

MARKETING TECHNOLOGY BLUEPRINT FOR

BUSINESS KAMASUTRA: FROM PERSUASION TO PLEASURE

PLAN CREATED BY

PARTHIV SHAH



MY SUCCESS: A JOURNEY & A PARTY

- We started elaunchers in 2006
- I got hooked on to Dan Kennedy in 2009
- From 2009 to 2010 we doubled our revenues
- In 2010 we started our partnership with Montgomery College and created LEARN TO EARN Internship program.
- From 2010 to 2011 we doubled our revenues again and leased a small building in India
- From 2011 to 2012 we doubled our revenues again and started building a “Class A” team of top notch people in America.
- In 2013 we outsould 2009,2010,2011 and 2012 combined.
- In 2014 we bought our own office space, moved to our new headquarters in Germantown.
- In 2014 Dr. Hercules Pinkney, (Retired) President of Montgomery College joined Elaunchers.com in the role of Executive Leadership Advisor

MY SUCCESS: A JOURNEY & A PARTY

- Was that luck?
- Was that hard work?
- Am I a damn good salesman?
 - Actually, none of these are important.
 - What worked was a mathematical formula, a business process concept, an information workflow, a PROVEN way to make money
- In next few slides, that's what I want to share

WHAT DO I DO?

I am a DATA SCIENTIST

That means I smell and chase money

And my secret weapon is Big Data For Small Business

I have three strengths

I have an ability to spot an opportunity

I have an ability to paint YOUR picture with ME in it

I have an ability to know exactly when and how to ask for an order.

And these are not super-human strengths. These are all strengths given to me by my Data Science.

I can teach you the mathematical formula behind these strengths in under 90 minutes to anyone who understand basic math.

Seven step process

Segmentation

Approach

Consent

TRUST

Foreplay

Mate

Transformation of Relationship

WHO NEEDS IT?

For any business that has a complex message, or has a need to establish trust & credibility with a cold audience before asking for an initial purchase, this format is likely to work. It is so simple to make and it follows such a simple template, anyone with limited tech skills can deploy this. I have seen this format work for businesses in:

- Orthodontists
- General Practice Dentists
- Financial Advisors
- Lawyers
- Information Marketers
- Coaches and consultants



BUSINESS PROBLEM IT SOLVES

Business Kamasutra is a mindset and a workflow.

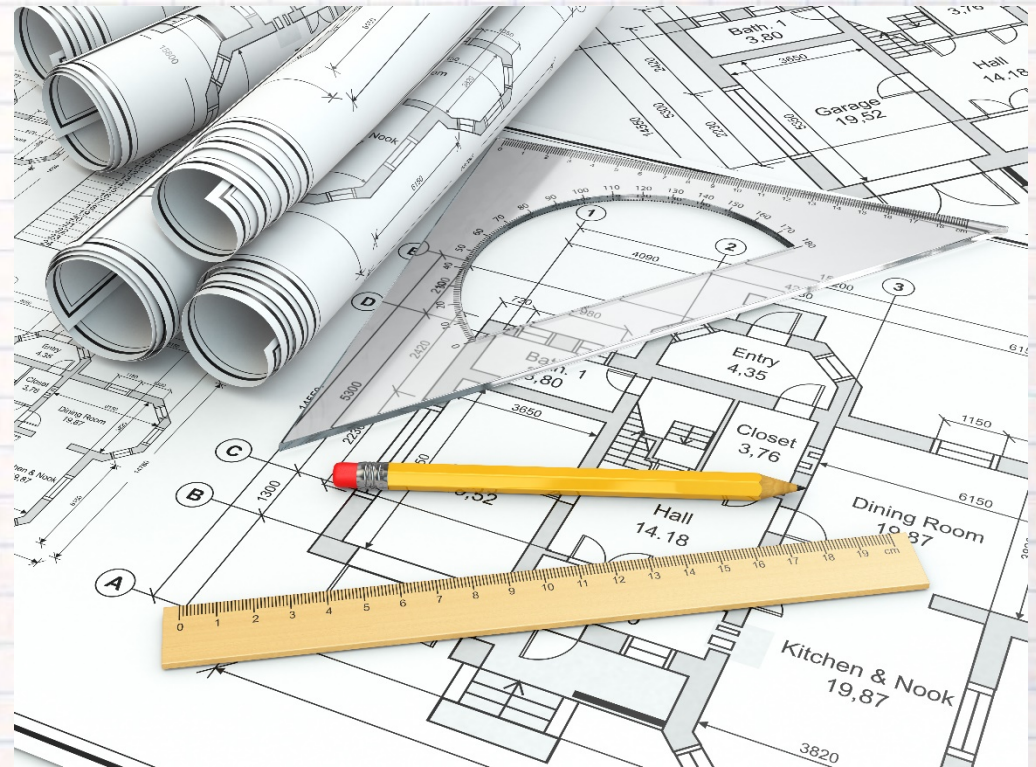
If you feel that the Business Kamasutra data workflow is the right data flow in your business, you will be able to use Business Kamasutra as a benchmark to standardize and systematize your business.

