

A Special Report By Ashish Pawar

HOW TO ATTRACT YOUR IDEAL CUSTOMERS, CLIENTS, OR PATIENTS IN 45 DAYS OR LESS...

GUARANTEED!



Hi and Welcome!

In this short report, I am going to share with you some strategies that will put more money in your pocket – no matter whatever business you are in.

I will also introduce you to a complete step-by-step system that you can implement in your business and see results in your bank account in 45 days or less.

I can make a certain bet that you are not following this system exactly the way that I am going to lay it out for you.

In short, my goal in this report is to make you money.

But before we begin I want to tell you briefly how I came about making this system. The system that I call **“DYNAMIC MARKETING”**.

About nine years ago when I was working for an aviation firm, I got a pink slip and I was sitting at home. The house that I bought was taken on loan and since I was not working, I couldn't pay the EMI's.

This went on for couple of months and people started coming to my home asking for money. I am sure you know the drill. During that time I became intimately familiar with the collection industry, and I noticed a pattern that probably none of you have ever seen. So, I will describe it to you.

It looks like this; I kept getting letters which had -- First Notice, Second Notice, and Third Notice.

They were roughly fifteen days apart. There is no mystery in this, they are writing to me repeatedly. It's technically called as **“Linkage”**. Each letter refers to the previous letter.

Generally, the last one has copies of everything they sent me before with **“FINAL NOTICE”** rubberstamped all over it stuffed in the envelope. I saw them over and over and over again.

That's when it struck me...

I said to myself, *"If this will get money from people who haven't got any money, offering them nothing. I wonder what would happen if we tried it on people who got some and offered them something".*

It's since then become **one of my most reliable Dynamic Marketing models of the 49 that I teach** and I commend it to you highly for you to try.

This System is for business owners that are EAGER to do BIG things and explode their profits and DO NOT want to plateau their business ever, no matter what the economic condition is.

...like one of the **top handwriting improvement expert** who made **₹1,00,000.00** built on the solid foundation of Dynamic Marketing system and has been a client of mine from the beginning.

...like **bollywood top coach** who gets **1200 people** in his seminar by implementing LEAD GENERATION strategies described in this System.

...like **motivational strategist** who runs **100 successful seminars** across India with **200 people in the room** in each seminar using CLIENT RETENTION strategies.

...like the **tiffin service owner** who **dominated the market** in Gwalior the very first time she used my system.

...like a **startup website design company** with no credibility and clients, to get a contact of **₹1,00,000.00** in just two months.

...like a **start-up franchisor** who went from **4 to 14 operating locations** in less than 18 months, using Dynamic Marketing.

...like **an insurance agent** who is making over **₹60,000.00** a month just with one flyer made on the foundation of Dynamic Marketing.

The profiling is endless, I can just keep going... It worked for them and it can work for you as well.

PRINCIPLES OF DYNAMIC MARKETING

Let's look at some fundamental principles you need to know so you can implement the Dynamic Marketing in your business.

It doesn't matter what your business is – whether you are a professional services provider or you have a retail store or a restaurant. It doesn't make any difference.

These are marketing principles that have been proven to work in literally every business category imaginable...

▪ **YOUR HATE LISTS:**

One of the things that every business owners and entrepreneur has – is the hate lists.

The first item on this hate list is buying advertising where you don't know whether it works or not.

It's like being an “advertising victim”.

It's like, a salesman comes from an advertising firm and sells you on the next bright, shiny, new thing. You write a cheque not knowing whether the marketing is going to work or not.

If you are in sales of any kind I mean any kind, the second thing that should be on your hate list is cold call prospecting grunt work.

It's like coal mining - its dirty, it's ugly and it's hard. Just like the movie Kaala Patthar, if you have not seen it... see it.

The beauty of Dynamic Marketing that I am going to share with you is that it totally eliminates cold calling...

When I was in sales, I was being taught that you had to get on the phone and cold-call companies or do door-to-door or office-to-office cold calling to get sales and generate follow-ups like that. It was a miserable existence and I hated it.

If I would have known Dynamic Marketing system back then it would have changed that miserable existence and begin attracting my ideal clients.

One of the keys to success is putting marketing into systems which are duplicable and replicable.

You can turn them up when you want more clients or tweak the systems and turn them down if you want fewer clients. It gives you control.

▪ **BECOME A WELCOME GUEST:**

I will tell you a story which illustrates a very important point about Dynamic Marketing.

I was in Nashik, where the temperatures are very high in summer. And I was working with single-minded focus that I will not let anything disturb me.

So I was sitting on my table on a sweltering hot day and I was working away when I heard banging on my front door.

