# The Gentle Rain
# Platinum Consulting Program

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**Dear Friend,**

**If you want more or better clients, but have little time or patience for implementing your marketing campaign, this may be one of the most important messages you read all year.**

**In the 17 years I've been a marketing consultant, one of the more common laments I hear is, "Mark, I'm frustrated with trying to do this myself. If I wanted to hire you, how would it work? What would I get? How long would it take? What would it cost?" If those thoughts have ever run through your mind, then I'm pleased to share with you this information about a service I call the Gentle Rain Platinum Program. It's designed for the very small percentage of my Gentle Rain subscribers who desire to partner with a marketing expert who can provide a complete turnkey marketing solution for them.**

**It's the only program I offer in which I personally work with you to strategize the most compelling "hook" that will make prospects stand up and take notice, translate that excitement into all of your sales copy, handle the frustrating "nuts& bolts" of setting up a micro-capture website that grabs attention and motivates visitors to tell us who they are, write free reports or mini-courses that build trust, credibility and motivate readers to take action…in short, I do everything as your marketing partner to ensure that you sell more products or services.**

**The goal of this short report is twofold. First I want to provide you with an overview about the scope of services, fees and who's a good candidate for this program. Secondly, I hope by the time you finish reading this you say to yourself, "Wow, I'd love to have Mark do all this for me! His price seems fair, I can't wait to get started!" So, what I want you to do, right now, is grab a beverage of choice, and read this over. Determine if what I'm describing is right for you. If so, let me know, so we can discuss next steps and get started making you more money, selling more products and getting you a waiting-list of clients.**

**OK, here we go…**

## So What Do You Get?

In a nutshell, with the Platinum Program **I'm going to take the responsibility for the development and implementation of your marketing effort.** Naturally I want and value your input, but **the heavy lifting, the actual getting-things-done rests on my shoulders.** So, as you might imagine, it's a program that's specifically designed for clients who are super-serious about growing their business, but just don't have the time, energy or expertise to design and implement a comprehensive marketing initiative.

If you have great visions for your company, but are frustrated with the slow plodding process of getting more new business, the Platinum Program could be the answer to your prayers.

A typical engagement proceeds as follows:

**You will first complete a client questionnaire that I've spent over 17 years modifying, tweaking and perfecting.** I'm interested in who you're marketing to…what you're marketing…points of differentiation and uniqueness…concerns and problems your prospects face for which you offer superior services…the consequences of not addressing these problems…the benefits of working with you…what the alternative solutions are (which your prospects shouldn't waste their money, time or effort on)…the reasons why people don't do business with you…how you stack up against the competition…the psychological benefits clients gain…the proof you can do what you claim…as well as a lot of other facts about your business.

Once the questionnaire is completed I'm going to turn my initial attention to ***how can we get prospective clients interested in who you are and what you do?*** The success of the campaign is going to depend upon developing the right "hook", the compelling message, that's going to engage the prospect…arouse their curiosity…motivate them to raise their hands and self-identify themselves as good candidates.

**The reality is that developing a marketing strategy…writing sales copy for you that will get you lots more new business…is just a lot of hard work.** It takes a lot of thought and analysis, not only of your own business, but also how your competitors are positioning themselves. That's why partnering with someone like myself is so valuable. I'm able to look at your business through the eyes of a "critical expert". Someone who isn't encumbered by any preconceived perceptions yet **understands what is going to command attention and raise curiosity vs. what's going to get ignored.**

You can be assured that the "hook" we finally agree upon will be one that will resonate with your target audience and **make them eager to do business with you.**

Once we complete that step our attention will turn to developing the Free Offer.This is what makes people say, "Yes, I want to learn more about you and how you can help me!" And not surprisingly, **this is the**

**step where most people bog down to a snail's crawl when they try to do this themselves.** I've had coaching clients literally spend 6 months s-l-o-w-l-y trying to piece this together, only to finally give up in frustration.

And you really can't blame them. There are lots of demands on your time, and quite frankly, conceptualizing and developing an offer that actually **motivates prospects to say, *"Yes I'm interested!"*** isn't easy. It isn't something that can be done in an afternoon. That's why you're better off having someone like me who has created literally hundreds of these offers use his brainpower and develop something for you that's great. You can rest easy knowing that I'll work as quickly as possible **so that you can start getting more new business in a matter of weeks,** not years.

There are a lot of options for Free Offers; reports, mini-courses, even video. I'll work with you to decide which is going to have the most appeal.Then once that's decided, my team and I will write, layout and produce all these materials. You'll be involved at every stage in the process, but can go about your day-to-day business knowing that **we are taking care of all the details for ensuring that this all-important step in developed flawlessly.**

Once the report or mini-course is completed, the Gentle Rain team will design, create and set-up a micro-capture-marketing website. **You won't have to worry about any of the details of implementation-we take care of everything.** The micro-capture website is specifically designed to optimize visibility and capture information on prospective clients.

As a part of the website set-up, **we will also implement your stay-in-touch communication system and write the follow-up monthly messages.** The sequence we use is designed to **quickly build trust and credibility and convert prospects into paying clients.** If applicable, we will coordinate the stay-in-touch activity with your sales team or other internal personnel.

Once the micro-capture-marketing-website is set up we turn our attention to driving highly targeted traffic to the site.

