com.

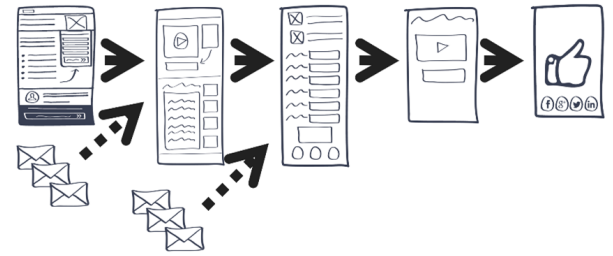
I spent countless hours at the conference with Keap employees and other partners going over the 'new and improved Keap', the new user interface, the powerful functionalities and came to the following conclusion:

Keap can be the Growth Engine that every business can use. Keap ROCKS! Keap is A.B.C.D. (Any Business Can Do).

This is a remarkable development that can help ANY business grow with Keap as their growth engine.

Keap is very easy to use for your staff as a CRM for phone calls and follow ups. Second, with all the new development added to the software, the system is functional out of the box for email marketing, text marketing and telephone marketing. Plus with hundreds of integrations already built in, you can automate other parts of your marketing... example: sending custom printed greeting cards with brownies and personalized water bottle through [automatedprintandship.com](https://www.automatedprintandship.com).

But here is the REAL exciting news. Keap has its own internal landing pages/funnel building tool that is included in the software at no charge. This means, you have a very powerful software that can build headline-driven opt in pages, sales pages, upsell offers and other funnel pages inside Keap, without needs to integrate Keap to other landing page building software. strategies and so on are a direct outgrowth of Dan Kennedy's Direct Response Marketing teachings.



In other words, Keap is a turnkey locked and loaded, user-friendly tech platform IDEAL to deliver Dan Kennedy style direct response marketing messages, follow up, and make sales. Keap is MY tool of choice for implementing Dan Kennedy's Magnetic Marketing concepts.

Proven Funnels Capture Leads - Shorten The Sales Cycle & Eliminate Guesswork

While I have over 400 funnels in my various software accounts, I routinely rely on just five of those funnels to capture leads, create engagement, and transform prospects who look, into clients who buy.

Those five funnels came about as the result of HUNDREDS of split tests and several years of upgrading, discarding, improving, and perfecting until results were consistently excellent.

Layout, headlines, photos, graphics, copy: we tested everything. And tweaked everything until the results proved we finally got it right.

In other words, we tested and tweaked until the funnels consistently produced ENGAGEMENT THAT LEADS TO MEANINGFUL CONVERSATIONS, often resulting in a prospect becoming a client.

Results tell the story...

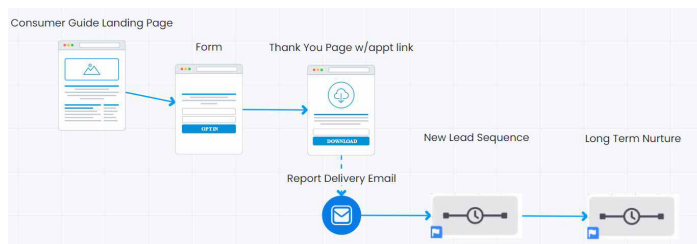
In 2019 I won the prestigious Two Comma Award for doing over \$1-Million dollars in business in one year from the Magnetic Marketing style book funnel Dan designed to give away (or sell) a book. To date, these funnels have generated over five million dollars in revenue for my own business and they are still active today!

By actively sending traffic, that book funnel, along with 4 others I use to grow eLaunchers (and help clients grow their businesses), those funnels, the Funnels of eLaunchers, have generated more than \$5-million dollars in sales for my company over the last several years, and even more for clients.