It was the middle of the afternoon and so I thought it's got to be what I would call an "annoying pest". So I keep ignoring him. But the guy was very persistent and continues to bang on the door.

I couldn't believe it, but still I thought the guy has got to be the most annoying pest in the world and I kept ignoring him.

Then this most annoying pest in the world climbs over a fence and get into my backyard and starts banging on the sliding glass door. I still try to ignore him but then gets to the point where I can't ignore him any longer. I open the door and ask the guy, "What the hell do you want?" The guy says, "Your entire back yard is on fire. Call Fire Brigade and I will throw some water!"

**This guy instantly went from being the most
annoying pest to being a welcome guest...**

▪ **THE UNWELCOME TRUTH:**

Here is the truth...

It's a plain blatant truth you may not want to hear... but it's important for you to know.

In most cases, you are being perceived by your prospects as an Annoying Pest marketer as opposed to a Welcome Guest marketer.

Dynamic Marketing is about: Turning You Into A Welcome Guest marketer.

When you become a Welcome Guest marketer; when you are attracting your ideal prospects; when you are attracting your ideal clients; when they are coming to you, everything changes for you... and your business.

Obviously you have more sales and you have more profits. But it goes beyond that. When you become a Welcome Guest marketer, **you have more productivity and waste less time**, meaning **you are making more money with less effort**.

With Dynamic Marketing you don't have to worry about marketing. You don't have to worry about attracting clients...

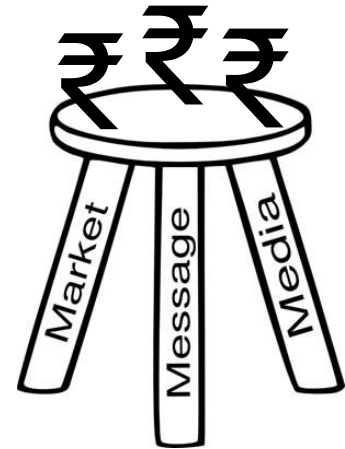
It will just happen. You could sit back with the system in place and clients would come to you.

THE THREE LEGGED STOOL – DYNAMIC MARKETING SUCCESS

Just as a three legged stool works, if you remove one leg from the stool it will fall down or will not stand. Dynamic Marketing works on the same fundamentals. So it is essential to have all the three legs.

- **MESSAGE:** Without the right message, you are going to be in trouble. Most people do not have a well-crafted message so I am going to give you an exact model for you to follow which truly resonates with your target market.

- **MARKET:** The second thing is making sure you are actually marketing to the right people. We are going to go into demographics and psychographics so that you can reach this target market for just a few rupees. You will be able to become dominant in your ideal target market.
- **MEDIA:** The third piece of the stool is media. You need to have the right message and it has to be delivered to the right market via the right media.



All three of these must be working together synergistically for you to get the greatest impact that you can from your marketing.

Now let's look at them in detail – what they actually do and what they are:

▪ **MESSAGE: CREATING A POWERFUL USP**

Now, here are three letters that are extremely important – USP. They stand for: Unique Selling Proposition.

Well, there are two kinds of USP's – 1) USP called as Universal Selling Proposition which means you offer everything that your competition offers 2) USP called as Unique Selling Proposition which means this is unique to you or your services / products that you offer.

I am going to give you a model you can follow to develop your own Unique Selling Proposition and this is something you need to do.

To have a clear Unique Selling Proposition must be able to answer this question:

“Why should I choose to do business with you versus any and every other option available to me in your category?”

Now, do you have a good answer to that?

Your answer cannot be something like, “We offer quality” or “We give great satisfaction.” It can't be “Because our product or service is better.”

These are marketing generalities and they fall upon deaf ears.

Your prospects and your clients don't even hear that. It is simply noise and fluff.

**You need to have a specific answer to this question
that is benefit-oriented to your ideal client.**

I will give you a model to follow that has built a multi-million-dollar business in a very mundane market.

If I was to say to you, “Fresh hot pizza, delivered in 30 minutes or less guaranteed”, would you be able to tell me who that Unique Selling Proposition belongs to? Of course you would. We all know it's Domino's.

If I was to say to you, “Pehle Istemal Karo Phir Vishwas Karo”, would you be able to tell me whose USP is that? Yes Ghadi detergent.

If I was to say to you, “Jago Re”, would you be able to tell me whose USP is that? Simple Tata Tea.

Those single USP built the business.

They are not slogans – although they can be used as slogans. **They convey strong benefits.**

So, let's talk about how you develop a USP using the Domino's one as an example.

