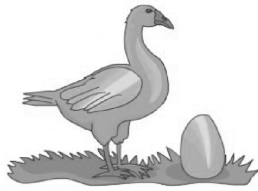


How to keep your business alive with a  
DOABLE MARKETING PLAN

# MY MARKETING PLAN



THE GOLDEN GOOSE

WHAT'S NEXT?  
(START HERE)

"DO YOU KNOW  
SOMEONE IN THE MARKET?"

"WHEN?"

"WHAT WOULD  
BE YOUR NEXT  
PURCHASE?"

\*MAGIC  
MARKETING  
MOMENT\*

100% SATISFACTION  
FOLLOW-UPS

FEED DATABASE  
WITH CONTACT INFO

MAKE DEPOSITS

THE  
GOLDEN  
EGG

GRAND OPENING  
MERCHANDISING  
"BY THE WAY" PRESENTATIONS  
CLOSE DEALS

SURVEY DEMAND

PRODUCT DEVELOPMENT

MARKET FIT

PRICING

FORECASTING & STOCKING

SALES STRATEGIES

MARKETING GOALS

MEDIA TYPE SELECTIONS

ADVERTISING CALENDAR

MARKETING BUDGET

TARGET CUSTOMER GROUPS

START CAMPAIGNS WITH  
"LOOK & HOOK" MARKETING

## **How to Create the Mother Goose Marketing Plan Week Three of Seven**

Compilation created and presented by: Steve Carver, Fast Forward Services, Inc.  
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### **2021 Fall Entrepreneurs Academy**

#### **"Starting and growing a new small business in 2020"**

- Week One Start business. 24 things you must and do before starting a small business. Gain knowledge about marketable profit centers, easy lesson about becoming : legal; LLCs, etc".
- Week Two Business Plan. How to create a simple business plan designed to prevent pitfalls, give confidence and estimate potential earnings before taking any risk. How to price your products and services,
- Week Three Marketing. Make your ads pay for themselves and create future business opportunities with our Golden Goose Marketing Plan.**
- Week Four How to find customers. By helping them find you.
- Week Five Cash Flow, Fund and Finance Bus. Learn various way to help find the funds .
- Week Six Bookkeeping. Learn the many ways understanding your bookkeeping system Learn basic forecasting and "Yes if - No But" negotiating skills.
- Week Seven Taxes. A comprehensive overview of the various taxes, fees and license you Professional sales tips o help you plan negotiate and close deals while creating a long-term sustainable base of RFCs "Raving Fan Customers." The RFC will help keep your business successful for many years.

**Graduation Award** - Certificate will be presented to attending major portion of classes and demonstrating to presenter a good working knowledge of the basic information covered.

THursdays ..... 5:55 PM

**live ----- on – line**

Dial-in number (US): (425) 436-6300

Access code: 854281#

International dial-in numbers: <https://fccdl.in/i/stvcarv>

Online meeting ID: stvcarv

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### **30 DRILL – SKILLS**

1. A great business plan will help you avoid unexpected pitfalls and expenses and tell you..... *What's Left!*
2. A great marketing plan will provide you "the golden egg – sell" and golden goose when you know ..... *What's Next!*
3. Three types of marketable profit centers are
  - a. *new customers/daily.*
  - b. *traffic builders, repeat continuous business at higher margins.*
  - c. *big ticket / grouped product-service sells.*
4. RFC is Raving Fan Customer
5. NDCP is No Demand Change Plan
6. ABCD is Always be Connecting Dots
7. By the Way is password to UP-SALES and CROSS-SALES and Stacking Profits.
8. 3 important rules for catching fish are 1, 2, and 3. Keep fresh bait in the water. Catch customers: Keeps sending continuous promotions.
9. The best way to find customers is \_\_\_\_\_. Help them find you.
10. Our business cannot be all things for all people. However, it must be EVERYTHING to some people. \_
11. Do not plan to pay off long term debts with short term cash flow. Why? You'll go broke very quickly.

12. What is the difference in marketing and advertising?  
Marketing: Long term, Big picture. Advertising: Targeted, short term.

