



THE MARKETING PLAN



YOU CAN NOW CATCH ALL THE SESSIONS ON **YOUTUBE: GROWTH AND GOALS**

“Good marketers see consumers as complete human beings with all the dimensions real people have.”

– Jonah Sachs

SAUCE: SIMPLE, APPEALING, UNEXPECTED, CREDIBLE, AND EMOTIONAL.

MARCH 23



THE BUSINESS PLAN -AVIAO NETWORK

INTRO / STARTING YOUR BUSINESS PLAN +PIANCA FOUNDER-AVIAO NETWORK

Scratch the surface of the business you want to create. How can you turn your passion into a business or side hustle.

APRIL 6



FINANCIAL & TAX LITERACY -TRUTHFUL TAXES

MANAGE YOUR FINANCES & LEARN ABOUT YOUR TAXES +GUEST SPEAKER

How Taxes can help you personally and with your business. Simple budget tips, bank accounts and online finance resources.

APRIL 13



REAL ESTATE AND TEAM BUILDING -JOSHUA PIZARRO

THE BUSINESS OF REAL ESTATE AND HOW TO BUILD A SOLID TEAM +GUEST SPEAKER

Learn the how to use real estate to build a wealth and what to look for in first time home ownership. Tips from on how to build a solid team to help build your business for success.

APRIL 27



BRANDING & STARTING A CLOTHING LINE -OPTION A

CONCEPTUALIZE YOUR BUSINESS +GUEST SPEAKER

Start thinking of your branding and finalize your business plan. E-mail addresses, social media accounts, etc.

MAY 4



MARKETING - BLUE BOY BOXING

MARKETING AND BRAND AWARENESS +GUEST SPEAKER

Plan and implement your ideas for marketing. social media, pod cast, youtube commercials, etc. Get creative

MAY 11



NETWORKING & MOTIVATING YOUR TEAM -DRO & JOCELYN

EXPAND YOUR REACH +GUEST SPEAKER

Networking is an important part to the success of any business. Learn networking skills that work. Learn how to be a LEADER with simple motivational tips to use amongst your peers.

MAY 18



BUSINESS LEGAL NEEDS -JORGE VASQUEZ

LEGAL NEEDS +GUEST SPEAKER (ATTORNEY)

Trademarking, copy writing, incorporating, contracts, certificates, and what else might be needed to run your business legally. Hear how an attorney from your community made it to where they are at.

JUNE 1



DIGITAL BUSINESS TOOLS - MARTY MEDINA

WEBSITE AND ONLINE TOOLS

Learn what free online resources are available to help grow your reach and your business at the same time. Websites, social media posts, flyers brochures, online shops and much more.

JUNE 8



BUSINESS LONGEVITY - ALVON-BURN IT DOWN

TIPS ON HOW TO MAKE YOUR BUSINESS LAST

Listen to business owners share their experience on how they kept their businesses thriving through all the changes happening in the community around them.

JUNE 22



GIVING BACK - HEELING SOLES

REFLECT, SHARE AND SUPPORT

Reflect and share everything you have learned and let's brain storm on more ideas for the next round. Guest speaker will take you on their journey to success. Learn how you can give back to your community.

WHY NOT CARE

WHAT IS MARKETING?

THE ACTION OR BUSINESS OF PROMOTING AND SELLING PRODUCTS OR SERVICES, INCLUDING MARKET RESEARCH AND ADVERTISING.

WHAT IS A MARKETING PLAN?

A MARKETING PLAN IS A REPORT THAT OUTLINES YOUR MARKETING STRATEGY FOR THE COMING YEAR, QUARTER OR MONTH.

