

THE HOWARD PARTRIDGE INNER CIRCLE

INSPIRATION TO IMPLEMENTATION



PHENOMENAL MARKETING SYSTEMS



Fastest Ways to the **CASH** in Any Business

- How to Generate Cash FAST!
- How to Get Better Clients
- Find Out the "Secret" to Record Sales
- Discover the Fastest Growth Tool on the Planet
- Learn the 7 M's of Marketing (and the difference between "marketing" and Phenomenal Marketing Systems)



HOWARD PARTRIDGE

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- ***Marketing*** is everything you do to to attract prospects to your business.
- ***Phenomenal*** Marketing delivers a meaningful experience that engages, educates, and entertains.
- A Phenomenal Marketing ***System*** is a group of working parts that duplicates results consistently.



14 Step Quick-Start Marketing Guide

1. Set Your Sales Goal!

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Your Sales Goal

- **Annually**
- **Monthly**
- **Daily**

\$3,000,000.00
per year

\$250,000.00
per month

\$9,615.38
per day



Every Income Statement (Profit & Loss)

\$ _____	Sales
- \$ _____	Cost of Good Sold (COGS)
= \$ _____	Gross Profit (GP)
- \$ _____	Fixed Expense (Overhead)
= \$ _____	Net



Tracking Sales Daily

- Post where you can see it each day (on a white board for example)
- Put Total Sales for the Current Month
- Adjust Daily Goal Each Day

Monthly Goal	Month to Date
\$84,000.00	\$67,000.00 (5 days left)
	Daily Goal \$3,400.00



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2. Answer Your Phone Live !



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3. Upsell Every Order!

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Monthly Goal	Month to Date	Upsells MTD
\$84,000.00	\$67,000.00 (5 days left)	John \$2,572.00
	Daily Goal \$3,400.00	Mark \$443.00
		Ruth \$5,298.00
		Greg \$0.00





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**4. Call 20+ Past
Clients/Patients/Members
Per Day**



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5. Close More Sales by Overcoming Price Objections

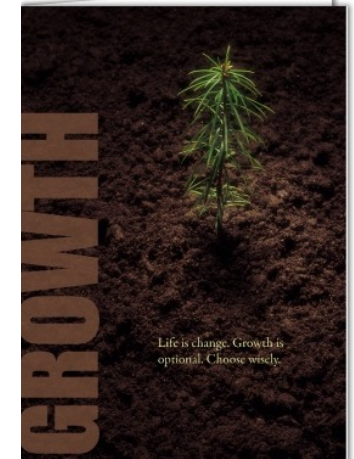
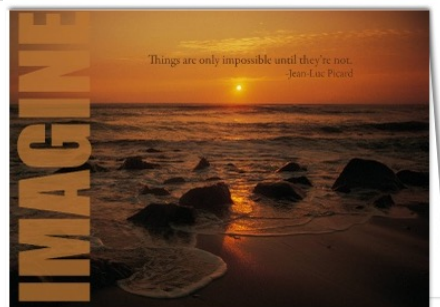
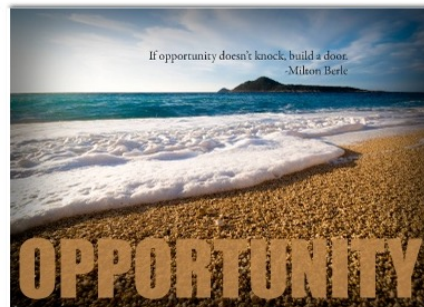
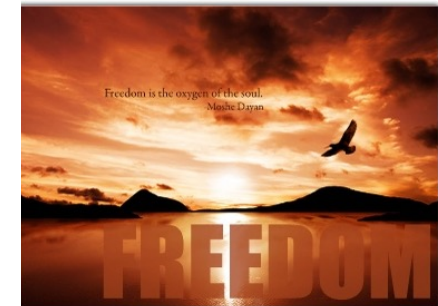


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6. Send a Mailer to All Existing Clients

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SendOutCards®

SendOutCards.com/7162



**The BIGGEST Marketing Mistake of ALL
(other than doing nothing)...**

Is not marketing to your past clients!