### WEEK THREE

13. **Who is your toughest, meanest, strongest competitor?**  
**You and your Distractions.**
14. **What skill is needed to fight that competitor?**  
**Setting and achieving PRIORTIES.**
15. **Define Fair Market Value.**  
**The price in terms of money that a property will bring if exposed on the open market, between a willing seller and a willing buyer, neither under any pressure and both of whom are fully informed of all the uses, advantages and disadvantages of the property.**
16. **What is L and H advertising?**  
**The Look and the Hook.**  
**Ads must look great and included a “Call to Action” hook.**
17. Define: Positive Cash Flow? When a potential buyer enters your space with readily available money to spend.  
Define: Negative Cash Flow? When that same potential buyer leaves your space without spending money with you.
18. Explain the “Take It or Leave It.” Merchandising messaging mistake.  
When your merchandising pricing does not encourage negotiating or any options for the shopper.
19. Explain: The THREE TIMES RULE when pricing products and services?  
Start pricing considerations at three times your cost.  
Then compare to current market. Then adjust as needed.
20. Explain: the 27 TIMES RULE when planning a targeted advertising campaign.  
A shopper needs to see your marketing presentations 9 times before they’ll consider you as “Credible” and consider awarding ‘big ticket’ business to you.  
Shoppers will miss seeing your best placed ads 2 out of 3 times.  
 $9 \times 3 = 27$ . Therefore, when planning an ad campaign, make sure you have peppered the target region/area/group with more than 27 small “introductory” marketing efforts.
21. “YES, if – NO, but” Negotiating. Keeps the shopper talking until you can close.
22. Our # 1 most important web page is: MOBILE PAGE made for cell phone screens.
23. Our # 2 most important web page is: Pages that SELL!
24. Why do customers come back? 40%: Customer Service & 60 % Hospitality.
25. When closing a sell, do your best to SEND & Read: Non-Verbal Communications.
26. Who motivates others? An Assertive Person.
27. It’s not how many times you are knocked down that counts.  
It’s how well you get back up that really matters.
28. Will your legacy be that of a “Taker or a Giver?”
29. Which is a “good thing?” Tax avoidance or tax evasion?
30. **Where can you get expert small business counseling** and access to a treasure chest of resources to open doors for networking opportunities?  
Right here at the Small Business Center. Make an appointment today.

### **Raving Fan Customers.** RFCs do not happen by themselves.

You must plant RFC Brain Seeds. Step 1. You must pledge:

“I’m going to do everything I can to see that you are 100% satisfied with our products and services.”

Step 2. You must pledge: “You are going to be so pleased and happy you choose us, *you’ll want to tell all your friends and family*”

## It's Your Marketing Plan

### Steve's 27 Times Rule

A customer will must see our ads/promotions/images 9 times before they will consider us "real and viable" players in the market.

A customer will miss seeing our ads 2 out of 3 times.  $9 \times 3 = 27$

When planning targeted ad campaigns remember this rule and how a good marketing plan saves you huge targeted advertising investments.

**What completely destroys the 27 Times Rule?** Just 1 RFC.

#### What's your story? Marketing with a Story:

The art of convincing a shopper to come to us with a story. Stories help us change. Change the way we feel, we think we act and we behave.

We can't automatically assume shoppers will know and appreciate your service or product.

Story telling through marketing messages is a perfect way to deliver the essence of your brand in a way that is relevant, valuable and of use to the shopper.

Information tid-bits wrapped up in the story line encourages them to actively seek you out now or create a reminder for later reference. When your story content provides relevant information for free, your customers will come to you and then stay to spend money.

#### Master understanding & application Marketing - Advertising

##### *The Difference.*

**Marketing: Long Term**, systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers.

The mix includes conception, pricing, promotions and distribution.

**Advertising:** is a single, short term component of the marketing process. It's the part that involves getting the word out concerning your business, product, or the services you are offering. It involves the process of developing strategies such as ad placement, frequency, etc.