Business Kamasutra can become THE data processing system for your business that can help you program a choreography between your people and your paper-pixel-plastic marketing mix.



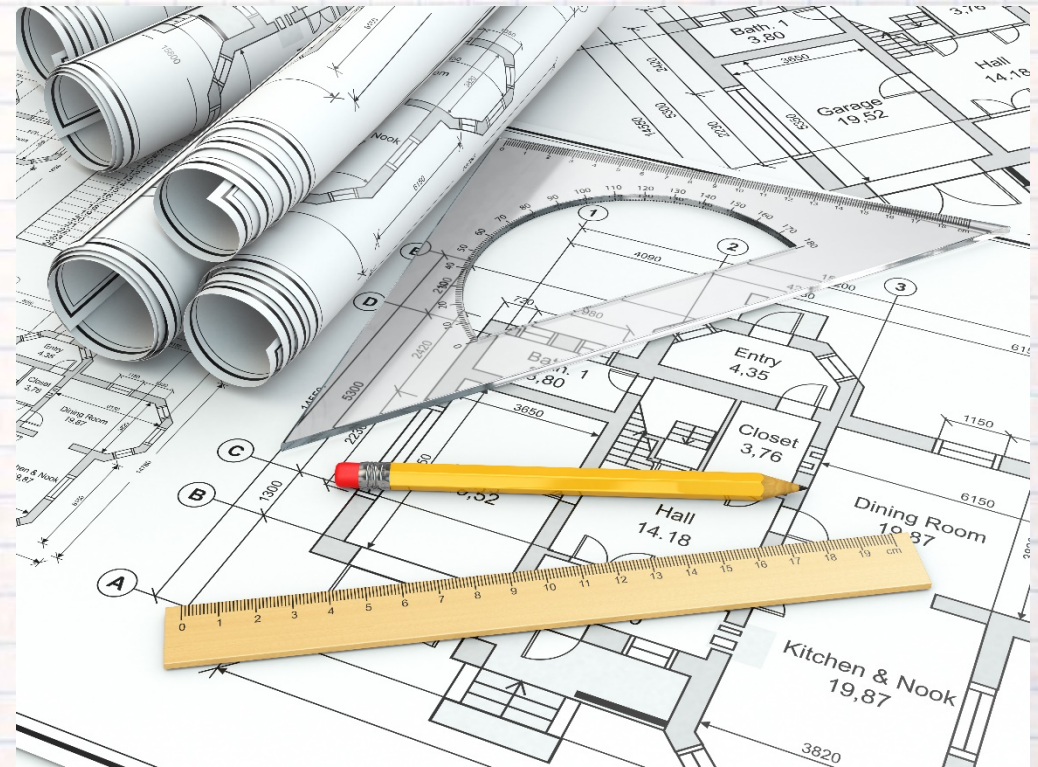
TECHNOLOGY USED

- Infusionsoft
- Graphic Design
- Print and mail
- Send Out Cards
- Fix Your Funnel



