

## Would You Like Me To Personally Grow Your Revenues In Exchange For A Percentage Of Your Business?

Dear Friend,

I'm writing you today because I might be interested in personally engineering (*and guaranteeing*) massive upside in your business by creating, implementing, and deploying your sales and marketing systems *for you*.

For the right company, I can **dramatically increase revenues and guarantee profit unconditionally**.

But as we both know, not everyone is the right fit.

I have to be very selective for two reasons:

1. **I absolutely unconditionally guarantee you generate significant profits** or else I will literally write you a check for \$25,000.00 out of my own pocket.
2. Frankly, making an extra few hundred thousand dollars a year isn't worth my time so I need to make sure your business has the potential to make **serious money**.

As you can see, I'm assuming the vast majority of the risk in this arrangement, and this is why I've only ever accepted a handful of clients on this basis.

But here's something you'll probably never hear from anyone else ...

Those who I *have* accepted experience dramatic results and millions of dollars in increased revenue ...**every single time**.

**Literally.** Millions of dollars in increased revenue, every single time. Read that again. I'm talking about a **typical result**.

**Every single company** who has ever partnered with me to personally create, deploy, and maintain their marketing and sales strategies *for them* on a retainer + equity **has generated more than seven figures as a result.**

And if I think you and I might be a potential match, **I'll personally introduce you to them** and walk you through every single campaign I created for them so you can see for yourself *before* you decide to engage me.

## If This Sounds Interesting To You, Here's How To Find Out More.

The criteria to qualify to work with me is steep, because if we work together, you WILL make money or else I'll write you a \$25,000.00 check as a "fee" for wasting your time.

As a means to ensure we both profit, I've created this set of strict (but reasonable) criteria in order for someone to be considered as a potential business partner.

Now, below, read my "10 Point Partnership Criteria" carefully, and determine if you're the "right person" or not...

1. If you sell "get rich quick" - DO NOT APPLY.
2. If you're not used to executing fast - DO NOT APPLY.
3. You **MUST** have forward momentum already, preferably doing seven figures or more in sales volume.
4. You **MUST** have an existing list of prospects.
5. You **MUST** have the ability to support a large increase in sales volume.
6. You **MUST** currently be advertising.
7. You **MUST** be willing to invest in *additional* advertising.
8. You **MUST** have an existing base of happy customers.
9. You **MUST** have good products and good reputation.

10. You MUST use what I put together for you.

**If you meet all 10 of my criteria and I accept you as a client, here's what you can expect:**

I'll be architecting your sales and marketing strategy, writing your copy, helping with content marketing, optimizing conversions, growing your organic traffic, scripting your emails, creating your cross sales, your up-sells, your back-end sequences, and your new- customer acquisition campaigns for you.

Basically, this gets you **everything**. It gets you ME doing your marketing FOR YOU.

Now, let's talk about the "costs" involved.

The fact is, I'm looking for a long term, mutually beneficial partnership where ...

**Ultimately, This Costs You Nothing.**

Here's why:

My retainer is \$50K per quarter, plus a negotiated percentage of the business.

If, by the end of the first quarter, you haven't seen at least a *measurable 200% return on your initial retainer investment*, **I'll immediately return your retainer and I'll write you an additional check for \$25,000.00 as a "fee" for wasting your time.**

So with that said, **you are literally guaranteed to profit.**

Assuming we continue (*I've never had anyone ask for their retainer back, by the way*), we will grow, scale and create a prosperous partnership.

**This means that ultimately, you're never coming out of pocket because I only make money if you do.**

And if I don't believe we will bring in at LEAST \$3,000,000.00 together over the next 12 months, I won't take you on as a client.

If you'd like to set up a time to speak with me personally and explore our opportunities together,

## Here's What To Do Next

Start by going to <http://www.neilpatelseo.com>

Once you're there, I'll ask you for a "real person" refundable deposit of \$700.

*This deposit is completely refundable under any and all conditions, and I'm just using it as a means to keep "time wasters" at bay.*

If we don't work together, you get it back. If I can't reach you, you get it back, if you ask for it before we talk, you get it back. You get the drill. I'm not "in it" for your deposit.

Anyway,

## Here's What Happens Next

After you leave the "real person deposit", you'll see a brief series of questions about your business.

There's nothing intrusive, I just need the basics about what you've got going on, what you sell, etc so I can be prepared to help you *before* we talk.

Answer them as accurately as possible, and be absolutely sure your contact information is correct.

Once I have your "real person" deposit and your application, Nate from my office will call you and set up a time for us to talk.

He's been my "right hand" for 5 years, and he will be contacting you in about 48 business hours at the most.

Our initial call will be between 45 and 60 minutes.

This is where we really begin working to figure out exactly what you want ...and how to **make it happen.**

I'll painstakingly review your goals, your offers, and so forth ...and **I'll deliver a plan to bring in money immediately.**

If you see the value in working together long term, great! We can talk about it. And if you don't want to become a client - *that's OK too.*

I'll return your deposit as soon as we hang up. No biggie.

## WARNING - TIME IS A FACTOR

Due to the intensely "hands on" nature of the work provided, I can only accept a very limited amount of clients.

The last time I advertised this level of service, 84 businesses applied. ***I accepted one.*** (And created a multi-million dollar windfall for them).

Thanks for your attention and I look forward to hearing from you soon.

Sincerely,  
Neil Patel

---

**P.S. Once more, the website to apply is <http://www.neilpatelseo.com>**

This letter is being sent to several thousand of my best customers, and appointments are granted on a first come, first served basis.

If this is of interest to you, I encourage you to apply immediately. The demand for this level of service is very, very high and I can only accept a very small number of clients.