The Five Funnels of eLaunchers Include

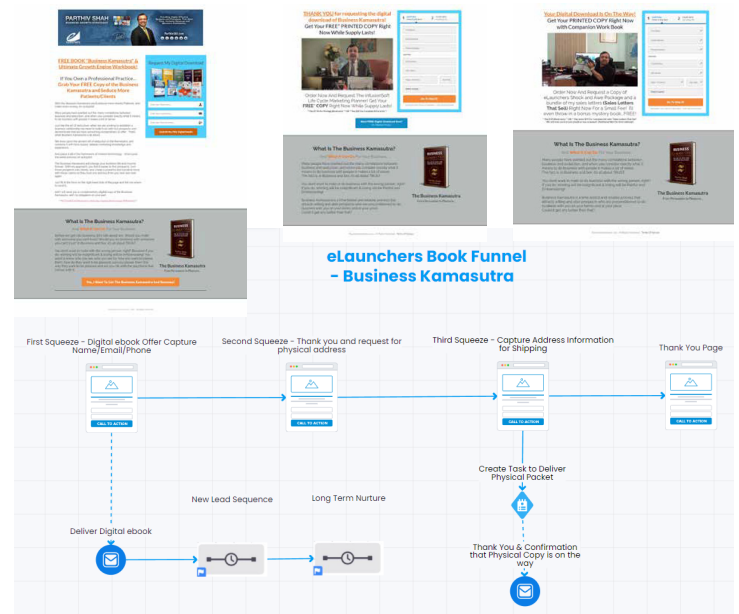
1. The eLaunchers FREE REPORT Funnel: The #1 lesson in Dan Kennedy's Magnetic Marketing is to show up bearing a gift. The Free Report Funnel accomplishes that task.

Create a free report that answers burning questions a prospect may have. Offer that report for free in exchange for contact information. And you open the door to having a meaningful conversation with a prospect clearly interested in solving the kind of problem you solve.

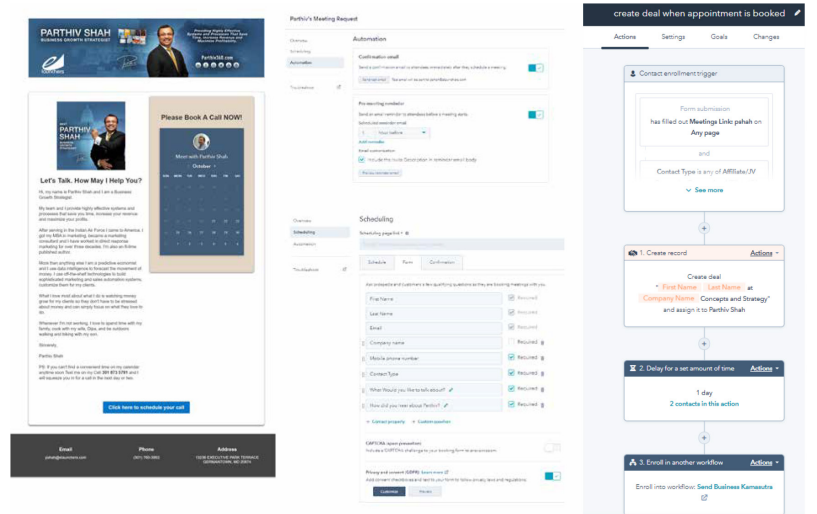


2. The eLaunchers Two Comma Award Winning FREE BOOK Funnel: This funnel was designed by Dan Kennedy to CAPTURE LEADS, CREATE ENGAGEMENT, EDUCATE THE PROSPECT ABOUT THE PRODUCT, AND TO GET THEM TO WANT IT, so they ask you, instead of you chasing them.

