

**Parthiv Shah** is the President of Elaunchers.com, a locally grown & internationally known marketing automation company serving small & mid-sized businesses, professional services practices (dentists, orthodontists, CPAs, attorneys etc.) and elite information marketers. Parthiv has been an implementation craftsman & data scientist practicing big data in small business. In this book Parthiv describes the complex process of data harvesting, data warehousing, data analytics and data centric decision making in easy to understand language.

This book is complex, but not technical. In this book Parthiv draws parallels between how humans meet, date & mate to how companies prospect, pitch & close. In both relationships data flows in the exact same way. In both relationship the main thing, the secret sauce is TRUST. This book will help you build a deep, rich & meaningful relationship between you and your customers.

 13236 Executive Park Terrace  
Germantown, MD 20874  
**301.760.3953**  
pshah@elaunchers.com  
www.businesskamasutra.com

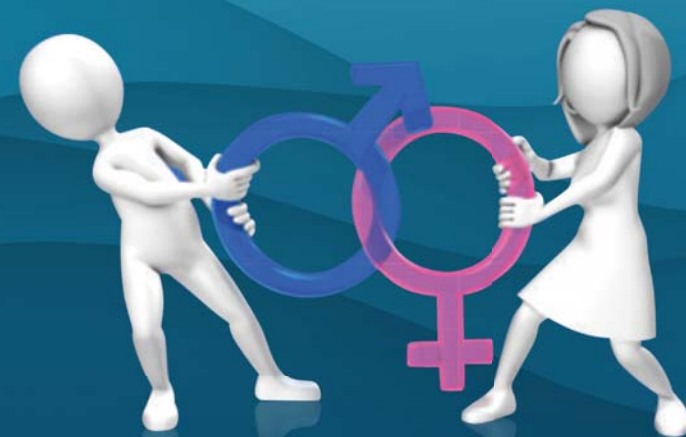
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# BUSINESS KAMASUTRA