- ❖ The first thing is **A NARROWLY DEFINED POSITIONING**: Domino's did not say that they had the best pizzas or that they had secret sauce from the old country. They said the pizza is going to be fresh and it's going to be hot.

So they narrowly defined the positioning. **When you try to be everything to everyone, you are nothing to everyone.**

The more narrowly you can define your positioning, within reason, the stronger appeal you are going to have to your ideal clients and prospects.

- ❖ Next is **MEANINGFUL SPECIFICS**: Fresh hot pizza delivered in 30 minutes or less is not delivered “sometime”. It is delivered within a specific timeframe.

So, when you are creating your Unique Selling Proposition, you need to create it in such a way that it has meaningful specifics.

That meaning is the benefit to your ideal clients, customers or patients.

- ❖ The third part of this is a **GUARANTEE**. “Fresh hot pizza delivered in 30 minutes or less guaranteed” is a great structure for a Unique Selling Proposition.

Can you guarantee what the outcome of using your product or your service is going to be?

If you can, then you should put it in your Unique Selling Proposition. You can always find something that you can guarantee.

So this is how you create your USP:

- ❖ Narrowly Defined Positioning
- ❖ Meaningful Specifics
- ❖ Guarantee

If you answer the above question in a way that is of benefit to your target audience, you will have a very powerful marketing message.

That's just one of the many ways I teach for creating a USP.

Now let's look at the second leg...

▪ **MARKET: REACHING YOUR IDEAL PROSPECTS AND CUSTOMERS**

Recent studies have shown that people are bombarded by 4,000+ commercial messages every single day and every day it gets more and more.

So you need to have a message that cuts through all of that.

It needs to be delivered directly to your market and it must have a direct appeal to your market.

Even if you do have a great message, if you don't send that message to the right person, it is going to fall upon deaf ears.

You need to be able to target the right people...

The good news and bad news about this is that privacy in India is now dead.

This is good news for marketers because it means you can get the names, addresses, phone number, and e-mail addresses for just about any type of target market that you are looking for.

E.g. so, if you are looking for people who are less than 5 feet tall, drives a 800, live in Thane and subscribe to Entrepreneur magazine, you can get that list.

If that's your target market, you can reach them.

That's going to be a small list but you can get that list. So that's good news for us as marketers if we use this correctly and take advantage of Dynamic Marketing.

So let's talk about targeting your market. How do you focus in on a specific market and how do you determine who your target market is?

❖ GEOGRAPHIC TARGETING:

The basic way that most people choose their target market is geographic.

If you have a local business, you may say your customers, patients or clients come from a 10 km radius around your business.

Some people don't get any more sophisticated in targeting than that.

Targeting with only geographic information is like getting in a plane and dropping flyers and hoping one hits the right person.

That may be an exaggeration but the truth is that, with just some simple tweaks, you can make your geographic target marketing much more effective.

❖ **DEMOGRAPHIC TARGETING:**

Demographic information is about **how old people are, how much money they have, whether they are married or single, liberal or conservative, what religion they are** and so forth.

That's another way to further define who your ideal customer is – and you need to do this – but again it's very surface level.

Geographic and demographic information is important but we want to go even deeper than that.

▪ **PSYCHOGRAPHICS TARGETING:**

Psychographics is the study of **personality, values, opinions, attitudes, interests, lifestyles**, so on and so forth.

To give you an example of somebody who really didn't go deeper than that, was when I was doing one-on-one consulting a number of years ago with a client who had bought my Dynamic Marketing system.

This guy had a pest control business and he said he had been following Dynamic Marketing but none of it worked. So I met him and followed him around to see who he was targeting.

Remember you need to look not only at the demographics and geographic but also at the psychographics.

Psychographics targeting are even more important and interesting than the other two because this delves into what people are thinking...

So, when I met this guy and walked around, it turned out he was sending his offers to beaten-down, broken-down homes in neighborhoods where people quite frankly didn't really care about getting pest control done.

People were sitting on the ground, kids playing in the front of the house only in chaddis; there were tarpaulin on their roof blue and black colour. The husband of the house had holes in this ganji and the woman was looking like a kaamwali bai. These were not people that would be interested in getting an expensive pest control done.

He had the right message but was targeting the wrong market. He had great marketing but it was falling upon deaf ears.

**The question you have to ask yourself is whether
you are wasting your advertising bullets.**

That translates into wasted money. If you are sending out great marketing – and it hits the wrong people – they are not going to be interested in what you have to offer.

No matter how brilliantly written your message is, it is falling upon deaf ears.

▪ **MEDIA: CHOOSING THE RIGHT MEDIA**

So let's assume we have the right message and we have the right geographic, demographics and psychographics. We know who our ideal client is.

