

THE HOWARD PARTRIDGE INNER CIRCLE

INSPIRATION TO IMPLEMENTATION



PHENOMENAL MARKETING SYSTEMS

THE

14



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



Phenomenal Marketing Systems

- ***Marketing*** is everything you do 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.



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



Is Not Marketing to Your
Existing Clients!



How Much Does it Cost? NOT!

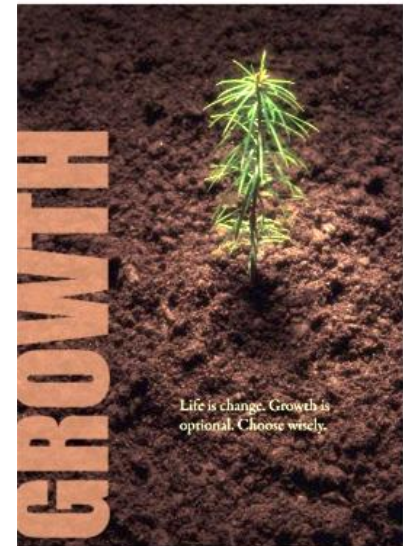
- Costs 500% more to get a new client than to keep an existing one.
- Easier to service
- 100% booking ratio
- Potential returns
- Repeat, Referral, Direct





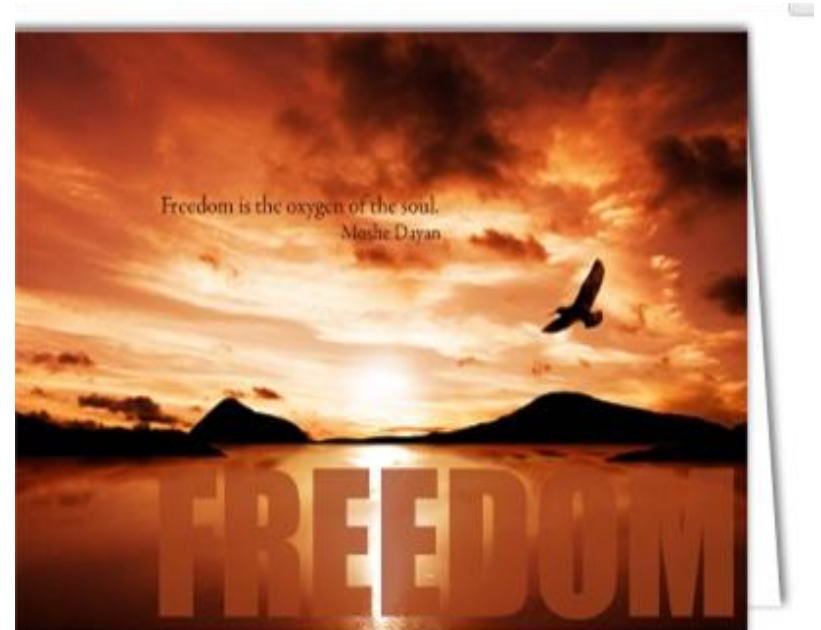
Double Your Business with this ONE System!

1. Increase price by 15%
2. Increase retention by 15%
3. Increase volume by 15%
4. Increase add on sales by 15%
5. Increase frequency use by 15%





Top Of Mind Awareness



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8 Steps to Take...





1. Automatic Follow Up Program

1. Thank You E-Mail
2. Client Survey
3. Automatic Thank You Card
4. Regular Follow Up Calls
5. Reminder Cards/Letters

keap

SendOutCards®
Appreciation You Can Touch™



2. Thank You Letter/Card Package





3. Annual Follow Up Calls

*“We were just calling to...
see how you are doing...
Let you know about our new...
Update our records....*

Hire/outsource someone to do this
daily!



4. Weekly E-Mail Newsletter

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Why E-Mail Marketing?

- Easy
- Cheap
- Fast
- Reach a LOT of People
- Test Your Copy
- Surveys
- Connect to Any Webpage!
- Note: NOT a Replacement for “Snail” Mail!

