

Marketing & Business Plan to WIN BIG: JANUARY 2019

Business Statement, Vision and Next Year Goal:

- Edward Zia is to play out as Sydney's #1
 Entrepreneur Marketing Mentor & Coach every day.
- Live by Values of Strength, Helping Each Other, Taking Action, Transparency, Fun, Intelligence and Winning.
- Grow the Awesome Marketing Vault as a Primary Product, Fill Workshops, Get Great Personal Clients and Get great speaking gigs.
- Success requires great Content, reaching out to at least 50 per day, speaking and more!

Areas to be Cautious of:

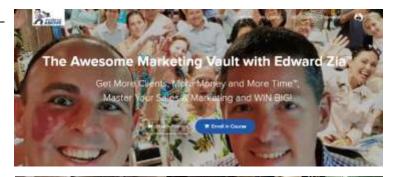
- Cashflow is king. Make sure people pay on time with great process. Move on people who don't share our win / win values.
- Building Community is everything and personally staying connected.
- Outstanding Follow Up!

Key strategies / actions:

- Reach out and sell the Awesome Marketing Vault Each Day.
- Fill Workshops continually and run 4 of them.
- Work with great partners & clients only (e.g. NSW BC, AE, WeWork, Meetup and More.
- Great content.
- Leverage Business Chambers, Reach out Personally, Leverage Influential Leaders.
- Daily use of LinkedIn, Facebook, Instagram with links, videos and leading content.
- Brilliant Daily Play!



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90 Day Action Plan

Urgent (within 30 days):

- Remain fit and healthy, a bit more toning 🕹
- Critical Daily Reach Out on Facebook, Twitter, Instagram and LinkedIn.

Important & Critical (within 60 days):

• Nail the Workshops and Drive the Vault.

Important & Coming (within 90 days):

• Go for NSW BC, AMI and More Shared Projects.

Future Tech:

• Massive Facebook Advertising Campaign.



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



Key Performance Indicators for Edward Zia 🕹

Daily:

- > 10 x GREAT Targeted Phone Calls
- > 50 x LinkedIn & FB Reach Outs

3 x Social Media Posts (FB, LinkedIn, Insta)

5 x Prayer / "In the zone"

1 x 'The Edward Files' Blog

Weekly:

- 1 x Awesome Marketing Insights Email Newsletter
- 1 x Meetup Group Email Blasts
- 1 x Targeted Event Attendance per week
- 1 x Invoice & Cash Follow Up
- 2 x NEW TARGETED Face to Face Meetings

Monthly:

- 2 x Live Webinars
- 2 x Live Workshops
- 1 x Review











Key Outcome:

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