

Develop A WINNING Blueprint

Introduction

- Many people who venture into digital marketing complain about their “lack of results”
- More often then not, the real reason for their “lack of results” is because they did not develop a proper business blueprint
- Without a business blueprint, these people end up running their online business blindly
- It is of no surprise then why so many don’t get the results they were hoping to get
- This training will walk through step-by-step how to develop a WINNING business blueprint



5-Step Success Blueprint

- Step #1: Define Your Target Market
- Step #2: Evaluate Your Competition (SWOT)
- Step #3: Develop Task Plan & Determine Required Resources
- Step #4: Define USP
- Step #5: Define Exit Plan



Step #1: Define Your Target Market

- Who is Your Target Market?
 - Identify ALL Possible Market Segments
 - E.g. Consumer, Business, Government, Associations etc.
- Geographical Reach
 - Local only? Or potential to scale globally?
 - Use Google Trends to determine global market opportunity
- Develop Specific Buyer Personas for Your Target Market

Step #2: Evaluate Your Competition (SWOT)

- Identify BOTH Offline and Online MAJOR Competitors
- For Online Competitors, Evaluate TOP 10 Sites in Google
- Assess Competitors Based On Their Strength, Weakness, Opportunities & Threats (SWOT) Dimensions
- Develop Feature & Pricing Comparison Table
- Identify Infiltration and Domination Strategy Based On SWOT Assessment



Step #3 – Develop Task Plan & Determine Required Resources

- Develop a GANTT Chart and Detail Tasks Required to Complete Project
- Determine Resources Required to Accomplish Tasks
- Decide Whether to In-House or Outsource Specific Tasks
- If Outsourcing, Determine Cost and Timeframe
 - Recommended:
 - Fiverr.com & Upwork.com – Great for design, website setup, content writing, technical troubleshooting



Step #4 - Define USP

- How Are You Different From The Rest?
- Identify Areas Where You Have A Competitive Advantage
- From These Areas, Identify ONE KEY FEATURE That Makes You Stand Out From The Rest of The Competition
- Turn This KEY FEATURE Into Your Business's Unique Selling Proposition (USP)
- Important That The USP You Define Is UNIQUE To Your Business And Not Available Elsewhere



Step #5 - Define Exit Plan

- What You Hope To Accomplish In The End?
- Build for Income or Wealth?
- Develop Succession Planning Plan
- Identify Preferred Exit Strategy e.g. IPO, Trade Sale, Going-Concern etc.



Questions?

