

Creating your PROFITABLE 2017 Marketing Plan

“Your next generation of high value clients”



Developed and Presented By:

Edward Zia – Marketing Mentor & Blogger



The Power of the Marketing Plan

- Allows you to plan ahead and determine what you require.
- Turns stress into productivity.
- Increases your probability of reaching revenue / money targets.
- Critical to discuss with others (e.g. stakeholders, family and partners).
- A very logical play based on decades of entrepreneurial and academic backing.



It's my Passion to help you:

- Get more PROFITABLE high value clients.
- Increase your REVENUE.
- Create more TIME for what you love and your family.



We are here to help!

- This Content is from me to you. Recording in the Vault!
- If you like what you hear, I'm here to help and I love being hired and appreciate any referrals and shares of my content on Facebook.



About Edward Zia

- Generated over \$100 Million Australian Dollars for my clients.
- Worked with thousands and helped many go from ZERO to Six Figures in less than 12 months.
- Post Graduate in Marketing from Monash and Fellow CPM with the Australian Marketing Institute.
- Disciplined Ex-Military / Fed and very well connected.
- I always hit new events and work with top companies & enterprises across town.



You can get a copy of these slides + please share!

- If you want a copy of these slides, please just email me at edward@excellenceabove.com.au
- I have lots of free materials on FB, my blog and newsletters – please share it with those it can help.
- If you aren't already – I'd love to work with you. Stay tuned for the options.



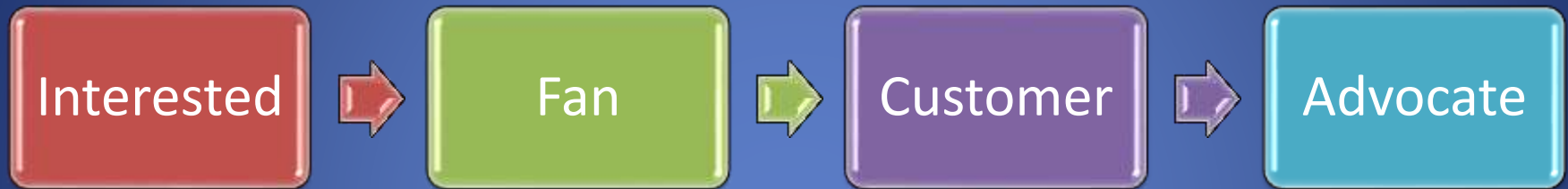
Educational Advice, Accreditation & IP

- As a Marketing Mentor and Certified Practising Marketer it holds myself and my business to the highest ethical and personal development standards of my industry.
- The Information Content in this Presentation is of General Advice and Education only and is not intended to constitute personal advice (for that please contact me for Personal Sales & Marketing Mentoring).
- All materials are Developed, Produced and Originally Marketed by Edward Zia of Excellence Above.
- Copyright © 2016



Strategic Considerations:

The time it takes to get a client



- The plan helps you factor this in and consider it with reality and pragmatism.



Strategic Considerations: Place the customer first



Thought for 1955

WHAT IS A CUSTOMER?

- ★ He is the most important person at your station.
- ★ He is not dependent on you . . . you are dependent on him.
- ★ He is not an interruption of your work . . . he is the purpose of it.
- ★ You are not doing him a favour by serving him . . . he is doing you a favour by giving you the opportunity to do so.
- ★ He is not an outsider to our business . . . he is part of it.
- ★ He is not a cold statistic . . . he is a flesh-and-blood human being with feelings and emotions like your own, and with biases and prejudices.
- ★ He is not someone to argue or match wits with . . . nobody ever won an argument with a customer.
- ★ He is a person who brings you his wants . . . it's your job to handle them profitably to him and to yourself.

Strategic Considerations: Quality and in-demand

- You're Marketing is only as good as the quality of what you do and the people who are willing to pay for it.
- The stronger your business, the better the service / product, the easier it is to market effectively.