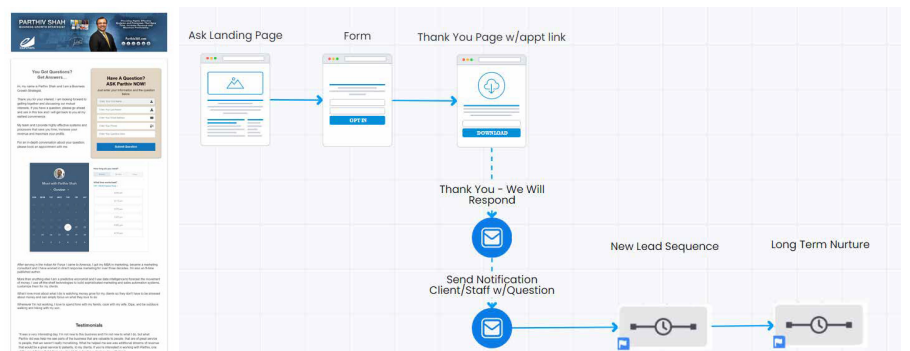
This is a perfect funnel to give away or sell a book. And if you have no book, you can create a free report about a book and use the funnel to capture leads by giving that away.



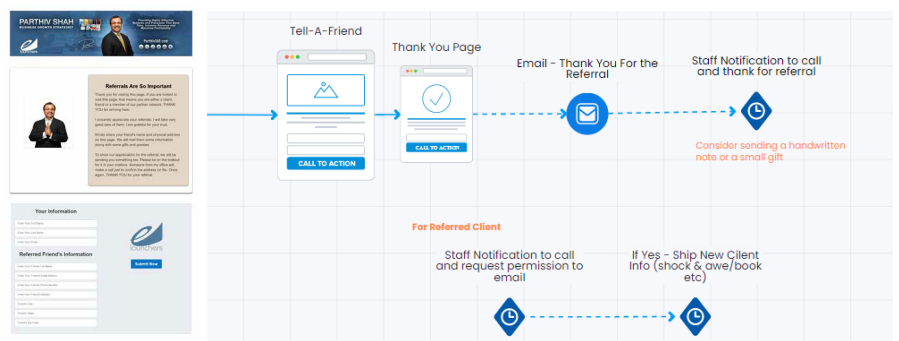
3. The eLaunchers MEET PARTHIV Funnel: The 'MEET' funnel is populated with everything you want a prospect to know: who you are, what you do, and more. PLUS, a calendar that enables a prospect to BOOK A CALL with you right there on the spot.



4. The eLaunchers ASK PARTHIV Funnel: Prospects always have questions. This funnel gives them a direct pipeline to identify themselves as a prospect, ask their question, and begin a conversation with you.



5. The eLaunchers PARTHIV LOVES REFERRALS Funnel: Often a happy customer or client is happy to make a referral – especially is there is a FAST, EASY AND CONVENIENT way to do so. The “_____” Loves Referrals funnel makes referring you to anyone as simple as sharking a link in an email.





Dan recommends sending personalized gifts & cards.

With Keap Campaign Builder, and Mailbox Power that too can be automated.

www.automatedprintandship.com



It doesn't take many referrals to turn into business. Every year I get three or four new clients through this referral funnel.

When Clate asked me to bring Keap to small and not-so-small business owners, I Asked my mentor Dan Kennedy For Advice...

Being a long-time Keap fan and a Dan Kennedy Private Client, I asked Dan how I could help past, current and future Keap users get the most out of their Keap experience.

Dan is familiar with The Funnels of eLaunchers, which are based entirely on Magnetic Marketing principles. And, being a Private Client, he has reviewed and critiqued our funnel copy.

Dan's advice...

"Parthiv", he said....

"You have five well-done Magnetic Marketing style funnels that do exactly what they are designed to do. So, if you want to make a difference, if you want to provide REAL VALUE, my advice is to GIVE THOSE 5 FUNNELS AWAY."

"Give it ALL away, the funnels, the copy you used to do over \$5-million in sales, the graphics, everything. And Parthiv, give it away absolutely FREE. With NO STRINGS ATTACHED."

"In fact, to make it so easy they can be up and running fast. Have one of your tech experts INSTALL THE FUNNELS and the companion marketing automation campaign in their Keap account and make sure everything works."

I always follow Dan Kennedy's advice. So, with that in mind, I am pleased to offer you what may soon become known as...

