

Business Statement, Vision and Next Year Goal:

- By December 2017; Edward Zia is to be known as Sydney's Leading Marketing Mentor by footprint in the Sydney.
- The goal is to continue organic profitable growth of the business 30% year on year through a combination of Awesome Marketing Vault, Workshop and Personal Consulting Revenue.
- The Awesome Marketing Vault is the primary product and the goal is to achieve the growth and achieve this as 50% of the business revenue.
- This is through superior Events, Facebook, Email Marketing, LinkedIn, Business Chambers and personally connecting with people.
- The logic is a powerful meld of 'Online and Real World Marketing' to win and win big.
- **A successful 2017 paves the way for fun times and also to make serious expansions to the business in 2018.**



Areas to be Cautious of:

- Cashflow is king; make sure people pay on time with great process. This requires regular follow ups.
- Stay connected with people, leads, meet Face to Face and don't let contacts fade away.
- Drive attendance of events and personal experience.
- Only welcome awesome, kind and win/win minded people into the community.
- **Community building and great support is everything.**



Key actions:

- Run great events weekly (F2F and Webinars).
- Stick to heavy social media.
- Follow up personally.
- Work at high value events.
- Lead by example.
- **Great flow, process and systems.**



90 Day Action Plan

Urgent (within 30 days):

- Run great workshops.
- Speak to at least 30 people a day.
- Focus on Awesome Marketing Vault growth.
- Look after customers with love.
- Maintain cashflow and collection.



Important & Critical (within 60 days):

- Continue videos, development and lay down great work.
- Focus on the Awesome Marketing Vault.

Important & Coming (within 90 days):

- Look at increasing FB advertising and foot print.

Future Tech:

- Explore some type of get away and Boot Camp for everyone.
- Could be 4 days, Hunter Valley Accor.
- Some type of Marketing, Entrepreneur and Healing Get Away.





Weekly KPIs for Edward Zia 😊

2 x beautiful events (Chambers + Own)

4 x face to face meetings

30 x personal contacts per day

1 x cashflow follow up

7 x blog posts

30 x Facebook posts

1 x Friday AM newsletter

1 x Monday Event invite newsletter

1 x Personal Client Sweep

The Why:

Build a foundation. Help people WIN BIG.

WIN BIG yourself! Residual Income.