

### Business Statement, Vision and Next Year Goal:

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- By December 2018, Edward Zia is to be Sydney's TOP Entrepreneur Marketing Mentor by footprint, good will and community.
- The goal is to continue organic profitable growth of the business 50% 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 at least 50% 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.
- **Success requires Edward (me) to WIN BIG, meet people all the time, own the Business Chambers, run incredible events and put our incredible FB Lives, LinkedIn Videos, Blogs and Content. ALL THE TIME!**



### Areas to be Cautious of:

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- Cashflow is king; make sure people pay on time with great process. Move on old customers who are bad payers.
- Stay connected with people, leads and meet Face to Face.
- Run repeating massive workshops.
- Only accept wonderful people in the community.
- **Community building and great support is everything.**



### Key strategies / actions:

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- Run fortnightly events delivering an exceptional experience with a minimum of 30 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.
- Daily work and building on FB and FB Advertising (especially the FB Remarketing to drive the Vault).
- **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):

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- Update Corporate Profile.
- Update Website.
- Launch Next Gen Packages & New Pricing.
- Lose weight and improve endurance, health and strength.
- Drive Vault Membership with Daily Posts and Sales.



## Important & Critical (within 60 days):

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- Drive NSW Business Chamber Project.
- Launch Meetup HQ events with enhanced program.

## Important & Coming (within 90 days):

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- Next Gen Vault Initiatives.

## Future Tech:

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- Review Mastermind Program / Premium Gathering.



### Daily:

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10 x Personal Contacts

3 x Social Media Posts

1 x Blog

### Weekly:

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1 x Awesome Marketing Insights

2 x Meetup Group Blasts

3 x Facebook Lives Lives

1 x Invoice & Cash Follow Up

3 x NEW Face to Face Meetings

### Monthly:

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2 x Live Webinars

2 x Live Workshops

1 x Review



### Key Outcome:

Active, Strong, Powerful, Caring, Community Focuses and BUSY  
WINNING, WINNING and WINNING!