Strategic Considerations: Abundance Thinking

- You're Marketing is a reflection of what is going on inside your head.
- “Abundance Thinking” 101 is having an achievement, growth and “I will win” mindset despite the present situation.
- It's a mindset of openness, new ideas and finding solutions in problems.



Going Back to Where it All Began...

- The basis of planning actually comes from the world's earliest military.
- It originates from the idea of one attacking another and having all their 'moves' in advance that are likely to win.



Making your marketing POWERFUL

- A strong marketing plan looks beyond the surface into the business to *make sure* it's setup to succeed.
- The stronger the business; the easier and more effective your marketing becomes.



Key Strategic Considerations

- Where do you want to be Business Wise 1 year from now?
- What do you do? How do you want to go about it? What ideas do you have?
- What Opportunities do you have? What Challenges are there?
- How much would you like to earn?
- What is the level of Speed / Focus / Time Pressure you have to achieve this?



Key Marketing Considerations

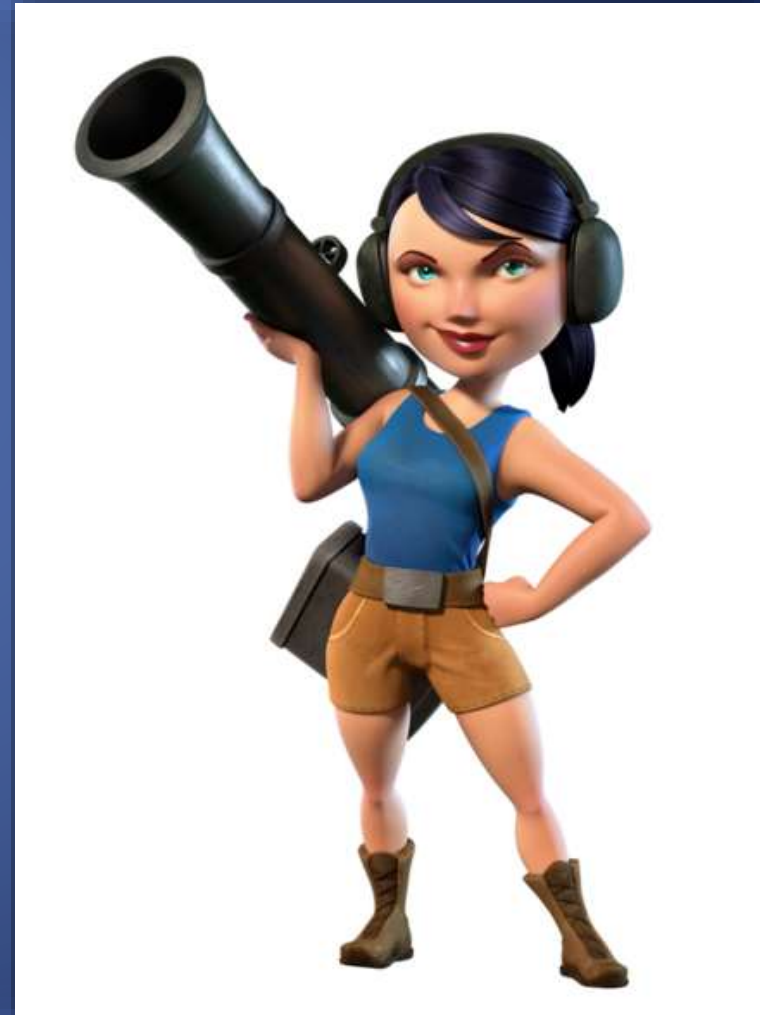
- A plan must make financial sense and for many it's ideal to think from the viewpoint of “High Return & Low Cost Marketing Strategies”.
- The less you spend to get MORE high value clients lowers risks and makes you more profitable.