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7. Implement the Referral Reward Program



Your Referral Reward

- 10%?
- Flat Fee?
- Gift Card?
- Certificate

(Your Company Logo)

Referral REWARD Certificate

Thank you for referring our company!

We appreciate the opportunity to serve your friend, neighbor, client or co-worker. Our sincerest desire is to provide the most outstanding service experience possible. Please accept this certificate as our way of saying "Thanks" for the referral. You may redeem this certificate for cash or services.

To redeem for cash: Simply mail to the address below. We will send you a check immediately!

To redeem for service: Simply present to our technician at time of service. The amount of this certificate will be deducted from your cleaning job. There is NO limit to the number of referral certificates you can earn!

Date of issue (put date here)

Amount of certificate: (put amount here)

TEAM PHENOMENAL

REFERRAL REWARD CERTIFICATE

THANK YOU for referring Phenomenal Products! You just gave another business owner the opportunity to STOP being a SLAVE to their business!!!

Please accept this valuable referral certificate as our reward for supporting the mission.

You may redeem for cash by simply returning the **original certificate** to our office at the address below, or you may present it as payment for membership or products.

Date of issue:

Amount of certificate: \$

Entitled To:

For Referring:

Authorized Signature _____
(Original signature required)

*Expires one year from date of issue. NOTICE: If you have a conflict of interest and cannot accept this referral reward, please pass it on to your client, a friend. It can be used toward cleaning or can be redeemed by bearer.

Phenomenal Products, Inc. 808 D
Sugar Land, TX 77478

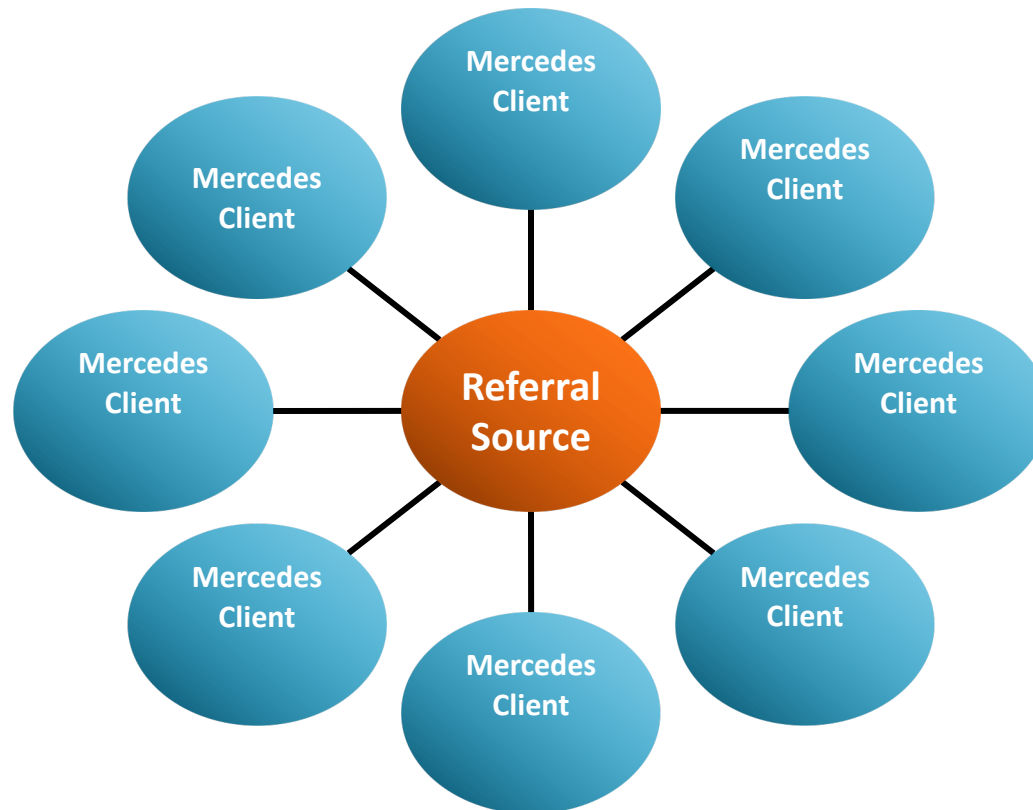


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8. Visit All Past Referral Sources

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The Referral Relationship Program



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9. Implement the Fastest Growth Tool on the Planet!



