

Business Statement, Vision and Next Year Goal:

- By December 2017, Edward Zia is to be known as Sydney's Leading Entrepreneur Marketing Mentor by footprint, good will and reputation.
- 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 Mentoring Revenue.
- The Awesome Marketing Vault is the primary product and the goal is to build this up to 30% of the overall business volume.
- This is through running continually excellent events, connecting with people every day, being a key helping figure in the business chambers and superior online.
- It's critical to use the whole Marketing Mix incredibly well so it just works.
- This plan needs to be reviewed extensively over the Christmas break.
- **A successful 2017 paves the way for serious expansion and moves to be made 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.
- Increase the size of workshops and make them as powerful as can be.
- Only welcome awesome, kind and win/win minded people into the community.
- **Community building and great support is everything.**



Key strategies / actions:

- Run fortnightly events delivering an exceptional experience with a minimum of 20 persons live.
- Run fortnightly Live Webinars with great content and reach.
- Leverage NSW Business Chamber for meetings, exposure and high value meetings.
- Daily posting, personal follow up and connections.
- Leverage key leaders of influence from business, political, spiritual and entrepreneurial areas.
- **Success requires an incredibly strong, focused daily play so every moment adds up to overall victory conditions.**



90 Day Action Plan

Urgent (within 30 days):

- Update Corporate Profile.
- Run a powerful end of year workshop program.
- Stay connected with everyone.
- Drive NSW Business Chamber Project.
- Drive Vault Membership with Daily Posts.



Important & Critical (within 60 days):

- Update website.
- Keep a strong array of workshops coming.

Important & Coming (within 90 days):

- Hit the 2018 program incredibly strong.

Future Tech:

- Review Mastermind Program.





Daily:

10 x Personal Contacts

3 x Social Media Posts

1 x Blog

Weekly:

1 x Awesome Marketing Insights

2 x Meetup Group Blasts

1 x Invoice & Cash Follow Up

2 – 3 x NEW Face to Face Meetings

Monthly:

2 x Live Webinars

2 x Live Workshops

1 x Review

Key Outcome:

Be active, well regarded, highly respected through results and continual deeds.