#### Starting Your Marketing Experience Today.

1. Mission - Vision Statement
2. Cell Phone Number
3. Name of Business - Doing Business As -- DBA
4. Menu of services or products
5. FAQs and really good answers practiced
6. Internet presence. Face Book or Web Page
7. Business Cards
8. Promotional Brochure or Flier
9. List of target customers and or groups.
10. Scripted introduction to make great first personal and business impression

### **YOU CAN DO IT!**

New to the game?

**Most important things to consider now.**

**How to price products and services.**

**The three times rule. Cost x 3.**

**Cost plus pricing strategies.**

**Merchandising display strategies.**

**Psychological methods and tactics when pricing.**

**Keeping your calendar booked. 4 days x 4 weeks x 12 months.**

**Learn how "Value Added" selling can raise your profits.**

**Know and apply the very important aspects of**

## FAIR MARKET VALUE.

Legally defined: Fair Market Value (FMV) is an estimate of the market value of a property, based on what a knowledgeable, willing, and unpressured buyer would probably pay to a knowledgeable, willing, and unpressured seller in the market.

### **Marketing values. Examples.**

Retail, Promotional Advertised ... (value added options).....\$ 13,875.  
Retail, Start serious negotiating ( 5% less of Promo Advertised)..... 13,000.

**MSRP (mfg. suggested retail price, approx. 22% over invoice) ..... 12,200.**  
Retail, Competitive, with financing..... 11,900.

**Fair Market Value (approx. 15% over invoice) ..... \$11,500.**

Bare bones Lowest price financed retail ..... 11,250.  
Lowest dollar Retail, cash price ..... 11,000.

Wholesale... (Dealer to dealer transfers) ..... 10,550.

**Low dollar wholesale. Dealer invoice plus prep and**

**Accessories added..... 10,400.**

**Dealer invoice including factory freight and floor plan cost ..... \$10,000.**  
Below wholesale, Consignment ..... 8,500.

Orderly Liquidation, Distressed. .... 7,000.

Forced Liquidation, Foreclosure. Reserves auction, Pin Hooker..... 6,000.

Salvage Value. Absolute auction..... 4,000.

**Up Selling and Cross Selling will save your businesses life time after time.**

**Inventory Turnovers will control your cash flow as a retailer/ wholesaler.**

**Learn how to forecast, negotiate, close a sale with planed profit margins.**

**Retain the customer and sell again.**

**Learn how to use the Internet to help your service and products..**

**Master the use of DBAs..... Doing Business As**

Profitability: Cash Flow: Forecasting = All about TURNS

Invest Inside your marketing plan. Do not invest outside your marketing plan.

**Accountable Marketing Strategies.** The Look and Hook Test.

The Look. Do it "right" every time. Be different. Be dramatic. Be simple. Be assertive.

The Hook, Call to Action

Branding with bold claims to fame, Private Labels for → Branding & Self Life with historic hospitality reputation. Branding for Name Recognition and Co-Op Funds

Target specific buyer groups.

Forecast for Planned Up-Selling.

**You, Your Business and the Internet.**

Understand how it works and the basics about www.

Know now, using the "world of the Internet" will requires constant changes and updates to stay viable in marketplace.

Determine which "social" media platforms may best assist customers find your website and you.

Use Face Book and eBay as surveying and low-cost promotional tools.

Hire a professional part time assistant and /or web master professional to create your:

### **Again, Today Start Here**

Offer more than "TAKE IT or LEAVE IT"

Create RFCs and then follow up after every sale.

Feed your DATABASE every day..

Own a great MOBILE web page.

Add a GOOGLE MY BUSINESS account.

Create LANDING SELING web pages.

Highlight your TESTIMONIALS web pages.

Add VIDEOS.

**Be the very best person you can be and be the best using  
"The Magic Marketing Moment."**

## **THANK YOU**

### **Anthony Steven Carver.. "Coach Steve", President**

Fast Forward Services, Inc. DBA 360 Business Training and Consulting.

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### **Disclaimer.... Summarized Free Advice**

The information offered here is **general in nature**, based on years of small business experiences and observations and interactions with many thousand entrepreneurs when presenting over eight hundred seminars and helping hundreds to start new businesses over a fifty-year period of time.

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Respectfully submitted with Best Wishes,

Anthony Steven Carver