The Free Trial Offer

- Free Report
- Free CD
- Free Audio
- Free E-book
- Free Video
- Free Classes
- Free Consultation
- Howard's Stuff
- Ziglar's Stuff



Qualified PROSPECTS!

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ZIGLAR LEGACY CONFERENCE
© GATLINBURG PHOTO 2013

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Photo

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How to STOP Being a SLAVE to Your Business and TRANSFORM It Into a Predictable, Profitable, Turnkey Operation that Gives You the FREEDOM You Want!


Get my best-selling book on audio for FREE, a FREE CD (in the U.S.) and my free business building strategies by e-mail. You'll also get free web training monthly at NO CHARGE and NO OBLIGATION!




↓


Just 2 Easy Steps!

Enter your details below to get started...

Enter your first name 

Enter your email address 

Get Instant Access

 NOTICE: We will never share, sell, rent or abuse your information and you can easily unsubscribe at any time.

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The Ziglar Way Newsletter

personal development · guest columns · special offers · inspiration · coaching

FREE gifts for signing up TODAY!

Spiritual Journey · Little Book of BIG Quotes
Biscuits Fleas and Pump Handles

First Name *

Email *

Postal Code *

Describe Yourself *

- Business Owner Sales Professional
 Corporate Decision Maker
 Speaker/Trainer/Coach/Consultant
 Other:

Ziglar Newsletter

Sales Newsletter

Faith Newsletter

Let's do this!





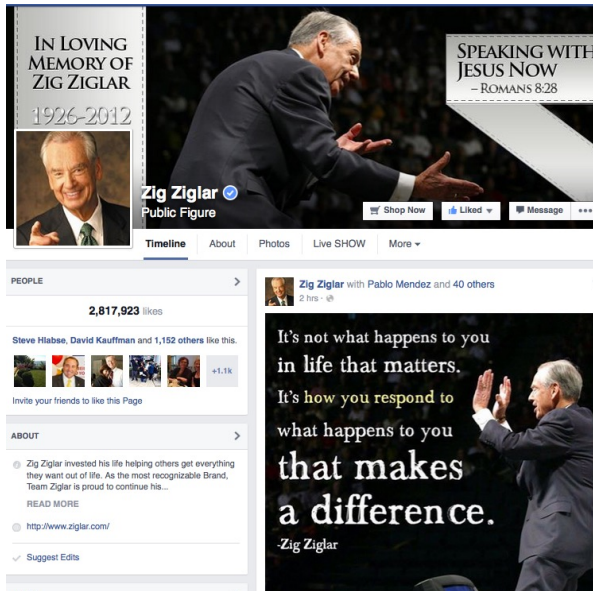
The Simple Dimple **DIGITAL MARKETING** **System**

