

Mentoring with the Marketing Masters
Call # 3, July 29, 2008

Guest Presenter: Maria Marsala

“Roadmap To Accelerated Business Growth

It takes a One Page Plan

Get ready to a Turbo Charge Your Business growth with a step-by-step comprehensive business and marketing program that you can fit on just One Page!

The big secret is out! 250,000 CEOs, presidents, founders, executives and the “best” managers use it. It’s a tool for business owners who have a millionaire mindset regardless of the size of their business. Learn how to write a clear, concise and understandable business and marketing plan— simply, easily, and all on one page.

Join Maria Marsala, Business Strategist and former Wall Street Trader, and you will:

- ✓ Discover 9 ways a business plan can help all you -- whether you’re seeking funding or not!
- ✓ Visualize a comprehensive planning process that provides focus on what’s important, and helps set daily priorities.
- ✓ Learn the five simple questions a business plan needs to answer that help save time and money.
- ✓ Leave the call with a well thought-out draft of a vision statement; and
- ✓ Understand how to design business objectives that are motivating and produce results.

Develop your own one Page Plan
Use the attached Template



Vision Statement Template

Generic Version

Within the next year grow

company name, organization name, department name, group name, team name,
etc.

into a _____
one adjective that fit your business (department, etc) , such as successful, premier
(one year from now what word would you use to describe what you created)

where are your clients, staff, members. i.e. what cities, states, region, countries,
etc.

general type of company, organization, team you're creating
providing

describe specific products, services, functions, roles
to

describe target customer (externally or internally if you're creating a department)

Measurement of your success _____

- sales net gross # of members \$ grants production #
 # of volunteers purchasing volume # of events
 Other: whatever your best measurement or measurements are

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Business Checkup: *Best Practices*

Rate the state of your business as a snapshot today or over the past 12 months.

Rating System N/A= Not Applicable 1 = sucks 3= average 5 = brilliantly successful

- | | |
|--|---------------------------------------|
| _____ Business Plan/Written Goals | _____ Products/Intellectual Property |
| _____ Business Tracking System | _____ Budgets & Reporting Processes |
| _____ Daily Game Plan | _____ New Services/Products |
| _____ Business Plan Effectiveness | _____ Technology/CMS |
| _____ Attracting Your Ideal Clients | _____ Internet Presence |
| _____ Exit Strategy | _____ Ongoing Internet Marketing |
| _____ Marketing Plan Effectiveness | _____ Controls/Procedures |
| _____ Marketing Skills | _____ Contracts, Legal Advice |
| _____ Selling Skills | _____ Administration Functions |
| _____ Sales System | _____ Strategic Alliances |
| _____ Branding/Identity | _____ Teamwork/Leadership |
| _____ Distinct Competitive Edge | _____ Hiring Process/Manual |
| _____ Elevator Speech That Works | _____ Employee/Consultant Retention |
| _____ Expert Status in Your Industry | _____ Business & Health Insurance |
| _____ Customer Retention/Loyalty | _____ Training, Cross-training |
| _____ Advertising/PR Efforts | _____ Office Organization |
| _____ Networking & Follow-up Process | _____ Computer Organization |
| _____ Profitability/Cash Flow | _____ Your Professional Development |
| _____ Pricing Process/Marketing Funnel | _____ Your Personal Development |
| _____ Availability of Capital | _____ Personal Organization |
| _____ Delivery of Products/Services | _____ Work/life Fulfillment/Balance |
| _____ Speaking Engagements | _____ Setting Life Priorities & Goals |
| _____ Presentation Skills | _____ Personal Health/Having Fun |
| _____ Product Knowledge | |

Scoring: Since you must consider all the above in your successful business/unit, it's not the total number that counts; it's how well you do in each area!

Congratulations! You've now assessed the "state of your business." Next, it's time to propel your business to the next level. If you're ready to truly change the state of your business in the next twelve months, come visit www.BusinessAndMarketingPlan.com



What's the most important thing of value you're taking away from today's session? What's one thing you're doing to do for your business in the next 7 days?
