

## 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!**



# 90 Day Action Plan

## Urgent (within 30 days):

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

<b>URGENT</b> Within 30 Days	<b>SORT OF URGENT</b> Within 60 Days
<b>IMPORTANT &amp; COMING</b> Within 90 Days	<b>NICE IDEA, ONE DAY!</b> 90 Days & Beyond

## Important & Critical (within 60 days):

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- Nail the Workshops and Drive the Vault.

## Important & Coming (within 90 days):

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

## Future Tech:

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- Massive Facebook Advertising Campaign.



### Daily:

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- > 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:

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- 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:

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



## Key Outcome:

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