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Engage

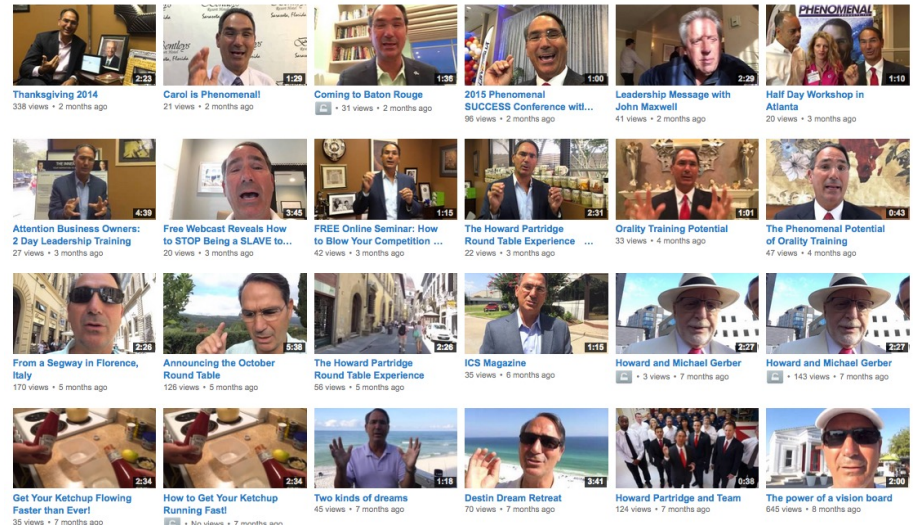


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Educate Entertain





Phenomenal E-Mail Marketing

The Biggest Marketing Mistake of All...



6 Phenomenal Reasons to Market to Your Past and Existing Clients...

1. T.O.M.A.
2. Branding
3. Experiential Marketing
4. Education Marketing
5. Sell!
6. Referrals!!

TOMA



Your business e-mail address

- Use a “branded” e-mail address:
- Example: howard@howardpartridge.com



4 Internet Marketing Goals...

1. Get the right kind of traffic
2. Create the right experience
3. Capture info!
4. Follow UP!!!

Infusionsoft.



Why E-Mail Marketing?

- It's Easy
- It's Cheap
- It's Fast
- Reach a LOT of people in a SHORT amount of time
- It's a Phenomenal Testing Ground
- Gives you the opportunity to gather more info
- Links to web pages, video, social media and more
- **NOTICE: It is NOT a replacement for Mail!**

Infusionsoft.



How to Get E-Mail Addresses

- 20 Calls Per Day
- Have a Compelling, Tested Opt-IN!
- Every time you take an order or book an appointment
- Every time you meet someone
- Put Opt-In on social sites, banner ads, etc.
- ALWAYS BE GIVING STUFF AWAY!

Infusionsoft.



Use the Right E-Mail Copy

- Subject Line is your headline
- Educate!
- Move them to the next level: Suspect, Prospect, Customer, Client, Member, Raving Fan



E-Mail Programs

- Infusionsoft
- ConstantContact.com
- MailChimp.com
- Aweber.com
- 1ShoppingCart.com

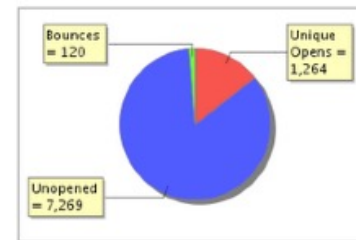
Infusionsoft.



E-Mail Programs

- Infusionsoft has Tagging!!!
- Graphic vs. Plain Text
- Reporting - >>>>>>>>>>>>>>>>>>>
- Automation

Broadcast Stats



Total Sent	8,653	Clicks	2% (142)
Unique Opens	15% (1,264)	Opt-Ins	0% (0)
Unopened	84% (7,269)	Opt-Outs	0% (0)
Bounces	1% (120)	Complaints	6

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Houston IAH - The Parking Spot JFK Feedback Request

How likely are you to recommend Houston IAH - The Parking Spot JFK to a friend or business associate?

Not likely 0 1 2 3 4 5 6 7 8 9 10 Very likely

How did we disappoint you and what can we do to make things right?

I've been using Parking Spot for a LONG time and this is the FIRST time I had to WAIT like what seemed like 20 minutes!!! They are always very nice, but had I not been early for my flight, I would have been in trouble.

Submit

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Thanks for your feedback!

The Parking Spot would like to thank you for taking the time to complete our survey. Your thoughts are important to us, and we'll improve with your feedback.

We are sorry that you were disappointed with your last visit, and we would like to make this right. We are now looking into the details of your experience with us, and will be in touch with you soon.

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GALLUP[®] CES[™]



THE RITZ-CARLTON[®]

Please rate your satisfaction with each of the following elements of your most recent stay at **The Ritz-Carlton, Atlanta**.