Top 10 Favourite High Return & Low Cost Strategies

1. Your Marketing Edge
2. A Compelling Image & Identity
3. The most Powerful High Conversion Website
4. High Value Business Networking
5. Social Media Domination
6. Email Marketing
7. Trusted Friends & Partners
8. Running Free Valuable Events
9. Public Relations & Speaking
10. Superior Technology & Lightning Reflexes

** See the Vault Library for more.*



Acknowledgments for The Plan!

- Greg Hudson is a semi-retired Marketing Leaders that taught me a precursor to this process 15 years ago.
- Brilliant – LinkedIn him and connect.



Page 1 of 3: The Business & Marketing Plan

- Business Statement, Vision and Goal for Next Year.
- Key Factors and Areas to be Cautious Of.
- Tactical Initiatives.



Business & Marketing Plan 2015 (Edward Zia)

Business Statement, Vision and Next Year Goal:

- Edward Zia's Business & Personal Goals are to build on strengths to successfully carve out spot in "Awesomeness" of being a Sales & Marketing Thought Leader for Australian Small Businesses.
- This is through continued Excellence of Providing Free Materials and Tools, Sales & Marketing Online Products that can be accessed by anyone, Growth of 4Networking to support this, compelling workshops and Private Mentoring & Consulting for awesome people.
- Integrity, Transparency, Trust and Technological Leadership is everything in Excellence Above with the Financial Objectives to have maintained Consulting Revenue with 20% less hours worked and be billing at least \$6,000 / Month through Residual / Product Income Sources.
- It's important that personal success comes as a result of helping others succeed – all transactions are on a "Win / Win" basis as part of Edward's Creed.

Key Success Factors and Areas to be Cautious of:

- As Online is a key vehicle - the key supplier of MindArc must be working effectively, quickly and dealing with bugs, updates and issues as quickly as possible.
- Generated Content must be intelligent, pointed, Sales & Marketing Driven and support Edward's Online Activity.
- 2013 & 2014 was marked (mostly earlier on) with key people taking advantage of 4Networking and Edward's kind nature. It's critical to stay vigilant as the storyline progresses.

This Year Tactical Initiatives:

- Launch at least 3 x Premium Workshops in collaboration with key partners.
- Address / MC / Inspire at least 4 x High End Events.
- Complete at least one price rise (Private Mentoring & Online Products).
- Continue to Grow / Support 4Networking in a Strategic Sense.
- Restructure operations to build a pleasant life or working awesomeness.
- Heavy / Extensive Online Facebook Campaign.



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Page 2 of 3: 90 Day Action Plan

- This is for planning projects and big items.
- 30, 60 and 90 Days – a great tool for curing overwhelm.



90 Day Project / Action Plan

Urgent (within 30 days):

- Launch Awesome Marketing Vault 2.0 with success and signups.
- Generate & Optimize LeadPagesSM / Online Capture Systems.
- Update Sales Funnel and Online Conversion.
- Commence Heavier Facebook Campaign.

Important & Critical (within 60 days):

- Continue to Update Awesome Marketing Vault 2.0 with compelling content and information.
- Improve / Grow the Webinar Program and consider a 3 x week Calendar to drive research here (as Database Size / engagement increases).

Important & Coming (within 90 days):

- Research new "Google Friendly" methods of driving traffic to the Website.
- Learn more advanced Facebook Strategies for success.

Concepts & Future Developments:

- Review another trip to the 4Networking United Kingdom.



URGENT Within 30 Days	SORT OF URGENT Within 60 Days
IMPORTANT & COMING Within 90 Days	NICE IDEA, ONE DAY! 90 Days & Beyond

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Page 3 of 3: KPIs and Tasks

- This is not so much the “Outcomes” but the actual “Tasks” required each week to achieve the results you want 1 year later.



Weekly KPIs for Edward Zia 😊

2 x Networking Events

2 x Coffee Chats

3 x Pro-Active Referrals for others

7 x Blog Posts

7 x Facebook Posts

1 x Friday Email Newsletter

4 x Fitness Slots (60 Minutes each)

1 x Public Speaking Event (per month)

1 x AMW Update (per month)

Mission for the Quarter:

Continue working with Premium Clients, Helping the 4Networking Sydney Community and Build Online Sales & Success with Automation

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Thousands of formats?