The third part of this puzzle is using the right media.

These days, everyone is infatuated with the Internet – and, by the way, Dynamic Marketing systems work brilliantly online.

But the Internet is not a business. It is a media and it is not the only media.

Many business owners are so enthralled by this shiny object that they are really diluting their marketing effort and making it less effective than they could be.

So, while going online is one option, another option is to use traditional print advertising. This could mean **Direct Mail (using letters)**, **Yellow Pages**, or **Display Ads** in newspapers or **local newsletters** (e.g. humanist, share a pamphlet, etc) or **Trade Magazine Ads** (e.g. baby and me, etc). All of that stuff works.

The question is what type of media you should use and the answer is “you should use a combination of all of the different media”.

Much of it depends upon where your target market is. If your target market is 80-year-old men, then probably using Facebook is not the best way to reach them. But, in most cases, you should use a combination of online and offline.

I am going to show you my own example where I used offline and online integration brilliantly and it's a model that you can take and you can follow.

The fact is you need to use online and offline in combination...

But here is a thing; there are so many different types of marketing you can use. The key is that you must be able to put it into a system.

If your marketing cannot be put into a system and cannot be held accountable; if you can't track it and you don't know what the results are; if you don't know what your Return on Investment is – and the ROI is not almost immediate – then you probably should not be doing it.

THE DYNAMIC MARKETING SYSTEM IN PRACTICE

I am about to go into one system which quite frankly is not a new system. I took it from what the credit collection people did.

One of Dan Kennedy's favorite sayings is, “Don't be a pioneer.” Use things that work.

**Use proven systems that work because pioneers
end up with arrows in their back...**

So this is a very simple system, something you can take and implement right away. In the real estate world, they use the term “farming” where a real estate agent goes out door-to-door and meets everybody.

That's what we would call “cold call grunt work”.

This is not going to require you to go out and meet people face-to-face necessarily.

This is an entire system and it is a formula that you can follow. It's worth has been proven in literally every single industry where it has been implemented.

It involves **direct mail (which means sending your advertisement by post)**. When I say that, people typically immediately turn off their brain because they are so fascinated by online.

Direct mail absolutely positively works and it is one of the most reliable and consistent media that you can use.

Major online companies like Amazon and Google use direct mail. They spend a tremendous amount of money on direct mail to get new customers.

If these two big online companies are using direct mail, don't you think that you should be?

The answer of course is absolutely yes.

**Direct mail is not outdated. It is reliable,
it is effective and it can be inexpensive as well...**

❖ THE DIRECT MAIL MODEL:

The key to success with the direct mail model is to never do one-shot direct mail.

When people say direct mail doesn't work, they probably have the wrong message and they are sending it to the wrong market and they quit way too early.

Save your money if you are only going to do one-shot direct mail.

Don't do it.

Repetition is a key part of the Dynamic Marketing System.

Whether you are applying it online or offline, the key is to use repetition, repetition, repetition.

You need more than one message.

People are not waiting by their letterboxes. They are not sitting by the e-mail, waiting for your marketing message to come through.

People may not be ready for your message right now and that's why you need to have repetition and follow-up...

So let's start with the model...

This is a campaign for an Insurance Agent. It's a model you can follow.

STEP ONE:

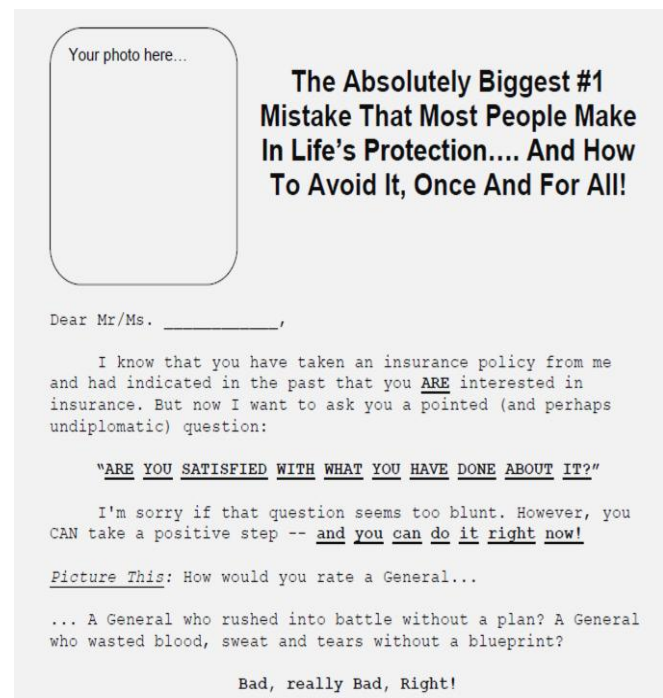
First there is a letter with a picture of you.