	Very satisfied	Somewhat satisfied	Neither	Somewhat dissatisfied	Very dissatisfied	Don't know/ Does not apply
Receiving a warm and sincere welcome upon your arrival	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Timeliness of check-in	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receiving the room you expected	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The condition of the guestroom furnishings and décor	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cleanliness of the guestroom	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cleanliness of the hotel	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The staff greeting you by name	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff remembering you as a regular guest	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Veritas Steak & Seafood Wine Dinner on October 15th

Veritas Steak and Seafood

Sent: Thursday, October 9, 2014 at 12:00 PM

To: howard@howardpartridge.com



Veritas STEAK & SEAFOOD

Italian Wine Dinner presented by Alarich
October 15, 2014 6:30pm

Reception

Smoked Salmon Roulade
2012 Fattoria Bini Albani

1st Course

Pear Salad
bourbon glazed pears + candied pecans + spinach + lemon vinaigrette
2012 Fattoria Bini Chardonnay

2nd Course

Homemade Veal Osso Buoco Ravioli
Meringues + Chimichuri

LAST DAY of our Fall Savings at Persona! CALL NOW!

Persona Medical Spa

Sent: Tuesday, September 30, 2014 at 8:07 AM

To: howard@howardpartridge.com

*Turn Over a New Leaf & Discover A Beautiful
and Rejuvenated New You This Season with
3 Fabulous Fall Offers*

Invest in a CO2 or Ulthera treatment
and Receive **FREE Botox**
(Value up to \$270)

Invest in a Coolsculpt Treatment and
Receive a **FREE Endermologie Treatment**
(Value of \$140)

Invest in 3 Facials or 3 Massages
and Receive the **4th FREE**
(Free Service is of equal or lesser value)

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✉ Please Confirm Your Appointment with Persona Medical Spa

Persona Medical Spa
Sent: Sunday, September 28, 2014 at 6:00 PM
To: howard@howardpartridge.com

Persona Medical Spa
2311 West Alabama Street, Suite B
Houston, TX 77098

(713) 630-0772
Info@PersonaMedSpa.com
Visit our website



You have an upcoming appointment with **Persona Medical Spa**. Please take a minute to review and [confirm](#) the details of your appointment.

Appointment Details
Howard
Thursday, October 2, 2014
6:00 PM

[Confirm](#)

If you are unable to make this appointment, it is important that you call us at (713) 630-0772 as soon as possible so we can make other arrangements.

We look forward to seeing you soon.

Sincerely,

> Texas > Houston > medical-spa

★ 267 reviews

Persona Medical Spa

powered by Demandforce

Request an appointment

Choose a date

Choose a time


Reviews Appointments About Us

Thank you for referring us to your friends!

Name: First Last **Email:** xxx@xxxx.xxx

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>


Quick Facts



FALL INTO SOMETHING

Beautiful

THIS NOVEMBER AT
PERSONA




Be Thankful for *Beautiful* Skin

Celebrate this Season with flawless skin for a Picture Perfect Holiday!

Persona has created three skin beautifying Facial Packages.
Each designed to get your face holiday ready.

Option 1 *Option 2* *Option 3*



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MW  CLEANERS®

HEADING YOUR WAY...

Just a friendly reminder ...

An MW Cleaners Personal Valet will be in your area *tomorrow!*

If you have garments to be picked up be sure to place your bag in designated location.

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Done Right... On Time... Or It's Free!

We've Started Cleaning Your Garments!

Hello Howard Partridge,

This email is a notification that the cleaning process has started on your garments. We've recorded 13 garment(s). Today's visit will be charged to the credit card on file you've provided.

If for any reason we do not have a credit card on file for you or the current card requires an update, please log into your account to avoid any delays in delivery.

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The Angels Are Here!

MW Cleaners sent by MW Cleaners
Sent: Tuesday, November 18, 2014 at 2:29 PM
To: howard@howardpartridge.com

Having trouble viewing this email? [Click here](#)

The logo for MW Cleaners, featuring the letters "MW" in a stylized font followed by a square icon containing a stylized "M" and the word "CLEANERS" in a bold, sans-serif font.

CALLING ALL PINK GARMENTS ...

