

Would You Like Me To Personally Analyze, Brainstorm, And Engineer A Custom Marketing Plan For Your Business To Increase Profits?

Dear Friend,

I'm writing you today because I might be interested in personally engineering (*and guaranteeing*) massive upside in your business by analyzing and creating a marketing plan for you.

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

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

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 \$1,000 out of my own pocket.
2. I have to be certain you will take my advice and **implement the strategies**. Otherwise, neither of us will be happy.

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

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

Literally. Thousands, sometimes 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 retained me to personally analyze their business and create a marketing plan *for them* **has generated a major uptick in revenue as a result.**

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 and you implement the strategy I provide, you WILL make money or else I'll write you a \$1,000 check as a "fee" for wasting your time.

And like I mentioned, **I am only happy if you are** *so in order* for me to invest my time, energy, and effort into making you money, I need to know that you are going to implement the strategies I provide you.

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

Now, below, read my "10 Point Private Client 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 are not going to implement the strategies I give - DO NOT APPLY
3. You **MUST** have forward momentum already, preferably doing six 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 marketing strategy, looking over your copy, your emails, your landing pages, your direct mail pieces, your cross sales, your up-sells, your back-end sequences, and your new customer acquisition campaigns for you. I'll tell you what changes need to be made and actions taken to increase traffic, conversion rates, and ultimately sales.

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

As opposed to paying a marketing agency that may or may not be creative AND experienced marketers to navigate your company towards success.

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

The fact is, I'm looking for a solid, mutually beneficial agreement where ...

Ultimately, This Costs You Nothing.

Here's why:

My retainer is \$24K.

If, by the end of the first quarter, you haven't seen at least a *measurable 300% return* your initial retainer investment, **I'll immediately return your retainer and I'll write you an additional check for \$1,000 as a "fee" for wasting your time.**

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

Assuming you are happy (*I've never had anyone ask for their retainer back, by the way*), all additional income generated for your business (or "found money") that I bring you is yours to keep.

And if I don't believe my marketing plan will make a significant uptick in your revenue 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 here [NP Marketing Plan Application](#).

Once you're there, I'll ask you for a "real person" refundable deposit of \$100.

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 to speak more about the marketing plan. Assuming you are a good fit, he will set up a call for you and I to finalize the details.

He will be contacting you in about 48 business hours at the most.

Your initial call will be between 30 and 45 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, 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 you 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, 124 businesses applied. **I accepted two.** (And helped increase profits for all of 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 [NP Marketing Plan Application](#).

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.