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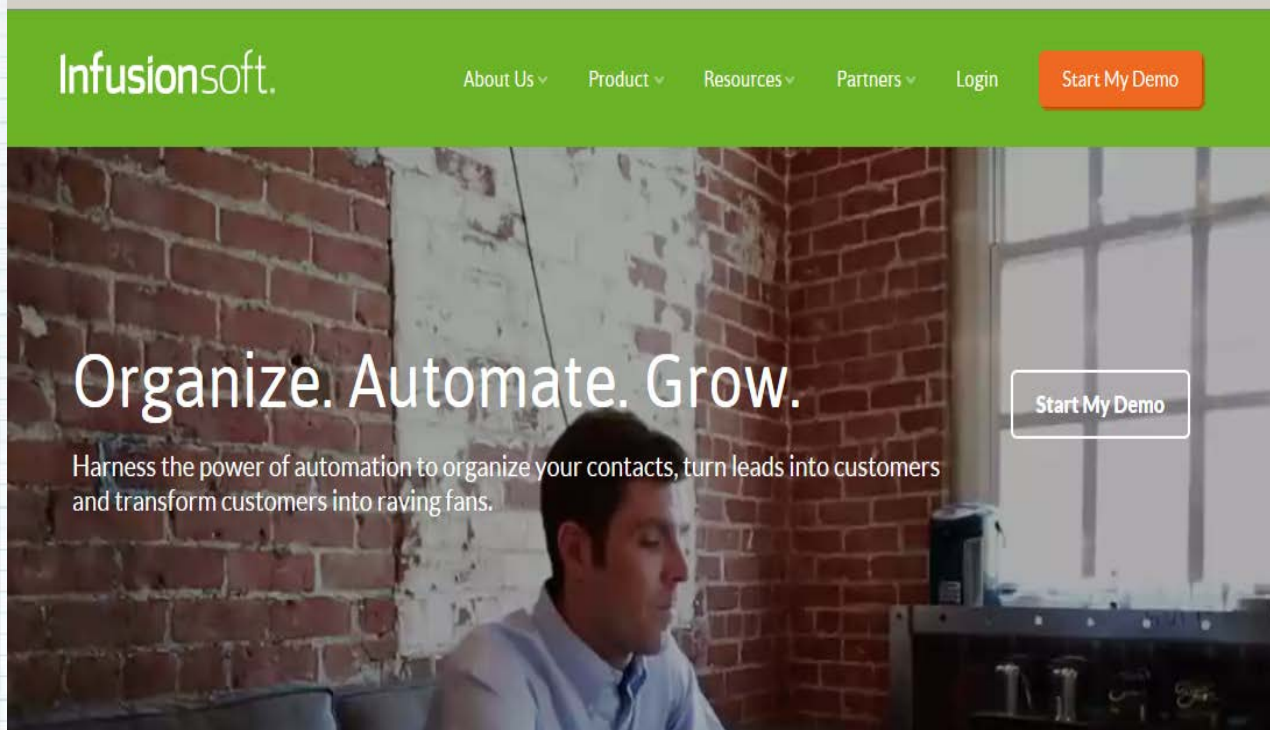


What do I do?

Lifecyclemarketingplanner.com

Businesskamasutra.com

WHAT IS INFUSIONSOFT



BUSINESS KAMASUTRA GIFTS



So, if someone goes to www.lifecyclemarketingplanner.com right now, they can download a digital copy of the book along with the companion lifecycle marketing planner.

LET US TALK ABOUT SEX

Sex (and Business) has a seven step process

- Segmentation
- Approach
- Consent
- Trust
- Foreplay
- Mate
- Relationship transformation & socializing

SEGMENTATION

STEP #:

1

- Who you are
- Who you are for
- How do you want to please them
- Do they want to be pleased that way?
- Do you have the capacity to please them the way they want to be pleased?
- Are YOU OK with the paycheck that comes with pleasing them that way?



APPROACH

STEP #:

2

- Now that you know who you are after, you are going to....
 - Organize
 - Orchestrate
 - & Execute
- Your Approach
- Remember the rules:
 - Show up like no one else
 - Everyone wants the same prize
 - Make multiple attempts
 - Use all media necessary
 - Deploy ALL media simultaneously so they will notice you

CONSENT

STEP #:

3

- If the approach works you will get a Consent
 - Or a rejection
 - Or a brush off (neglect)
- What do you do when you get consent?
 - Acknowledge consent and express gratitude
 - Do it promptly
 - You got consent for dating, not mating.
 - So, your message on approach should have been focusing on dating not mating.

TRUST: IT'S A MATHEMATICAL THING

STEP #:

4

- TRUST is a qualitative variable that can be predictably quantified.
- You can establish trust by sharing information that they do not have.
- You can elevate trust by listening to what they are saying, compute what you hear, forecast what they want to hear and say what they want to hear without breaking the symphony of communication.
- When you withhold information or when they don't understand you, it creates turbulence in the trust relationship.
- When the trust is elevated to a 'point of monetization' both parties are ready for mating.
 - You went in to the relationship with an intent to mate.
 - You are just waiting for them to be ready for the act.