A stylized pink ribbon logo, a symbol for breast cancer awareness.

October 20th through the 24th we will clean any **PINK** garment at 50% off! In addition, MW Cleaners is matching the cleaning cost of all the **PINK** garments cleaned during this time to donate to the [Susan G. Komen Foundation](#).

A decorative graphic consisting of three interlocking circles.The logo for MW Cleaners, featuring the letters "MW" in a stylized font followed by a square icon containing a stylized "M" and the word "CLEANERS" in a bold, sans-serif font.

Happy Holidays

at 2:29 PM

November 17th - December 5th

A graphic for the "Adopt an Angel" campaign. It features a small angel figurine holding a sign that says "DOING THE MOST GOOD". The background is a soft-focus image of a Christmas tree with lights.

Adopt an Angel

With your generosity, MW Cleaners, in partnership with the Salvation Army, will assure 300 Angels will have a Merry Christmas! Help us bring joy to local, disadvantaged children this holiday season. Here is how!

1. Select an angel at any Houston MW Cleaners' store

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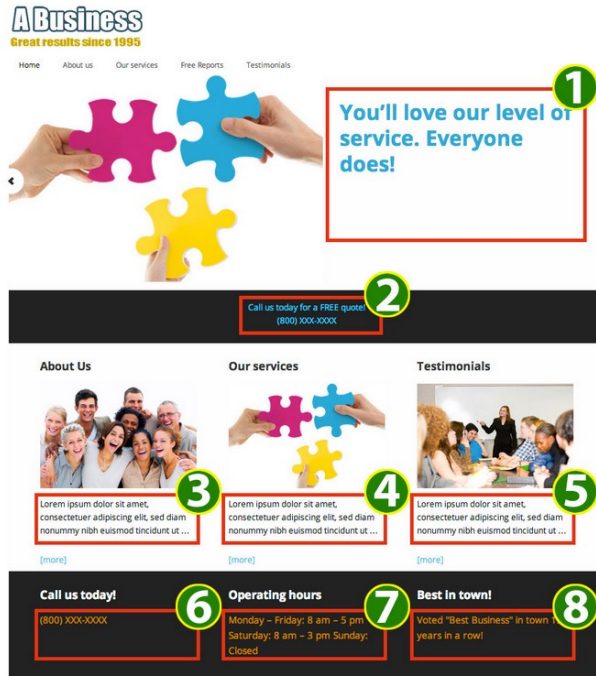
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Simple-Dimple Website DONE-FOR-YOU

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YOUR PHENOMENAL WEBSITE — START HERE

4 simple steps to your own Phenomenal Website!

1. **Email** 4-5 of your own business photos that you would like to use on your website. (They will replace the photos used in the sample-site [here](#).)
2. **Email** your company logo.
3. **Email** text for the additional pages on your site: Our Services, Testimonials, About Us and Free Reports.
4. Fill out the form below with the information needed for your Phenomenal Website's home page.

Your Phenomenal website

Fields marked with a * are required

Company Name

Business Phone

Business Email

Address 1

Click to open in a separate window.



phenomenal_home



Simple-Dimple Website DONE-FOR-YOU

- **Simple-Dimple Five Page Website (with capabilities of building as big as you like)**
- **Customized and Personalization DONE-FOR-YOU**
- **Your Opt-In DONE- FOR-YOU**
- **Simple-Dimple Webinar Series (how to use site, add to it and create your FTO)**



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10. Implement Thank You Letter Package

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Thank You Letter or Card

Thank You!

Thank you for the opportunity to serve you in your cleaning needs. We hope that your experience was the most outstanding ever! If you have any comment on our service, please let us know. Your service experience is 100% guaranteed!

If you had an extraordinary experience with us, please let us know by filling out the enclosed comment card. If you did not have an outstanding service experience, please let us know by calling 713-784-4648 immediately.

Free Gift for your friends...

