

Business Statement, Vision and Next Year Goal:

- By December 2018, Edward Zia is to be Sydney's #1 Entrepreneur Marketing Mentor & Coach by footprint, goodwill and love for his community.
- This is through organic PROFITABLE growth with the Awesome Marketing Vault, Premium Workshops, Personal Coaching and High Value Consulting Projects (with a 50% growth target for the Vault).
- **Success requires powerhouse Events, Social Media, Selling, working with the Business Chambers and helping people WIN BIG!**



Areas to be Cautious of:

- Cashflow is king. Make sure people pay on time with great process. Move on people who don't share our win / win values.
- Stay connected with people in the real world and keep the content coming!
- **Community building and great support is everything.**

Key strategies / actions:

- Run powerhouse free weekly events including Webinars & Meetup Groups.
- Run 4 x per year FULL DAY MASTERY WORKSHOPS.
- 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 use of LinkedIn, Facebook, Instagram with links, videos and leading content.
- **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):

- Fill the June 2018 Premium Mastery Workshop.
- Lose 2kg more and get extra fit.
- Drive Awesome Marketing Vault.
- Stay connected in the real world daily.



Important & Critical (within 60 days):

- Drive NSW Business Chamber Project.
- Get Shared Seminar with NSW BC.
- Launch next Premium Mastery Workshop.

Important & Coming (within 90 days):

- Work closely with Chambers on Shared Initiatives.

Future Tech:

- Annual Marketing Mastery Retreat (3 x Days, somewhere cool).





Key Performance Indicators for Edward Zia

Daily:

- 10 x Personal Contacts (Email, PM)
- 11 x Phone Calls (“11 before 11”)
- 3 x Social Media Posts (FB, LinkedIn)
- 5 x Prayer / “In the zone”
- 1 x ‘The Edward Files’ Blog



Weekly:

- 1 x Awesome Marketing Insights
- 2 x Meetup Group Blasts
- 2 x Events per week
- 1 x Invoice & Cash Follow Up
- 3 x NEW Face to Face Meetings



Monthly:

- 2 x Live Webinars
- 2 x Live Workshops
- 1 x Review + Read a Book!



Key Outcome:

Grow our POWERHOUSE & PROFITABLE Community with
Winning, Winning and Winning!