The picture is important because this is personal. You are developing a relationship with your prospects.

It says *"The Absolutely Biggest #1 Mistake The Most People Make In Life's Protection... And How To Avoid It, Once And For All!"* which is an **attention getting headline**.

Then it goes on to **outline a problem...**

"Are you satisfied with what you have done about it!"



I have adopted this formula from classic copywriter Dan Kennedy and incorporate in Dynamic Marketing which is "Problem, Agitate, Solve" so the next paragraph is agitation.

It states *"I am sorry if that question seems too blunt". However, you CAN take a positive step -- and you can do it right now!"*

Further it says *"Picture This: How would you rate a General... ... A General who rushed into battle the without a plan? A General who wasted blood, sweat and tears without a blueprint? Bad, really Bad, Right!"*

(Just as an aside note, studies have shown that the top reason customers will leave a business is because of lack of attention from the business owner.)

STEP TWO:

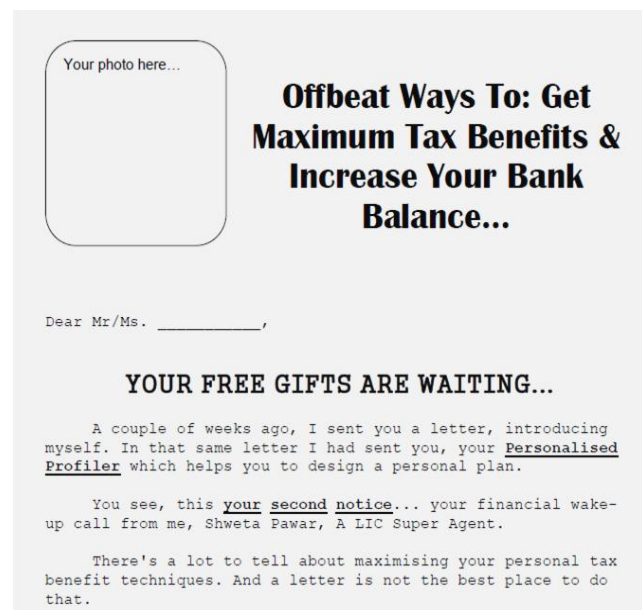
So let's say the person does not respond to this letter, than letter number two goes out.

Letter number two can go out 10 to 14 days later.

Again, there is a picture of you and there is an attention-getting headline.

It opens up, *"A couple of weeks ago, I sent you a letter, introducing myself. You see, this your second notice... your financial wakeup call from me, Shweta Pawar, A LIC Super Agent."*

Then it goes on again to make the offer.



As you can see, this is not your traditional boring, dull direct mail. This is going to get someone's attention. It's fun. It's going to break through the clutter.

STEP THREE:

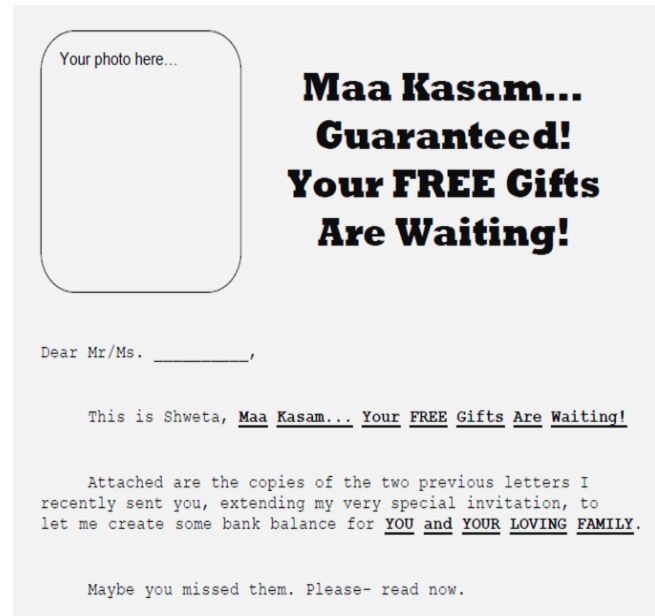
If this person does not respond to the second letter from Shweta, they will get letter number three.

Again, there is a picture of you and there is an attention-getting headline. That's the formula – picture, attention-getting headline.

It says, “*Maa Kasam... Guaranteed! Your FREE Gifts Are Waiting!*”

It further says, “*Attached are the copies of the two previous letters I recently sent you, extending my every special invitation, to let me create some bank balance for YOU and YOUR LOVING FAMILY. Maybe you missed them. Please- read now.*”

This is the follow-up sequence again going out 10 to 14 days after letter number two with the first two letters enclosed as a reminder.