READY TO MATE? (NOT YET...)

STEP #:

4.5

- This is your first time with them...
 - Be careful
 - Be gentle
 - Be on your BEST behavior
- Most important, engage in foreplay
 - Don't rush in.
 - How you make them feel is VERY important.

FOREPLAY BEFORE YOU MATE

STEP #:

5

- They would want to mate more
- They would want to mate more often
- They will be forgiving when you are off your game
- When they tell their peers about you, they are not going to get excited about your segmentation, approach and trust building... they are going to talk about the foreplay.
- How you make them feel is far more important than what you do for them and how valuable it is to them.

NOW YOU ARE READY TO MATE

STEP #:

6

- Go ahead and mate.
- Deliver what you promised.
- Here's the secret
 - Don't promise what you can't deliver.
 - They don't expect you to take them on an enchanted journey.
 - They just want you to do what 6
 - you SAID you would do.
 - AND they want you to do what they THINK you should do.
- So, keep track of what you said and keep track of what they think.
 - That's what you need to do to make & keep them HAPPY

TRANSFORMATION OF RELATIONSHIP

STEP #:

6

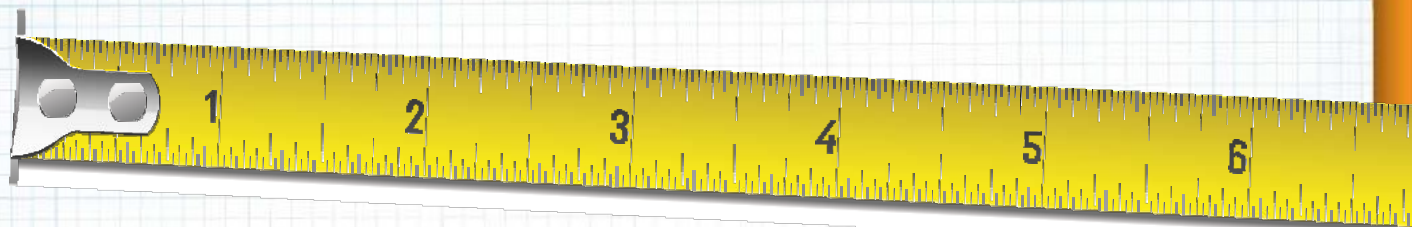
- So you mated, now what?
- Do it again
- Do more of it
- Get testimonials
- Get referrals
- Transform a transaction in to a life long business relationship and friendship



MEASURING RESULTS

STEP #:

M1



Campaign Budget & ROI Calculator

Total Campaign Cost	\$0
ROI	#DIV/0!

Enter values into red boxes

Staff	Person A	Person B	Person C	Person D	Person E	Person F	Person G	Person H	Person I
Annual Salary	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Hours worked per year*	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800	1,800
Hourly rate	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Hours worked on campaign	0	0	0	0	0	0	0	0	0
Cost to campaign	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total staff cost	\$0								

* based on working 35 hours, 5 days per week, 48 weeks a year

External Marketing Cost

Number of recipients	1000
Cost to send all emails	\$0
<i>Cost to send each email</i>	<i>\$0.00</i>
Cost of total direct mail postage	\$0
<i>Cost to send each direct mail</i>	<i>\$0.00</i>
Cost of total direct mail printing	\$0
<i>Cost of each direct mail printed piece</i>	<i>\$0.00</i>
Cost of total direct mail labor	\$0
<i>Cost of each direct mail labor</i>	<i>\$0.00</i>

Campaign ROI Calculator

Cost of whole campaign	\$0
Cost per recipient	\$0.00

Expected response rate**	2%
Number expected to respond	20
Cost Per Lead (CPL)	\$0