- Writing a business & marketing plan can be tricky, mainly because there is no such thing as an “agreed” format.
- www.business.gov.au is the Australian Government version – often used for bank funding and investors.
- Do what works for you.



Your Plan is For You!

- Outside of Partnerships, Investors and Banks – YOUR PLAN is YOUR PLAN.
- You may be the type of person that needs 50 pages (probably not). Please do it.
- You may need NOTHING but the fact you think it through is all you need. Please do it.
- The “3 Pages” has worked for the many hundreds of Private Clients I have had over the years!



More planning questions to consider

- What is your goal for the year?
- What did you totally stuff up? What did you totally nail?
- What unexpected threats hit you?
- What unexpected wins came out of the wood work?
- Why did this all happen?



More planning questions to consider

- What is happening in the industry?
- What are your “worthy competitors” up to?
- What have you seen your competitors totally win or stuff up at?
- What are your favourite companies?
- What do your avatar clients say about you?
- What do you do average at?
- What do you excel at?



More planning questions to consider

- What type of character / client do you like to have?
- Can you increase your prices fairly?
- What new technology, products, services can you launch?
- Where is the market going?
- What are realistic results?



More planning questions to consider

- How does this all fit with your goals?
- Where would you like to see yourself in one year later?
- What “ideas” have you come up with?
- What new technology do you think you may come up with?
- What personal development do you need?
- Who can you trust to read it?



Step by Step Moves / Checklist

1. Ensure your business is strong and working.
2. Spend some time working through your plan to get it right.
3. Document everything.
4. Test it with your Professional Advisor's / Mentors.
5. Attack it / play devil's advocate.
6. Take action with us.
7. Use wins / losses to adjust your play.



Honourable Mentions

- Come up with something realistic, but challenging.
- Make sure it's sustainable.
- Plan for problems, in fact – expect them.
- Be sensitive to wins.
- Try and understand “why” things happen.
- Watch for the trends.
- Do it for yourself!



How I can help you

- Help you create your Marketing Strategy & Plan.
- Mentor, Motivate & Inspire you.
- Get key strategies off the ground with you (e.g. website, email marketing, FB, LinkedIn, Pitch, Business Networking Skills).
- The Awesome Marketing Vault Mentoring Program is a great way.



Resources to help you get started

- **My Blog ‘The Edward Files’:**
 - I write daily articles on Marketing, Business and Entrepreneurship.
- **Join my Email Database:**
 - Scroll down the bottom of my website for Marketing Insights and Live Events.
- **FREE Access to Module 1 of my ‘Awesome Marketing Vault’:**
 - Click ‘Free Trial’ on homepage of my website.
- **Follow me on FB & Please add me:**
 - Edward Zia (Personal Page)
 - Awesome Marketing with Edward Zia (Business Page)



Go Premium!

- If you like what you see, let's get to work on your Marketing and Business Growth ASAP. Love to speak 😊
- The Awesome Marketing Vault gives you access to the Strategies and personal ACCESS to me for \$97 / Month.
- For more options, check out the 'Mentoring' tab on my website.



Acknowledgements, Thanks & Credit

- For the imagery & concepts – we'd love to thank and acknowledge the awesome:
 - XCOM 2 (2K Games)
 - Spock from Star Trek (TOS)
 - Eric Cartman & South Park (Awesome)
 - Fallout, Vault Boy & Bethesda Softworks
 - Martha Arifin from Trusted Web Expert
 - Gordon Ramsay, The Queen
 - TEDx, ACMA, Mailchimp, Boom Beach.
 - Donald Trump
 - And everyone else who helped make this awesome!



Thank you from Edward Zia!

- I appreciate your attention and I trust you enjoyed the materials!
- I would love to take things further, so feel free to contact me if you need some assistance!

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