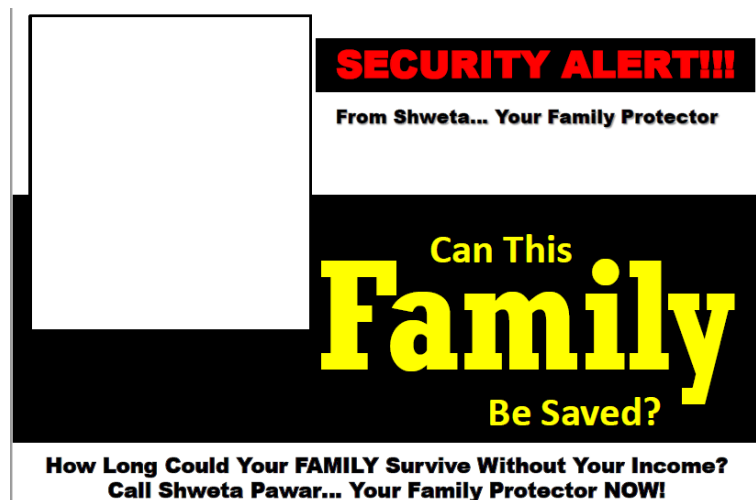
This is an example of target marketing, of farming your market, of following up. **Repetition is so important.**

STEP FOUR:

Now let's say the head of the family gets letter number three and he doesn't respond. He is going to get this post card that says, “*Can This Family Be Saved?*”

Again there is a very specific offer and a deadline.

There are also specific instructions about what the person must do and the benefits they are going to receive from taking action.



**Now, this kind of promotion has been known
to get as much as an 21% response...**

That's not from letter number one or number two but from an entire promotion. I have testimonials which say this over and over again.

Again this system absolutely works very easily when translated online. The best combination is online and offline, which we will talk more about it.

THE DYNAMIC MARKETING ONLINE / OFFLINE PROCESS

So let me give you a Bird's Eye view of the online/offline process. I am going to show you a real campaign that I created for one of my clients.

The Bird's Eye view of the online/offline integration is this:

- **First, you are going to have some type of lead generation "Ad".**

The word "Ad" is being used very generically because it could mean a banner ad or lead generation e-mail, it could mean a letter or postcard sent in the mail or it could be a radio or television advertising spot or an ad in a newspaper or magazine.

- **The lead generation ad drives people to go to a website to get more information.**

This "more information" that they are going for is essentially a GIFT – which is called as a "lead generation magnet" (which I will explain in a bit). This has value to your ideal prospect.

That's why it's so important that you define who this person is with the geographic, demographic and psychographic information we talked about earlier.

When the person comes to the website, the ideal scenario is for you to collect their full contact information. We want to send them things not only via e-mail but through post as well.

- **The next part of the system is a follow-up campaign via e-mail and direct mail.**

It's a proven fact that human beings have to hear the same thing over and over before it sinks in.

You may know your products and services like the back of your hand, but your customers don't "get it" the first time they hear the message.

Don't make the mistake of thinking that if a prospect heard the pitch once, they understood it. Chances are, they didn't. Tell him again and again and again.

Just like the one you saw in the insurance agent campaign I sent three sales letters and postcard roughly 45 days apart. This gave the lic agent a unique positioning and be in front of the prospects when **they are ready to buy**.

So that is a Bird's Eye view of the process.

❖ **LEAD GENERATION MAGNETS:**

A lead generation magnet is designed to do one thing and one thing only.

It is designed **to get people who are interested to identify themselves by raising their hand and requesting this information.**

That is its only purpose.

It is designed to get people to raise their hand and say "I am interested".

So what is happening here is that, as opposed to cold calling and trying to grab people, you are attracting them like a magnet.

They are identifying themselves by saying, "Hey I am interested in what you have to offer." It's their way of showing that interest, by requesting this lead generation magnet.

Examples of lead generation magnets include:

- Report (hard copy) sent by post, just like the one you are reading now
- CD sent by post
- DVD sent by post
- PDF Report to download
- White Paper to download
- MP3 audio to download
- Video to download



Any of those or a combination of those works well.

One of the ultimate lead generation magnets is an actual book because it has such high perceived value. I have used it in my book *Prospecting Sucks!* for years and strongly recommends it to my clients.

Now here is an example of the entire process that I created for a client – Motivational Strategist, Mahendra Devlekar.

The principles are the same as we covered in the previous example.