FROM PERSUASION TO PLEASURE

*The Art of Data and Business Relations*

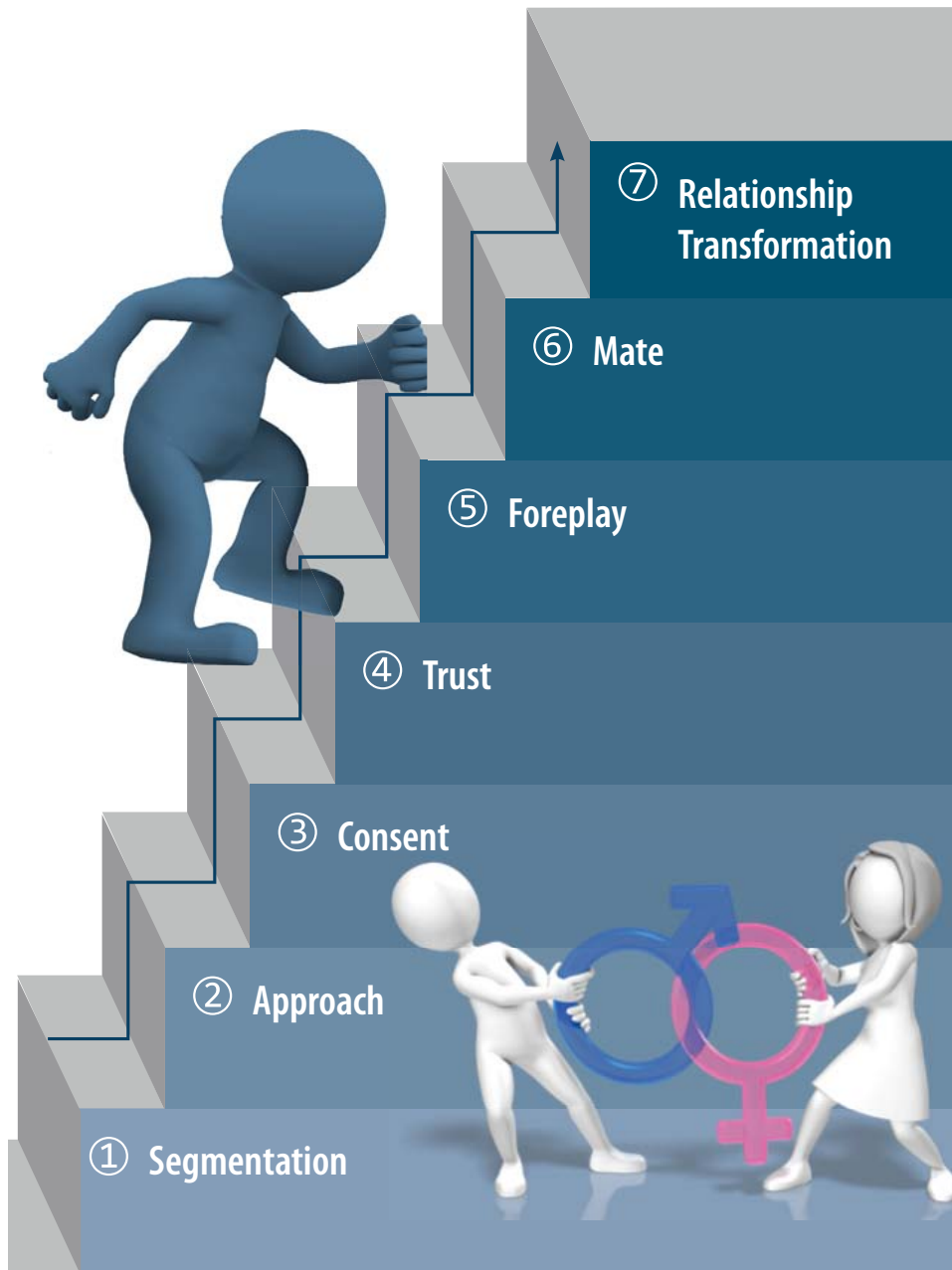


Foreword by Dan Kennedy

**PARTHIV SHAH**

WWW.BUSINESSKAMASUTRA.COM

# 7 Steps of Business Kamasutra



## Parthiv Shah

President, eLaunchers.com

pshah@elaunchers.com

Mobile: 301.873.5791

Direct: 301.760.3953

Office: 301.760.4940

Ext. 801

Fax: 301.540.0087

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## Foreword by Dan Kennedy

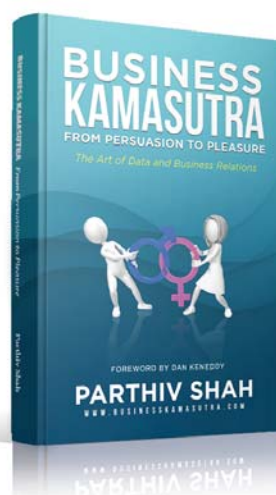
IF YOU LAID ALL THE BUSINESS BOOKS PUBLISHED THIS YEAR END TO END, you could probably walk to Mars and back - and be mind-numbed by the sameness and redundancy of so many of them. I write business books myself, so I am sensitive to the difficult challenge of breaking new ground. Of having a legitimate reason for existence, other than being a published author. It's not an easy hurdle to overcome. Most don't. Most can be ignored. Parthiv Shah's little book, *Business Kamasutra*, should *not* be.

"BUSINESS IS SEX" is a different, provocative idea. When he ran it by me, I encouraged Parthiv to, pardon the pun, flesh it out, and he has done so brilliantly and concisely. I have often said that marketing done well may be the most fun you can have with your clothes on. I co-authored one book on selling with a former, famous 'madam.'

Most of my strategies focus on attraction in place of pursuit, and consent in place of rape. I was practicing and preaching this long, long before phrases like "permission marketing" were popularized by others in corporate America. This little book puts structure and system and technology for implementation underneath these ideas.

