

March 9th, 2003

Mike Smith
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Dear Mike:

From one marketing consultant to another, let me address directly and succinctly the heart of a common problem:

EXECUTIVE SUMMARY **THE PROBLEM**

Marketing consultants **do not get the maximum income** they could from their clients, because clients don't *follow-through* and *execute consistently* the marketing strategies and programming created for them.

A *core reason* for not executing consistently is *inadequate marketing & operational systems* to enable the implementation of new marketing strategies, and dealing with the follow-through operations such as order capture, fulfillment, managing inventory, CRM, and so on.

Not having the right systems infrastructure literally cripples your clients' ability to grow – **despite your most powerful revenue generating marketing strategies**. You never get beyond the first stage of recommendations due to almost insurmountable barriers... **outside your control**. Which besides being boring, *totally restricts the income you can generate from these clients*.

THE SOLUTION

The solution developed *specifically for direct marketers* permanently solves:

- 1) Your clients' biggest barrier to growth, namely inadequate marketing & operations systems.
- 2) Your biggest barrier to increasing revenues from your client base... namely, that they do not consistently follow-through and execute your marketing strategies and programming.

OrderMotion, a unique, *seamlessly integrated* and *real-time* web based operations and marketing system is the solution...

OrderMotion gives you THE KEY to turning these challenging clients into lucrative rapid turn-around clients. It transforms your clients so that they can *easily adopt, implement and sustain the marketing strategies and programming you engineer*... Adding anywhere from 50 to 500% more revenues and profits to their business and your practice, year in and year out...

Finally, you can **generate a lucrative and permanent passive service income** in the range of \$100,000 to \$150,000 per year, every year... and this reoccurring revenue stream will grow along with your clients' growth.

Please read the following three pages for full details...

This solution and opportunity will...

- ✓ Give your clients the ability to *easily adopt, implement and sustain the marketing strategies and programming you engineer...* **Adding anywhere from 50 to 500% more revenues and profits to the business, year in and year out...**
- ✓ **Allow you to geometrically generate substantial contingency based fees plus enduring revenues--- accumulating a massive mid-six or seven figure income --- instead of billing by the hour or by fixed price...**
- ✓ Allow you to truly quantify the financial results your specific marketing ideas and strategies generated for your clients.
- ✓ **Give you the ultimate competitive advantage and differentiator ... being able to add geometric profits to every clients' enterprise by introducing them to a solution which no one else in the country has!**
- ✓ Allow you to introduce to your clients new ways of increasing their business profitability, performance & productivity... from an operational, financial, reporting, as well as a marketing/sales perspective... with seamless integration and consistency across location, departmental, product, or computer system borders.
- ✓ **Permanently solve your two biggest problems (i.e. having your marketing programming successfully adopted and sustained by your clients AND receiving massive on-going geometric revenues streams)...**

How to Easily Turn Challenging, Meager Income Producing Clients into Lucrative Rapid Turn-Around Clients

I have found that most challenging clients are usually “bottlenecked” because of a severe, almost paralyzing lack of sophistication, integration and flexibility regarding their computer systems. Their growth is “strategic ally stunted” by a literal hodgepodge of manual and semi-automated systems which are currently in place.

Although your clients may have a great product or valuable service, not having the systems infrastructure literally cripples their ability to grow--- despite the best marketing at their fingertips.

Here's an inside secret I'll share with you: **I have discovered THE KEY to turning these types of challenging clients into lucrative rapid turn-around clients.** That's right. I discovered a method to transform clients so that they can easily adopt, implement, follow-through, fulfill and deliver on the marketing strategies and programming which **you brilliantly engineer.**

After many years investigating the marketing and operations systems options available for small and medium sized businesses, I finally discovered a solution to these problems. And I'd like to invite you to become involved, at whatever level of participation you think is appropriate, so that you can begin to experience the financial success and profound sense of satisfaction *only available*

when you change the course of your clients' success for the better... Probably **the very reason you became a marketing consultant in the first place.**

Imagine: A web based computer system that integrates direct response marketing and sales into every aspect of the business--- so that every new marketing strategy...Every new campaign... Every new promotion... And every new sales tactic... Is seamlessly, pervasively, and almost effortlessly assimilated into the marketing, sales and business “infrastructure”. Generating massive results from day one.

It's a Marketing Consultant's Dream Come True!