We have enclosed 3 Free Trial Offer cards that entitle your friends to 100 square feet of carpet cleaning at no charge and no obligation to purchase. Write your name where it says "Referred by" and give them to anyone that you think would be a good client for us. *OWARD PARTRIDGE*

Get FREE CASH or FREE CLEANING through our Referral Reward Program! When you refer a new client to us, you get a 10% referral fee. You can use that for free cash or free cleaning. Your choice!

OUR SERVICES:

Professional Carpet Cleaning, Carpet Protection, Expert Upholstery Cleaning, Fabric Protector Oriental & Area Rug Cleaning, Drapery Cleaning, Tile & Grout Cleaning, Marble Polishing, Natural Stone Care, Carpet Repair, Retail Cleaning Products.

COMMERCIAL AND RESIDENTIAL

Keep in mind that we can service your office as well.

OUR GUARANTEE TO YOU

If you are not completely satisfied with the service experience you received from our company, we will rush back to your location to remedy the situation. If you are still unsatisfied, you owe us nothing and we will provide a 100% refund.

"Avoid Uneducated, Uninformed, and Sometimes Downright Unscrupulous Cleaners!"
Instead, Get the Most Outstanding Service Experience Ever with:



14 Step Quick-Start Marketing Guide

11. Develop Your 5 Point Marketing Message (UEP)



5 POINT “EXPERIENTIAL” MARKETING MESSAGE

- Reputation
- Experience
- Education
- Systems
- Guarantee



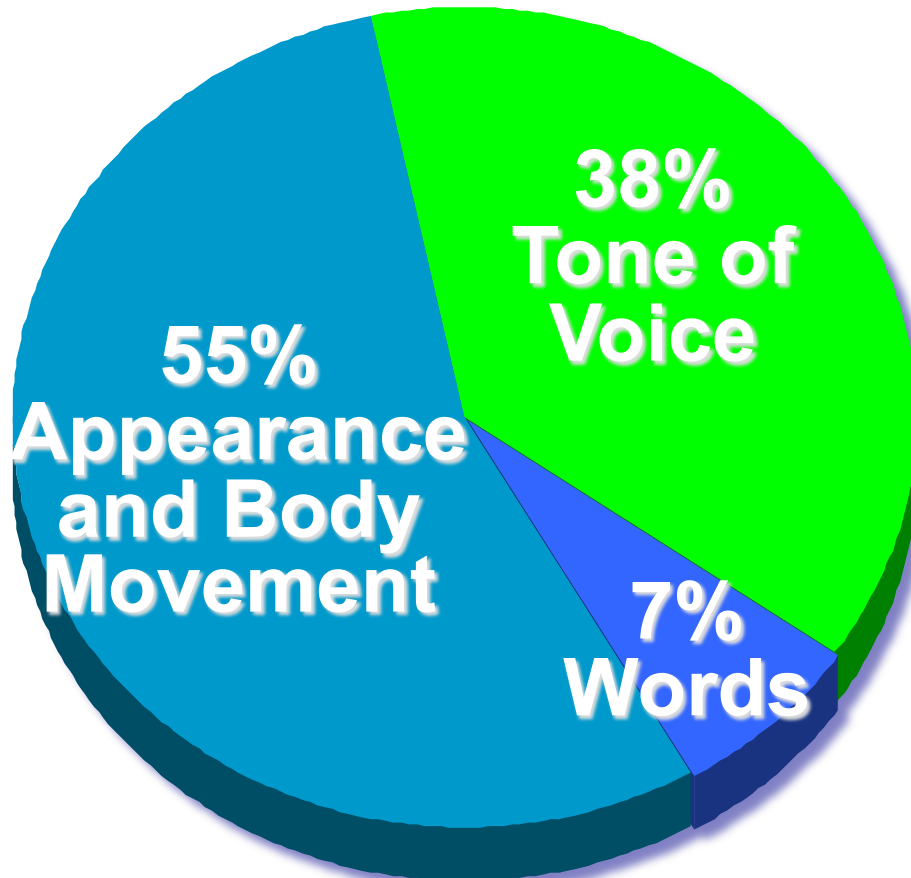


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12. Dress for Phenomenal Success!

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13. Become a Phenomenal Networker!



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14. Implement the Direct Sales Process