THE CHIEF PROBLEM with which most business operators - small and large - wrestle is not understanding what needs to be done. Smart owners, professionals and executives get past that. But when they understand the dance they need to

do with the prospective customer, client, patient or donor, the seduction they need to succeed at, they are *ahead of competitors only in understanding*. And having only better understanding is akin to knowing 365 different sexual positions but staying home alone every night. IMPLEMENTATION separates those who score from those who don't. It's never just what you know, it's what you do, get done, can get done by others and by automation, and can get done right consistently. Parthiv is an implementor. He has, bluntly, a clever thief



inside him, that I am not always comfortable with, but then, the “swipe and deploy”, the aggregation of best strategies is what is often incorrectly characterized as “innovation.” Innovation is far too highly prized, when it is implementation that matters most. Schultz didn’t invent the coffee shop, and freely admits taking “inspiration” from European bistros. Jobs did not invent the computer - he mastered the merchandising of it as no one else ever has. Kroc did not invent the hamburger stand or “fast food.” This book gets from concepts to practical implementation. Which is where you want to be.

“Business Is Sex” is a really great conceptual way to understand relationships with prospects and customers, but without the methodology and means and resources of implementing, it’s empty.

**COMPLEXITY IS EMBRACED** in this book, and enabled by the suggestions late in this book. A current pet peeve of mine is the childish pursuit of simplicity. Businesses build sustainable advantage with complexity, not with simplicity. McDonalds is currently suffering in part because it is too simple a business, thus easily chewed at by countless copycat competitors. Disney is thriving because it is an incredibly complex business eco-system. PROCESS COMPLEXITY is an extremely valuable asset. As the KamaSutra greatly complicates sex but gives its master dramatic advantage in sustaining the interest of his lover(s), the ability to implement this Business Kamasutra gives sustainable competitive advantage to a company.

Too many business books are nothing but flowery words and foreplay, a romancing, with no consummation. Here, Parthiv has provided method and means for consummating change in your business.



Dan S. Kennedy  
Marketing Strategies and Consultant.  
Author, No B.S. book series including  
*No B.S. Guide to Ruthless Management of People  
and Profits.*  
[www.NoBSBooks.com](http://www.NoBSBooks.com)

# Lifecycle Marketing & Business Kamasutra Bundle



Please accept the LIFECYCLE MARKETING & BUSINESS KAMASUTRA BUNDLE as my special gift when you schedule your free 20 minute consultation.

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# Lifecycle Marketing & Business Kamasutra Bundle

The bundle includes:

- eLaunchers Concepts And Strategy Journal
- eLaunchers success blueprint
- Business Kamasutra book or e-book
- Business Kamasutra Benchmark Campaign Blueprint
- Lifecycle Marketing Diagram Wall Chart
- Lifecycle Marketing Planner
- Lifecycle Marketing Workbook
- Attract More Leads Worksheet
- Sell More, Earn More Worksheet
- WOW Your Customers Worksheet



## Testimonials

### Dr. Burleson - Missouri



“eLaunchers has helped our orthodontic office automate the process of attracting new patients, following-up with those patients and streamlining our communication in order to **increase referrals, decrease no-shows, and improve our bottom line.**”

### Dr. Moffet - Australia



“**The Internal Marketing Machine is the complete package.** It’s done for you, plug and play and it’s what every dental office needs.”

### Matt Zagula - President, First Financial Partners



“This guy has a **whole different perspective** on how to use your data.”

### Ben Glass - Attorney & Coach



“Leave the IMPLEMENTATION to that ‘Indian guy who always sits in the front of the room’, Parthiv Shah. He is tenacious. **You be the ringleader. Let Parthiv run the implementation side.**”





# Biggest Gift Ever!

20-60 Minute FREE private consultation with Parthiv  
[pshah@elaunchers.com](mailto:pshah@elaunchers.com)

**301.760.3953**

The FREE initial consultation is a power packed session helping you figure out what you can do with technology, web, data or print.