There is a picture of the person and a strong headline with the offer, “*FREE LIFE CHANGING SEMINAR*”

This is an ad that was designed to drive people to a website to get the Free E-Tickets for his seminars.

I drove them to a website and, in this case, I also gave them a number to call just in case if they didn’t receive the E-Ticket.



They would call and leave their contact information for you to e-mail the tickets to them.

When you are driving them to a website, this is non-threatening first contact.

There are sometimes calls to action where the person is being told to call in to talk to a live person or even to visit the establishment to get the lead generation magnet.

But the one that I just showed you is a very solid way to do it because it's a non-threatening first contact. Someone can go online or call your number and request your information.

When the person goes to the website, it is critically important that they see an expansion of the Ad...

When someone comes from the Ad – whether it's a postcard, letter, banner ad or whatever – when they get to the landing page that collects the contact information, they should immediately recognise that they are in the right place.

So, here we have the headline, *"FREE LIFE CHANGING SEMINAR"*

It is the same exact headline that was used in the Ad.

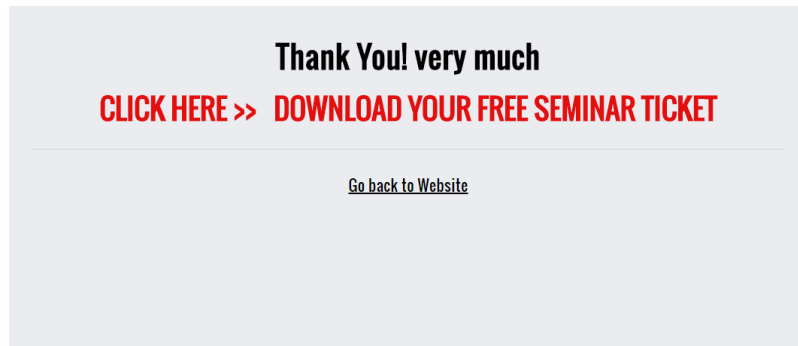
Then, of course, we have got a call to action. In this case, we are asking for the full name, contact number, and e-mail address since we are sending them an e-ticket.

VENUE	On: 21st June 2016 Time: 7:00PM to 9:00PM
VENUE 1	At: Udayan Karyalaya, 1712/18, Sadashiv Peth, Near S.P. College, Tilak Road, Pune
VENUE 2	On: 22nd June 2016 Time: 7:00PM to 9:00PM
	At: Maratha Chamber Of Commerce Industries And Agriculture, Shukrawar Peth, Pune
VENUE 3	On: 23rd June 2016 Time: 7:00PM to 9:00PM
	At: Patrakar Bhavan, 193, Ganjwe Chowk, Near Blood Bank, Navi Peth, Pune
VENUE 4	On: 24th June 2016 Time: 7:00PM to 9:00PM
	At: Maratha Chamber Of Commerce Industries And Agriculture, Shukrawar Peth, Pune

If you are posting them a report, cd, dvd , etc than of course you would ask for full contact information i.e. full name, address, pin code, and phone number.

Once they have filled all the required contact information I have just spoken about than they will be go to a THANK YOU page.

Two things can happen here:



1. You can directly give them a link to download the lead generation magnet. In this case an e-ticket
2. Or you can send an email to them which in technical term is called as “Auto-responder” to the same email id that they just provided to you.

Even if you don’t have fancy CRM software it’s very simple.

The key is following up online and offline. If you do that over time – **repetition, repetition, repetition – you will see your results go through the roof.**

In Dynamic Marketing system I will show you everything you possibly can – integrated together – to become highly profitable.

You will have a system that works for you 24 hours a day, seven days a week without you having to worry about it.

▪ **BRIDGING THE GAP BETWEEN INTENTION AND IMPLEMENTATION**

If you are thinking to yourself:

- ❖ “Maybe there is something here.”
- ❖ “Maybe there is a better way for us to prospect.”
- ❖ “Maybe there is a better way to get quality customers.”
- ❖ “Maybe there is a way to spend our ad and marketing rupees smarter.”

If you said “maybe”, you have got to be concerned about bridging the gap between new ideas, information and intention with implementation. It’s a huge gap. The truth is:

- ❖ Knowledge is not power.
- ❖ Knowledge is only potential power.

The reality is that most people don’t take action on the knowledge they gain.

One of the keys to my success, as I mentioned earlier, was that I was not only investing in myself, I was also implementing what I invested in.

So you need tools. You need a toolkit and I am going to talk about that in a moment.

But first let me ask you this...

If you own a small business of any kind...