The Most Incredible Digital Gift Ever

True to Dan's advice, I am happy to offer you, absolutely free with no strings attached, all 5 eLaunchers funnels, including default graphics, layout, and copy. And to make the good even better, my operations team will install those funnels for you in your Keap account. You can take these funnels with companion campaign and customize to suite your business.

Your funnels include the FREE BOOK funnel. The FREE REPORT funnel. The ASK "your name" funnel. The "your name" Loves REFERRALS Funnel. And the MEET "your name" funnel.

These funnels have generated millions of dollars in business for my company. And millions more for my clients' businesses. They generate appointments practically every day.

And they are yours absolutely free.

The funnel copy is copy I used and continue to use today to generate leads, create engagement and get people to contact me about my services.

With this Dan Kennedy approved, tested and proven copy as your guide, you will be able to adapt copy to your business, and with a little work, have five powerful funnels ready capture leads, create engagement and get good prospects to contact you.

If you want help with the copy, graphic design, technology implementation or database administration, let us know, and we will explain how to hire people that are right for you.

If you want these funnels up and running and working for you around the clock, but you don't have a keap account, when you call to accept this gift, let us know and we will help you buy Keap. In fact, you can visit www.justbuykeap.com and

click on the big blue button to buy Keap now. Just pay for Keap and other software I recommend, everything else is FREE... unless you choose to hire someone to do the work for you.

With these five funnels, which are yours absolutely free, and with a special multi-month DEEP DISCOUNT to test the funnels and decide if you want to continue using Keap beyond the discount period, you have plenty of time to adapt the funnels to your business. Test them with real prospects. And get new clients.

That way you know for sure if this is right for you before you spend a single penny.

I'm sure you'll agree, it just doesn't get any better than that!

Your next step couldn't be easier. Just Buy Keap. All my gifts are FREE forever!

There are three easy steps to YES and accept my gifts!

1. Buy Keap now at www.justbuykeap.com. We will install our gifts in your account and show you how to use it.
2. Go online to www.meetparthiv.com and schedule an appointment with me.
3. Get to know Keap and begin implementing your marketing automaton system. If you need done-for-you implementation, we can talk about that too. Just ask me for help when you need it.

Just buy Keap and other software I recommend. My funnels and the automation campaign are yours FREE. Come HOME to Keap and accept the Most Incredible Digital Gift Ever – The 5 Funnels of eLaunchers that have generated multiple seven-figure sales revenue. And you'd like them installed in your account ASAP.

That's it. **Buy Keap now**. And you'll be on your way!

One more thing...

If there's ever anything I can do for you, just reach out. I am happy to help. And happy to answer questions about building responsive lists, tech, direct response marketing, how I help clients systematically and dependably grow their business, or anything else.

Sincerely and all the best,



Parthiv Shah
eLaunchers.com

PS – If you want these funnels working for you so you benefit sooner rather than later, go ahead and call the office at 301.760.3953. We will get you on my schedule – and make the magic happen!

I won,
You can too.
Take my system,
It is FREE.



FreeGrowthSystem.com



Parthiv Shah holding the 2019 and 2021 Two-Comma Club Award from ClickFunnels.

AN INTERVIEW WITH DAN KENNEDY

by Parthiv Shah

Marketing Automation

2022 & BEYOND

Parthiv: I'm getting an opportunity to ask Dan Kennedy some questions about "tech", about automation, a subject many people might think an odd fit for him – but I can assure you that he is familiar, engaged, and has definitive viewpoints and advice. I'm not going to take time to recite Dan's biography or resume, you are probably familiar. He is in his 5th decade of being paid kings' ransoms for his strategic advice about marketing. Dan, I have questions... questions I don't think you've been asked by others...

DAN: Well, let's hope I have answers.

Parthiv: Why have you pushed your clients and business owners following you to Marketing Automation?