HOW DO I START MY SUCCESS:

- MAKE THE CHOICE TO BE SUCCESSFUL
- BE CONSISTENT
- BELIEVE IN YOUR SUCCESS
- TRUST THE PROCESS
- INSPIRE, SERVE AND ENJOY THE JOURNEY
- LEARN, LEARN, LEARN

I CREATED THE EXAMPLE AT: [HTTPS://VENNGAGE.COM/](https://venngage.com/)

1-WRITE A SIMPLE EXECUTIVE SUMMARY

2-SET REALISTIC-DRIVEN MARKETING GOALS

3-OUTLINE YOUR USER PERSONAS

4-RESEARCH ALL OF YOUR COMPETITORS - SUCCESS AND FAILURES

5-CREATE AN ACTIONABLE MARKETING STRATEGY - WHICH LANE YOU WILL MOVE IN

6-SET TRACKING OR REPORTING GUIDELINES

7-RESTART ACCORDING TO YOUR FINDINGS

A **BUYER PERSONA** tells you who a buyer is, what they want, what their values are, and how to address them. A buyer persona could also help you to build a more effective communication and sales strategy, increase your overall marketing ROI and minimize unnecessary work.

A buyer persona contains observed behavior patterns, goals, skills, attitudes and needs. Additionally, it usually includes personal details that make your persona more realistic and memorable.

SAUCE: SIMPLE, APPEALING, UNEXPECTED, CREDIBLE, AND EMOTIONAL.

VIDEOS

1. HOW TO WRITE A MARKETING PLAN? STEP BY STEP GUIDE + TEMPLATESV

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=QYH0EQPWFS](https://www.youtube.com/watch?v=QYH0EQPWFS)

2.MARKETING PLAN SAMPLE - 5 SIMPLE STEPS TO MARKET ANY BUSINESS

[HTTPS://WWW.YOUTUBE.COM/WATCH?V=MJRGULMXIFO](https://www.youtube.com/watch?v=MJRGULMXIFO)

BOOKS:

HOOKEED by Nir Eyal and Ryan Hoover

SECRET SAUCE by Harry Mills

CONTAGIOUS by Jonah Berger

3 M'S FOR MARKETING

- 1-MARKET? WHO IS YOUR CONSUMER/CLIENT. WHAT ARE THEIR PERSONAS
 - 2-MEDIA? HOW ARE YOU GOING TO TALK TO YOUR MARKET, WHICH PLATFORM
 - 3-MESSAGE? WHAT ARE YOU GOING TO SAY TO YOUR MARKET?
- HABITS
 - EMOTIONAL TRIGGERS -FEAR, PRIDE, HAPPINESS, GUILT, JEALOUSY,ETC

START YOUR MARKETING PLAN

MARKET

MEDIA

MESSAGE

SAUCE: SIMPLE, APPEALING, UNEXPECTED, CREDIBLE, AND EMOTIONAL.

WHAT ARE YOUR PRODUCT BENEFITS/SERVICES?

WHAT PROBLEM DOES YOUR HUSTLE SOLVE?

SAUCE: SIMPLE, APPEALING, UNEXPECTED, CREDIBLE, AND EMOTIONAL.

CREATE- OFFERS THAT ATTRACT YOUR TARGET AUDIENCE

CAPTURE - LEADS, SALES, ROI. WHO CAME FROM A CERTAIN PLATFORM OR MARKETING TOOL

CONVERT - USE DATA TO CREATE TARGETED SALES

SUNDAY
I AM POWERFUL

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

MONDAY
I GOT THIS!

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

TUESDAY
I CHOOSE TO WIN

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

WEDNESDAY
ONE LIFE TO LIVE

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

THURSDAY
I BELIEVE IN ME

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

FRIDAY
SUCCESS IS IN MY REACH

GOALS FOR THE DAY
WHAT AM I GREATFUL FOR
WHAT MADE TODAY SUCCESSFUL

BUILDING A SUCCESSFUL MINDSET
THROUGH MOTIVATION & EXPERIENCE



LEARN • INSPIRE • CREATE

**THE
MARKETING
PLAN**

SPECIAL GUEST SPEAKER:

KAREEM BLUE

FOUNDER/COACH BLUE BOY BOXING CLUB