For the past two years and after investing approximately **\$450,000** tying up the rights to market, I have discovered and assisted in the development of an integrated and sophisticated computer system which can literally transform challenging types of direct response clients into “lucrative rapid turn-around clients”.

The system, called OrderMotion, is a unique, seamlessly integrated and real-time web based operations and marketing solution developed specifically for direct marketers. Designed “from the ground up” to address the unique and special needs of the small to medium sized direct response oriented businesses, OrderMotion allows you to manage sales (direct mail, e-commerce, space advertising, catalogs and telemarketing) and fulfillment in real time, develop statistics and business metrics; monitor inventory; process payments from any source in any currency, and manage your customer base through fully integrated list management and call center capabilities.

And I'd like to offer you the opportunity of introducing this system to YOUR clients.

How to Ensure Your Marketing Programming Will Always Be Implemented with Maximum Success

Here's the extraordinary opportunity in a nutshell---

Since you already have *strong and enduring relationships* with your clients, you have the perfect opportunity/platform to offer them a **REAL solution** to the problems, challenges and dilemmas they face. In the process of helping them, **your own challenges** of getting your marketing strategies adopted & executed *will literally disappear*, because your clients will now have the information, the systems integration, the functionality, the accurate real-time reporting and direct response applications which previously were **THE barrier** to effective implementation.

The systems opportunity which I'm advocating you and I become partners in, could easily make clients **50 to 500% more profitable**, **100% more productive and effective**, **many times more strategic** (which equals long term sustainable profits), **PLUS---** they'll be able to quantify, measure, monitor and benchmark the results on a monthly, quarterly, and annual basis.

Maximize Your Own Practice Too...

You can also utilize the OrderMotion solution to maximize, multiply and fully manage the operations, performance, and the effectiveness of your own business. I will make it **available to you for almost nothing** – I'll charge you just my hard costs, just enough money to cover the operation and guarantee that you will see a **minimum improvement in your business profits of 25%** before I'll ask you to ever go forward and offer it to your clients. If you don't in a minimum time period of three months, provided only that you work with me and collaborate with me to

realize it for both of us, I will be glad to write your check back for the nominal commitment you have made.

Earn a Substantial On-Going Passive Service Income

The OrderMotion marketing and operations system is a “Fortune 500” sophisticated system, but without the \$250,000 to many millions of dollars price tag. Clients are charged a low per-transaction fee. As such, this solution produces a **continual revenue stream**. And since you and I would be strategic alliance partners, I’d be more than willing to give you the “lion’s share” of the reoccurring revenue stream generated – in fact, **50% of our profits**.

\$100,000 to \$150,000 per year, every year, of on-going, passive, residual income would not be an unreasonable expectation. This would be based on 20 average clients. The average small to medium sized marketing Consultancy I’ve analyzed has within it between 40 – 60 clients, counting past, active, and future clients... all who may be good candidates for this system.

How to “lock in” YOUR participation in this lucrative opportunity...

If you’d like to know more about this unique opportunity, **please call me at 1 253 912 1994 as soon as possible**. I must be fair and tell you that I only ever work with 20 consultants at any one time--- **MAXIMUM**.

I will work very closely with each individual marketing consultant, developing a custom program, that strategically helps you target your active, past, and future clients who are qualified for the OrderMotion system. For the foreseeable future, I will work with **ONLY 20** consultants at any one time, giving you my total attention so that you and your clients become wildly successful and profitable as a result.

Please call me at your earliest convenience at 1 253 912 1994. Candidly, your initiative will make a huge difference to me in my selection process. I am writing to ascertain your level of interest. If you are the type of marketing consultant who works day in and day out with direct response clients, especially those in the \$1 - \$2 million range whose inadequate systems are their major barrier to implementing your growth strategies – then this is a perfect opportunity for you.

In summary, I hope you can appreciate the opportunity my letter represents to you and your clients. I look forward to talking about it in greater detail.

I wish you the best of success with all your marketing and business building endeavors.

Warmly,

Kelvin Parker, Principal
Parker Marketing International

PS: If you can see yourself taking full advantage of this extraordinary strategic alliance opportunity (**for YOU** as well as your clients), **call me today at 1 253 912 1994**. For the foreseeable future, I am going to work with **ONLY 20** consultants at any one time.

PPS: If you wish to contact me by email and register your desire regarding this opportunity immediately --- my email address is kelvin@parkermarketing.com.