DAN: I lived and built businesses when dinosaurs roamed. We did everything via manual labor, so marketing, both front-end, for lead production and customer acquisition, and for follow-up, after missed sales opportunities or after first purchase, was severely constrained. It was slow, expensive, difficult, and it required enormous discipline and determination to do it. At one point, I was running a company where we were doing large quantity multi-step direct-mail, with list segmentation, using 33-up Avery® mailing label sheets, done on an IBM typewriter, put in tickler files. A client had a computer database program and a multi-step trigger system for follow-up he had gotten built from scratch for his company, and he generously sent his nerd over to install it for us. It was primitive by today's standards, but it was rocket science then, and it changed a lot. Fewer people doing clumsy things, speed, more capability equaled doing more, lower costs. Note the "fewer people". We literally doubled the value of every lead. Later, when my company became Glazer-Kennedy®, the database management, the marketing implementation became much better and more sophisticated, with better tools – but it was still cumbersome and difficult, and as bad or worse, it was something we could do but many of our member-businesses could not "model" and use.

Parthiv: So, about that time, you were a founding investor and supporter of Infusionsoft, now Keap®. Why?

DAN: The members of my Inner Circle – now living as MagneticMarketing.com – were actually "stuck" like I had been stuck, although in a much more advanced place. I provided them with very smart, very effective, very comprehensive direct marketing strategies for any business, A to Z, small or bigger, and they understood them and wanted to do them – but most were stymied and frustrated by the implementation. As a practical matter, the small business had to add staff, use several different software products that wouldn't communicate (interface) with each other so manual bridging was necessary and errors occurred, good data was hard to come by, and it was just too much for the butcher, baker, candlestick-maker, chiropractor, lawyer, independent salesman to bear. And I had no good solutions to offer. Clate Mask literally built the original Infusionsoft to fix all this – as we said then, to conquer the chaos, integrate all marketing, and get things done. Years have passed since then, and Infusionsoft, now Kaep, has had evolutionary and revolutionary changes, as has the entire field of Marketing Automation.

Parthiv: What is your current thinking about Marketing Automation?

DAN: First, it has new, extra essentiality. The Pandora's Box of media; online media available, to use and manage...the labor shortage and wage inflation...the expectations of customers – the way they judge a business by response time...the heightened competition and the new currency of attention and interest...all require doing a lot more, but the business owner has to do all that with less; less staff, less overhead, less difficulty. That makes getting the right Marketing Automation functioning for a business *vital*.

Second, as an investor, I see the field as being very strong, because of what I just said. As you know, I am a shareholder in Kaep, and I am enthused about the recent developments there – Clate re-taking the reins, the software products being *greatly* improved, and the return of many "lost" prior users. I own stock in Hubspot. And in a couple small, fledgling start-ups in this field. I missed investing in Salesforce.com at a reasonable entry price, which I regret. I am

now associated with ClickFunnels and Russell Brunson. Russell is a long-time “fan” and user of my strategies, and he recently acquired the NO B.S./Magnetic Marketing business. I have clients in the field, notably you and your eLaunchers.com, and I’ve witnessed and hopefully helped you grow your company and strengthen its capabilities for clients who want to delegate their Marketing Automation implementation. You, of course, make use of all these tools and platforms differently for different clients and situations; Keap, ClickFunnels, Hubspot. Somewhat like a doctor chooses and mixes and matches different medicines, surgeries, non-surgical treatments for a particular patient.

Third, I am currently advising my Private Clients to cut their staff size, to reduce their staff cost as percentage of gross, to be leaner ‘n meaner than ever, without compromising their success.

There are many reasons for this I don’t have to drill down on here, like labor shortages, the quality issues, the new “woke-ism” infecting workplaces and putting employers in peril, a federal government disregard for and disapproval of employer rights, and more. Now, given the labor shortages, competition for staff, and wage inflation, this advice I’m giving carries with it a great deal of difficulty. It requires making *significant* changes in a business. One is that

automation has to be accelerated, expanded and utilized to replace people, and that *can* be done with marketing.