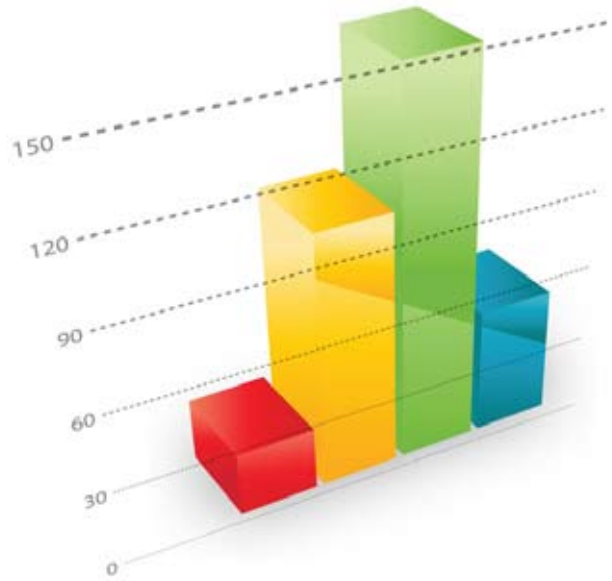
The first step in this process is to identify the approximately 10-12 keywords that are most prospects search for. At this stage we will use our keyword matrix tool to find high-search-volume but low-competition keywords that are **easy and fast to rank for.**

Getting maximum-targeted visibility for your site requires an integrated approach of a suite of services. These include; forum posts, blog comments, social bookmarks, classified posts, article submissions, press releases, directory submissions and video submissions.

Depending upon the client's goals and budget, we may supplement the above with Google Adwords campaigns, banner advertising, solo-email advertising, co-registration programs and other marketing programs.

## How Long Does It Take To Implement?

My goal is to have everything done, get you fully up-and-running generating brand new leads and prospects inside of 45 days. And best of all, once this marketing machine is set up, it will continue to generate consistent new business, for months and years to come.




## And Now The Answer To The Question That Is Most Likely At The Top Of Your Mind....

OK. Let me be candid. You'll be disappointed if you're expecting me to give this service away for the price of a cheap ebook. That's obviously not going to happen. I charge $250 for *one hour* of telephone consultation ... and I typically put in well over 250 hours with a Platinum Level client.

No, this is much, much different.

I practice what I preach. I'm going to create for you a marketing machine that is up to the high exact standards that I use for all my own Gentle Rain programs and products. And I know what it's worth. But, I do need to name a price. So, let's see if we can come to a fair and equitable price for all involved. So, here's the price...

## One Sale

Seriously, that's what this is going to cost you.

One sale. Let me explain…

What's the lifetime value of one brand new client for you?

I've done some research, and determined what an "average" lifetime value is for my clients offering modestly priced services. That's what I'm going to charge you for this. (The reality is that for most of my clients, the lifetime value of one new client far exceeds what I'm proposing-but I have to come up with some sort of price.)

**And I'll even give you a couple of options.** I'll work with you on either a flat fee arrangement, or for a smaller retainer that's credited against the money you'll make as a result of us working together. Your choice.

If you want to just pay me a flat fee, my price is $60,000. But relax; I'm not going to make you pay the whole thing up front. In fact I'll let you pay it in 6 payments of $10,000.

If you think that we can generate $1 million or more in new sales and you don't want to pay me $100,000+ ...or if you're in a business in which you legally can't pay commissions for new business... the flat fee may be the option for you.

So what about the second option? The one in which *I've got skin in the game and my success is your success.* How does that work?

It's pretty simple. You pay a reasonable retainer that's going to be credited against the sales we make. How reasonable? The retainer is $25,000, but I'll let you pay it in five (5) payments of $5,000.

The way this second option works is that I'm basically working on a 10% commission structure on sales that come in as a direct result of the new business I get for you. The actual commission percentage will vary depending upon your business. To really take the risk out of your doing business with me, I'm going to credit the $25,000 against that 10%. So, for example, if we only generate $250,000 in new business, we're even, you don't owe me anything else.

But we both want more than that!

When we generate $600,000 in new business that comes as a result of us working together, (and note that I'm saying "as a result of us working together"-if you sit next to someone on Delta who winds up becoming a client, that business is not commissionable) my compensation would be 10% of the $600K ($60K) minus the retainer ($25K), which would come to $35,000. That's pretty fair, wouldn't you agree?"

Obviously my goal is to make you a lot of money, and realistically if I don't see that as likely to happen, we won't do business. That's why this platinum program is really only designed for the few uber-entrepreneurs who want to maximize the potential that their company has. If you're looking for just one or two new clients, or a modest increase in revenues, this pay-for-performance option isn't really designed for you. (But, it would be great option for a straight fee arrangement.)

## So, is this right for you?

As I mentioned in the beginning, people who have never designed and implemented a comprehensive marketing program can't imagine the amount of work that goes into the process. The hours that are devoted to developing the right marketing message and then translating that into sales copy that **compels, intrigues and motivates clients to want to do business with you.**Given the level of commitment I make to each engagement, I limit the number of Platinum Consulting clients to 5. If I'm fully committed at the time of your application, I'll give you the option of submitting a $1000 deposit to secure your position on my preferred client wait-list.

### Next Steps:

Obviously getting more clients, making more money, achieving the goals and dreams that you have for your business is important to you. So,**"What are you going to do now?"**

Look, I understand that the platinum program requires an investment and everyone (understandably) would prefer that new business just come in over the transom without there being any cost attached. I get that. However, the reality is that creating a consistent stream of brand new business doesn't just happen by osmosis.

But you know that.

So the real question becomes, "How important is this to you? On a scale of 1-10, how would you rank it?" If you said 8 or higher, then I think you should move forward. If you said 5 or less, then I'd take a pass. You probably won't stick with me, and that's just going to be frustrating for everyone.

As you can tell I've tried to structure the investment in a way that shares the risk and the reward. Hopefully you think that's fair.

So, if you would like to discuss this further please send an email to my assistant Barb Edwards at Barb@GentleRainMarketing.com with the words Platinum Consulting in the subject line. She will coordinate with you a mutually convenient time for us to speak.

Thanks and I hope we have a chance to talk about this some more.

*Mark*

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