20 minutes is enough time for us to work on ONE problem, identify a solution and actually begin solving the problem. At the end of the initial consultation you would have figured out if we are meant to be together and if you choose to work with me, what are clear next steps. While we book the appointment for 20 minutes, I block the hour out, just in case you need extra time. While most businesses are different, most problems and their solutions are the same or similar. We can talk about list research, infusionsoft, technology, web, data, direct marketing, tribal marketing, lead generation, lead conversion, customer retention, referral marketing or any topic of your choice.





Dear Fellow Business Owner,

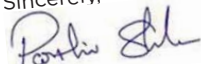
When I talk to a new prospect about data science, data neurology, data intelligence and data driven decision making; they usually don't understand me. No one wants to have a small talk about big data.

What started out as a funny conversation between me and my Infusionsoft rep couple of years ago about how to simplify my message turned in to a book & an Infusionsoft campaign. In this book I am drawing parallels between how humans meet, date & mate and how companies prospect, pitch & close. The seven steps of relationship building described the info-graphic are identical in both types of relationship building. Now, you can do this without automation and do it well when you only have to do this one relationship at a time, but in business, when you have to emulate this workflow with multiple 'dates' and 'mates' at the same time, you need an automation system like Infusionsoft.

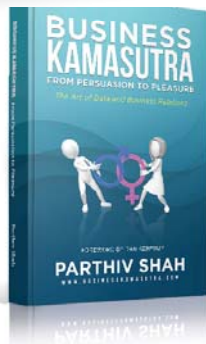
Implementation of Business Kamasutra workflow in your Infusionsoft will provide comprehensive, end to end functionality so your business can automate the journey for your prospects from 'persuasion to pleasure' in seven automated steps!

Thank you for your interest in Business Kamasutra. To request a copy of my book and a free 20 minute consultation please call my office 301.760.3953 or visit [www.businesskamasutra.com](http://www.businesskamasutra.com).

Sincerely,

  
Parthiv Shah

13236 Executive Park Terrace Germantown MD, 20874 | 301.760.3953 | [elaunchers.com](http://elaunchers.com)



**I am a data scientist.  
I practice Big Data  
in Small Business.**

**Translation:  
I Smell & Chase Money**  
- Parthiv

## Concept & Strategy

- 2 to 4 hour online consult with Parthiv
- Understanding Seven Steps of Business Kamasutra concept & Strategy
- Lifecycle Marketing Planner discussion
- Develop special offer and bait
- Establish tone & attitude of messages
- Round up all data
- Discussion and preparation of data for importing into Infusionsoft

# 01

## BUSINESS KAMASUTRA BENCHMARK CAMPAIGN

## Design, Layout, & Content

- Squeeze Boxes
  - Home Page
  - Thank You/Download (2nd Squeeze)
  - Final Thank You
  - Request Appointment
- Digital Assets
  - Free Report
  - E-Mail Header for follow up sequences
  - E-Newsletter Template
  - New Prospect Welcome packet
- Call to Action - print ready reply form

# 02

## Infusionsoft Setup

- Infusionsoft acquisition/setup or tune up
- Implementation of Business Kamasutra Campaign
- Data cleansing & preparation
- Import all lists in Infusionsoft
- Setup Tags & Lead Score system
- 7 multi- step email sequences
- Schedule an appointment form
- New Lead Welcome sequence
- Appointment confirmation email
- Appointment no sale sequence
- Appointment no show sequence

# 03

# 04

## Automation & Staff Training

- Business Kamasutra Campaign Training
- Basic Infusionsoft Training
- Review of all online resources & training material from Infusionsoft University
- Up to 3 'Get Unstuck' 20 minute live calls.

# Business Kamasutra Infusionsoft Campaign