- ❖ How would you like to stop being an advertising victim?
- ❖ How would you like to finally get accurate, measurable and quick results from each and every rupee you put in to any type of advertising, marketing and promotion?
- ❖ How would you like to attract a flood of new customers at will and spark a huge cash flow surge?
- ❖ How would you like to define and dominate any target market of your choice?

It doesn’t matter if you own a company selling sophisticated software or you own the local flower shop. Incredibly what I am about to reveal to you can reinvent your entire marketing process for the better.

If you are a sales professional...

- ❖ How would you like to end cold call prospecting once and for all?

- ❖ How would you like to find new and powerful ways to magnetically attract prospects who are predisposed to view you as an expert, friend, and adviser and are predisposed to buy from you?
- ❖ How would you like to put an end to being screened when you call?
- ❖ How would you like to have qualified prospects easily and eagerly asking you to make time to see them?

If you are a sales manager or marketing executive...

- ❖ How would you like to cut out the fat and waste and take all the uncertainty out of your company's advertising?

You can get this and much more in my **Dynamic Marketing System**.

I am sure you have gone on lots of seminars and heard a lot of speakers. You have probably bought many books and CDs and watched a lot of online video.

However, I guarantee you have never had your hands on anything as powerful and practical as the **Dynamic Marketing System**.

I have assembled a product like no other. It includes 6 CDs but it is actually a complete toolkit – real tools you can take and use in your business.

**You might want to think of this system as a
transformational marketing department in a box...**

There are three moneymaking components to this system.

Moneymaking Component #1:

**DYNAMIC MARKETING "TOOL-KIT"
90% Of HARD-WORK Is ALREADY DONE For You**

This System is a monster-sized... yet easily usable TOOL-KIT and READY-TO-USE and nearly-ready to use Examples and Samples. This stuff is organised into 7 business categories (I KNOW, it will fit at least one!)... so you are not asked to listen, learn and then left to your own.

Well, I not only show you every strategy actually implemented... I give it all to you as examples you can easily and quickly “tweak” for your own use—including examples marked “COPYRIGHT-FREE” for that exact purpose.

This kit covers areas such as:

- | | |
|--|-------------------------------|
| # Business to business selling | # Consumer selling |
| # Retail | # Restaurants |
| # Professional practices | # Real estate |
| # Automobile sales | # Industrial big ticket items |
| # Direct sales | # Network marketing |
| # Financial service sales (despite the huge compliance issues) | |

... and many more.

Just about everybody who gets this kit will find one of the categories to be a very close match.

Here is the key. You are going to learn and you are going to borrow from all the materials and you are going to be able to do it instantly.

Moneymaking Component #2:

DYNAMIC MARKETING “AUDIO CD’S” SIX CD’S AUDIO PROGRAM

It’s everything you need for a true Marketing SYSTEM. That means you go to bed at night... every night... knowing not wondering, wishing, praying, hoping... but KNOWING where your next new prospects or customers are coming from... with consistency, reliability and predictability.

DYNAMIC MARKETING system is in sync with the emerging new economy, where customers have more confusing and competing choices than ever. You see,

traditional ad media readership is falling and fragmented because people are overwhelmed with communication.

With this System, spending is more measured and thoughtful... with direct, targeted outreach to carefully selected, ideal customers—that is literally the opposite of costly, wasteful mass advertising and marketing.

This System also has “built in” competitive advantage... and “built-in” price resistance minimisation... setting you apart from all others and letting you sell in a competitive vacuum.

That’s right, you will be able to trust and rely on DYNAMIC MARKETING to achieve your sales goals. It will be your personal client and customer-getting machine!

Moneymaking Component #3:

DYNAMIC MARKETING “FAST-START-CD”

Your Guided Tour To Use Your System to Get Rapid Results

A “Fast Start CD” that focuses on the most powerful and easy-to-implement marketing strategies. This also covers how you can get started with Dynamic Marketing so you can start attracting your ideal customers, clients or patients, and gain HUGE momentum that will attract more prosperity for you and your business.

▪ MAKING IT EASIER TO INVEST IN YOUR SUCCESS

Now you are probably worrying and wondering about the price. Don’t be.

I believe that people who show an interest in improving themselves and their business by reading this report should be rewarded.

So, you can get **Dynamic Marketing System** – the toolkit, CDs, transcripts – everything you need – **for only ₹1498.**

It has offline and online strategies and it has really worked for people. I have only allocated a limited number of kits at this deeply discounted price so **you need to act right away to get the special investment of only ₹1498.**

Get this System now: Go to
<https://headway2success.com/dm-50-offer/>

Regardless of whatever business you are in, this system can absolutely give you the business you have been dreaming about – regardless of the economy.

To your success,



Ashish Pawar