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How to Get E-Mail Addresses

- Have someone make 20 reminder calls per day
- Have a compelling OPT-IN
- Every time you service a client



5. Monthly Mailers





6. Recognize Special Occasions



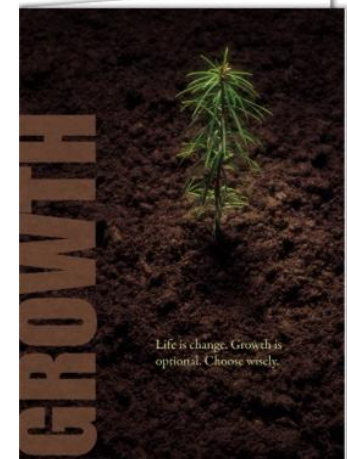
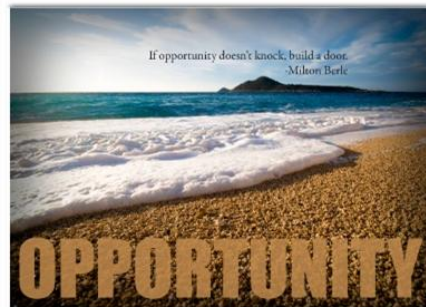
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7. Utilize Text Messaging

Persona Medical Spa: Reply C or tap [d34.me/3Z2ejnl](#) to confirm Howard's appt on Dec 1 at 3:50 PM. Can't make it? Call [\(713\) 630-0772](#) STOP=End msgs HELP=Help

11/29/18, 4:02 PM



Thank you for confirming your appointment. Please call us at [\(713\) 630-0772](#) with questions.

SMS with 14848134829

11/24/18, 3:02 PM

Persona Medical Spa: Howard has an appt on Dec 1 at 3:50 PM. If you need to reschedule call [\(713\) 630-0772](#). Reply HELP=Help. STOP=End msgs



8. Retarget on Social Media and Google



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Registration CLOSING Friday!

MARKETING MASTERY SUMMIT

Experts Reveal Proven
Black Belt Strategies



APRIL 2ND – 4TH, 2025

DISC CERTIFICATION | MARCH 31ST - APRIL 1ST

LEADERSHIP - APRIL 2ND | GAMECHANGERS - APRIL 5TH



How Members Are **GROWING** Fast without Paid Advertising

How to Use Public Speaking to **GROW** Your Business

How to (with Dr. Robert Rohm) **Market to the 4 DISC Personalities**

How to Build **R.I.C.H. Relationships** with Gift-Ology

How to Build Automated **E-MAIL Funnels** for Lead Generation, Lead Conversion, and Client Fulfillment (with Howard and Victoria)

How to **Master Your Online Marketing** (Katie Harris)

How to Use **A.I.** to Save Time, Money and Energy.

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Save the Dates! July 23-25



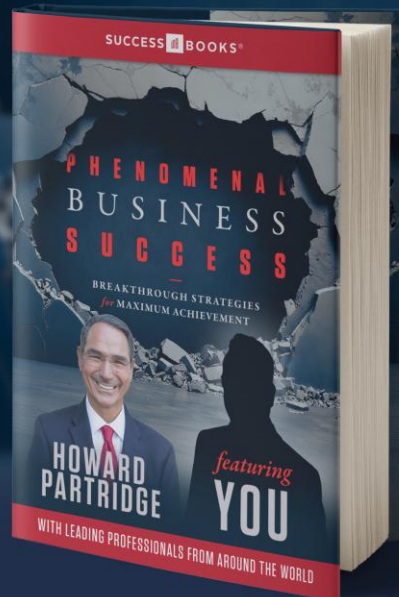
HYATT REGENCY CLEARWATER BEACH

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CO-AUTHOR A BOOK *with*
HOWARD PARTRIDGE



APPLY *to* BE A
CO-AUTHOR TODAY!

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Win a FREE CRUISE!

JOIN US

 Cheri Perry	 AC Lockyer	 Krystal Parker	 Johnny Ortiz	 Dave Kauffman	 Becky Davidson
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Tickets Available Now

 Robert Rohm	 Coach Nate Hearne	 Howard Partridge	 Jim Cathcart
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Turks & Caicos **SOAR • SUSTAIN • SCALE** *Nov 15 - 21, 2025*

 Tracy Beavers	 Michelle Prince	 Linda Merrill	 J. Scott Reib	 Matt & Katy Rush	 Connie Davis
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Inner Circle Coaching