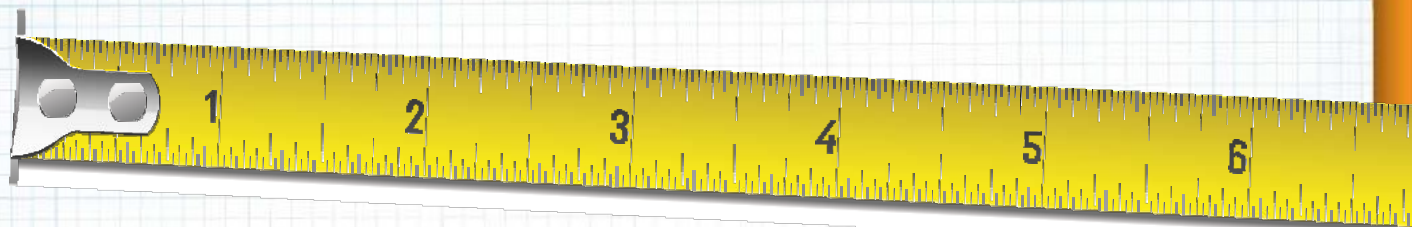
Expected conversion rate***	85%
Number expected to convert	17



MEASURING RESULTS

STEP #:

M2



Marketing Budget Breakdown

Enter values into red boxes

Top line	
Starting Budget	\$250,000
Budget Spent	\$0
Budget Remaining	\$250,000

Marketing Staff	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Sub Totals
Salaries	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Benefits	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Payroll Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Bonus	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Expenses	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sub Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Market Research	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Sub Totals
Surveys & Research	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Demographics & List Rental	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Other	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Sub Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

External Marketing	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Sub Totals
Direct mail	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Website (SEM, PPC, Maintenance, Optimization)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Email marketing	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Print Advertising (Newspaper, Magazine, etc.)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Online Advertising (Banner Ads, Mommy Blogs, etc.)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Radio Advertising	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Television Advertising	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0



IN SUMMARY

- A website makeover does not necessarily mean you need a new look & feel, new branding, new message or new content.
- You do not need a 'huge' budget to build a decent WordPress Website that is anatomically correct, captures responses and adds to your Infusionsoft and is mobile friendly.
- You can hire any competent webmaster to build a website that works.
 - All professionally trained webmasters are competent at building and managing your website.
 - If you are a physician, surgeon, dentist, orthodontist, financial advisor, info-marketer or other business professional, you are not a professionally trained webmaster.
 - Find someone you can trust, give them your blueprint and let them do their job.
- Here's what you can do yourself on a WordPress website:
 - Add, change and delete content.
 - Write and post blog entries.
 - Add and remove pages.
 - Add unstyled HTML code from Infusionsoft web form and create your own squeeze form.
- Here's what you should consider outsourcing to a professionally trained webmaster.
 - Hosting management and cyber security.
 - Routine maintenance to WordPress theme, Plugins and Widgets.
 - Administration of DNS records, MX records, A records. (If you don't know what this is, please don't touch it. You will break something and your webmaster will not know what you did.)
 - Anything that requires access to FTP or cPanel login.
- You still need good content that is human friendly and search engine friendly. Seek professional help for copywriting, content development, search engine marketing and social media integration. Visit www.trainingbusinesspros.com to learn more about how you can study these principles.

ELAUNCHERS.COM

- We are a Germantown, Maryland based Full Service Marketing Technology Implementation Company that is locally grown and nationally known for being the Gold Standard of technology commercialization.
- We learn concepts and strategies from conferences, seminars, events, masterminds and private client one-on-one discussions and build standardized, systematized and documented workflow to implement the concepts and strategies using off the shelf technologies available on the market.
- **The SECRET Sauce:**
 - No one off the shelf technology will ever provide an end to end solution to any business problem.
 - Big Idea is to dissect the business problems in to pockets of problems that off the shelf technology can solve.
- **Our Core Belief:**
 - Technology can standardize, systematize and automate anything a human can do.
 - Start with solving the problems using highly intelligent humans (subject matter experts).
 - Create a Project. Dissect the project in to deliverables, milestones, task-lists and tasks.
 - Observe the SMEs. Identify their work pattern in to 'logic', 'mathematical computation', 'repetitive motions' and 'variety of maneuvers'.
 - Identify volume, verity and velocity of data affected by the task and task lists.
 - Identify variables in deliverables and milestones.
- **The Process of Developing Our Technology Ensemble**
 - Based on what you learned by observing subject matter experts, layout a 'data diagram'. Observe how data moves from task to task and task list to task list.
 - Create an appropriate ensemble of off the shelf technologies in the right chronological sequence. (This is equivalent of 'system architecture' in custom programming environment).
 - Transport/migrate packets of data from point A to point B and facilitate cross-system, cross-platform data translation using API calls, HTTP posts, XML data push, XML data pull and Trojan.
 - Test the final output of the ensemble against a benchmark set by tasks performed by humans.