Last, I’ll make the point that the costs of lead production and of new customer acquisition are rich in inflation. Everything about it costs more and will keep costing more. This mandates a tough-minded zero tolerance policy for waste or loss. This screams for comprehensive Marketing Automation, because it performs its programmed tasks perfectly, without fail, without forgetting, without mood swings, without procrastination, nothing falling through a crack. If a business employs sales professionals, on the phone, in physical locations, it is vital not to waste their time or talent, now, at all. This means using Automated Marketing to replace cold prospecting and to better pre-qualify and pre-sell prospects in advance of the interaction with the salesperson, and to have a very robust follow-up system, automated, for the Appointment, No Sale prospects. This can allow reduction of the number of salespeople, keeping the best, discarding the mediocre, while simultaneously INCREASING sales and possibly increasing price elasticity and profitability.

This concept of mine – more, from fewer and less – is the subject of one of my most recent



click funnels

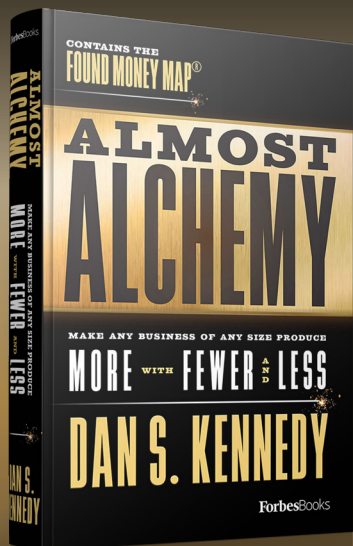
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books, *ALMOST ALCHEMY*. Candidly, I did not say enough in it about this, about Marketing Automation. Just 2 years ago, the need was not as acute. But it does examine all the places inside a business where losses occur, like losses of lead or customer value. It reveals all the holes to be corked. Many can best be corked with Marketing Automation.

Parthiv: What about the cost?

DAN: Essentially, the business owner is paying for an Automated Marketing System whether he has one, has a good one, or not. He is either invested in it and getting a return on that investment that can be measured, in deriving improved value from his ad spend, marketing spend, leads, customers, employed salespeople – or – he is suffering losses, some known, some unknown, in poorer than necessary ROI on those things. And that may have been tolerable a few years ago, but not now. In fact, it is very unlikely we escape some form of a recession in the near future. Today's rising, persistent inflation has recession as its only known cure. Businesses not fully weaponized to withstand a recession, in part by maximizing value of every lead, every sales opportunity and every customer, and in part by being as financially efficient as possible, *can* be wiped out.

Parthiv: Closing comments?

DAN: My late speaking colleague and friend Zg Ziglar used to say people needed a periodic "check-up from the neck up". He was talking

about mind-set, attitude and personal philosophy. I can say the same thing about a business' marketing and, with it, the extent and soundness of the automation of that marketing – it is the business' brain in a way, and it needs a periodic examination, X-rays, MRI's, blood tests; a check-up. The business owner needs to stop running long enough to do this as a critical self-exam, and my book *ALMOST ALCHEMY* can help. He may need; he probably needs to get a qualified 2nd-opinion, too. An exam by somebody with unbiased eyes and a complete knowledge of what automation is possible in the situation, to maximize positive results.

I am NOT a fan of tech for tech's sake. We have to be careful of Drucker's warning about efficiencies at expense or sacrifice of effectiveness. We have to be wary of the magnetism of popular fad-ism; what everybody else is doing. On the other hand, we have to be as smart as we can be. I have a Private Client, Richard James, who consults with solo-practice law firms, who says that systems should run a business and its owner and staff should run the systems. He's right. And we can go a step farther and say, when possible, the systems should run themselves. Great marketing is no better than lousy marketing if it can't be implemented, won't be implemented, can't or won't be implemented with consistency and constancy.

Parthiv: Thank you, Dan, for your time, for this interview. ■

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- **FREE Swipe Copy** for Campaign, Funnels and Lead Magnets from eLaunchers.com
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