

Ideal Customer Description: Entrepreneurs interested in learning skills to improve their business and life.

6 Basic Needs:	What they want:	Buying Criteria:	Marketing Message:
<p>4_Certainty</p> <p>2_Variety</p> <p>3_Significance</p> <p>6_Love/Connection</p> <p>1_Growth</p> <p>5_Contribution</p> <p><i>Focus on your crs #1, 2 & 3!</i></p>	<p>1. Improve an area in their life.</p> <p>2. Better their situation.</p> <p>3. Eliminate a weakness.</p> <p>4. Satisfaction of learning a new skill.</p> <p>5. Make an impact on their business and life.</p>	<p>1. Great quality video.</p> <p>2. Lots of information.</p> <p>3. New & different perspectives.</p> <p>4. Easy to follow & implement.</p> <p>5. Interesting or entertaining, engaging.</p>	<p>Big USP: Easy, Entertaining and Effective.</p> <p>Big Promise: Follow this program you will see results right away.</p> <p>Big Benefit: Your situation will get better & you will make more money.</p> <p>Big Proof: Testimonials, MBA, Author, Endorsements, etc.</p>

Marketing Stage: Filling Pipeline Follow Up (*OMS = Optimal Marketing Strategy)

Filling Pipeline What Always Works +	Filling Pipeline Competition OMS* +	Filling Pipeline What's Worked in Past +	Filling Pipeline = New OMS* (Pick 3 - 5):
<input checked="" type="checkbox"/> Referrals <input type="checkbox"/> Referral Partners <input type="checkbox"/> Centers of Influence <input type="checkbox"/> Group Marketing <input type="checkbox"/> Cold Calling <input type="checkbox"/> Public Workshops <input type="checkbox"/> Public Speaking <input type="checkbox"/> Networking <input checked="" type="checkbox"/> Internet Marketing <input type="checkbox"/> SEO <input type="checkbox"/> PPC <input checked="" type="checkbox"/> Social Media <input type="checkbox"/> Blogging <input type="checkbox"/> Signs <input type="checkbox"/> Direct Marketing <input type="checkbox"/> Advertising <input type="checkbox"/> Trade shows <input checked="" type="checkbox"/> Other: Video sites <input type="checkbox"/> Other: Udemy <input type="checkbox"/> Other: Skill Feed <input type="checkbox"/> Other: Skillshare	<input type="checkbox"/> Referrals <input checked="" type="checkbox"/> Referral Partners <input checked="" type="checkbox"/> Centers of Influence <input type="checkbox"/> Group Marketing <input type="checkbox"/> Cold Calling <input type="checkbox"/> Public Workshops <input type="checkbox"/> Public Speaking <input type="checkbox"/> Networking <input checked="" type="checkbox"/> Internet Marketing <input checked="" type="checkbox"/> SEO <input checked="" type="checkbox"/> PPC <input checked="" type="checkbox"/> Social Media <input checked="" type="checkbox"/> Blogging <input type="checkbox"/> Signs <input type="checkbox"/> Direct Marketing <input type="checkbox"/> Advertising <input type="checkbox"/> Trade shows <input checked="" type="checkbox"/> Other: Video sites <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____	<input checked="" type="checkbox"/> Referrals <input type="checkbox"/> Referral Partners <input type="checkbox"/> Centers of Influence <input type="checkbox"/> Group Marketing <input type="checkbox"/> Cold Calling <input checked="" type="checkbox"/> Public Workshops <input type="checkbox"/> Public Speaking <input type="checkbox"/> Networking <input checked="" type="checkbox"/> Internet Marketing <input checked="" type="checkbox"/> SEO <input type="checkbox"/> PPC <input type="checkbox"/> Social Media <input checked="" type="checkbox"/> Blogging <input type="checkbox"/> Signs <input type="checkbox"/> Direct Marketing <input type="checkbox"/> Advertising <input type="checkbox"/> Trade shows <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____	<input type="checkbox"/> Referrals <input type="checkbox"/> Referral Partners <input checked="" type="checkbox"/> Centers of Influence <input type="checkbox"/> Group Marketing <input type="checkbox"/> Cold Calling <input type="checkbox"/> Public Workshops <input type="checkbox"/> Public Speaking <input type="checkbox"/> Networking <input checked="" type="checkbox"/> Internet Marketing <input type="checkbox"/> SEO <input type="checkbox"/> PPC <input checked="" type="checkbox"/> Social Media <input type="checkbox"/> Blogging <input type="checkbox"/> Signs <input type="checkbox"/> Direct Marketing <input type="checkbox"/> Advertising <input type="checkbox"/> Trade shows <input checked="" type="checkbox"/> Other: Video sites <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____ <input type="checkbox"/> Other: _____
Follow Up	Follow Up	Follow Up	Follow Up
<input checked="" type="checkbox"/> Emails <input type="checkbox"/> Workshops <input type="checkbox"/> Special Events <input type="checkbox"/> Warm Calls/ Visits <input type="checkbox"/> Letters or Post cards	<input checked="" type="checkbox"/> Emails <input checked="" type="checkbox"/> Workshops <input checked="" type="checkbox"/> Special Events <input checked="" type="checkbox"/> Warm Calls/ Visits <input type="checkbox"/> Letters or Post cards	<input checked="" type="checkbox"/> Emails <input checked="" type="checkbox"/> Workshops <input type="checkbox"/> Special Events <input type="checkbox"/> Warm Calls/ Visits <input type="checkbox"/> Letters or Post cards	<input checked="" type="checkbox"/> Emails <input type="checkbox"/> Workshops <input type="checkbox"/> Special Events <input type="checkbox"/> Warm Calls/ Visits <input type="checkbox"/> Letters or Post cards

12 Month Main Marketing and Sales Revenue Goal: \$150,000 - \$250,000

A. Yearly Revenue Goal	B. Monthly Revenue Goal	C. Average Price of Product/Svc	D. Monthly Sales Goal (B/C)	E. Lead to Sales Multiplier	Monthly Lead Goal (D x E)
\$250,000	\$20,833	\$49	417	10	4170

Marketing Tactic	Action Steps	Average Leads Per Month	Average Sales Per Month	Sales per Month
Udemy	Post 20 videos a month.		15 per video/mnth	300
Skillshare	Post 20 videos a month.		5 per video/mnth	100
SkillFeed	Post 20 videos a month.		2 per video/mnth	40
Learnable	Post 20 videos a month.		2 per video/mnth	40
Influential people	Ask them to send out email to their database	100 - 5000	?	10
Social Media	Post 3X a week on Facebook Groups	?	?	?
Total				490

Month	Promotion	Campaigns	Other
Jan	NYear's Promo on all courses.		
Feb			
March	30% discount off new course	Build 6 - 7 Figure Business	
April	30% of all courses \$49 - \$97		
May			
June	30% discount off new course	Multiple Streams of Income	
July	30% of all courses \$49 - \$97		
Aug			
Sept	30% discount off new course	Make an Extra \$500 - \$5000 Monthly Working From Home	
Oct	30% of all courses \$49 - \$97		
Nov	Thanksgiving Promo		
Dec	Christmas Promo	New course?	

ROI for Quarter _____

Marketing Tactic	Revenue Goal	A. Revenue Actual	B. Expense	ROI (A-B/B x 100%)
Udemy	\$45,000	(Add at end of Qtr)	(Add at end of Qtr)	(Add at end of Qtr)
Skillshare	\$15,000			
SkillFeed	\$6,000			
Learnable	\$6,000			
Total	\$72,000			