



***John F. Hunt,  
Author &  
Business Course  
Instructor***

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***"If You Fail To Plan  
You Plan To Fail"***

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### About The Instructor



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## Purpose Of This Session

***To show you how to  
achieve self-employment  
success by planning for  
it... not waiting for it to  
happen***

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## Session Outline

- I. Why Start Your Own Business?
- II. How To Plan For Success
- III. Determine Your Next Step

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## I. Why Start Your Own Business?

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Stats from Entrepreneur  
magazine

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Reason #1:

It Aligns With Your  
Personal Mission or  
Vision For Your Life

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Reason #2:

It Allows You To  
Profit From The Use  
Of Your Own Gifts

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Reason #3:

It Allows You To  
Support A Lifestyle  
You Have Chosen For  
Yourself

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Reason #4:

It Gives You An  
Opportunity To Help  
Someone Solve A  
Problem

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Reason #5:

It Can Be A Blast And  
Give You Freedom And  
Leverage

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## II. How To Plan For Success

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## The Dream Vacation

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**"Why should you go on this  
vacation?"**

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**"What would be your destination?"**

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**"What do you want to do on this vacation?"**

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**"What methods of transportation would you use to reach your destination?"**

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**"When will you depart?"**

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**"How can you make it  
happen?"**

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**Share Your  
Dream Vacation**

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"Begin With The End in Mind"

All things are created twice.  
There is a mental (1<sup>st</sup> creation)  
and a physical (2<sup>nd</sup> creation)

Stephen Covey  
*7 Habits of Highly Effective People*

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### **Marketing Plan Outline**

Situation Analysis  
Target Audience  
Goals  
Strategies  
Tactics  
Budget

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What is Marketing?

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## The Definition of Marketing

Marketing is the *performance of strategic activities* which seek to achieve a *company's goals* by *anticipating its customer's needs* and *directing* a flow of *need-satisfying* products and services from *producer to consumer*

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## Key Points In The Definition

- *Take Action (Strategically)*
- *Have Goals In Place*
- *Fill A Need (Anticipate)*
- *Direct/Navigate/Control the Process*

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“I have always thought that one man of tolerable abilities may work great changes, and accomplish great affairs among mankind, if he first forms a **good plan**.

Benjamin Franklin (1771)

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**The Marketing Plan is  
The Roadmap To Success  
For Every Business  
(New or Existing)**

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**Marketing Plan Outline**

***Situation Analysis***

Target Audience

Goals

Strategies

Tactics

Budget

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**Self-Examination/  
Industry Examination**

Goal:  
How Are You Unique?

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New Business  
Or  
Existing Business?

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What Is The Process For  
Choosing A Business?

1. Brainstorm Ideas
2. Research Ideas
3. Assess Potential

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In the beginning of the  
process do not limit  
your imagination

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### Survey of Business Owners

33% did deliberate  
research prior to starting

56% saw a need based  
on previous experience

11% other reasons

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There is NO "Right Way"  
of choosing a business

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What Do You Like To  
Do?

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Interest & Skill Inventory

Start out by writing out  
your life story/history

What are key points and  
influences in your life?

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Interest & Skill Inventory

Have you received any  
special training?

Are there any subjects  
that you did well in?

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Ask others what they  
think you like to do

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What would be your dream job?  
If I could do anything, I  
would want to \_\_\_\_\_

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What Does The  
Market Need?

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Types of Businesses

1. New Product/Service
2. Existing Business
3. Variation on A Business

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Different Ways To Start

1. Something New
2. Franchise
3. Start-Up Guide
4. Independent Rep

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Questions To Ask

What do you want that  
you can't find?

What would make your  
life easier (convenience)?

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Questions To Ask

What do others need  
help with?

Can a current product be  
upgraded or repurposed?

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When You Are Done  
Brainstorming

Have a list of 3-5  
business ideas  
to research

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What Is The Process For  
Choosing A Business?

1. Brainstorm Ideas
2. Research Ideas
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**Assess Your Competition**

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## Competition Strengths/Weaknesses

Competitor   Strengths   Weaknesses

- 1.
- 2.
- 3.
4. YOU

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Your Position In The  
Marketplace is your U.S.P.

***Unique Selling Proposition***

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What Are The  
Limitations?

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What Will Keep You From  
Starting A Business?

1. Cost of Entry
2. Market Potential
3. Skills Match
4. Motivation/Inspiration

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**Marketing Plan Outline**

Situation Analysis

***Target Audience***

Goals

Strategies

Tactics

Budget

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**Who has a need for your  
product or service?**

Goal:  
Ideal Customer Profile

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New Business  
Or  
Existing Business?

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Initial  
Market Research

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What To Find Out?

1. Test for a need
2. Start up Costs?
3. Demographics
4. Proforma

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### "Ideal Customer Profile"

Describe by:

- *Demographics*
- *Geographics*
- *Psychographics*
- *Industry Category*
- *Dollar Volume*
- *Seasonality*

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### Marketing Plan Outline

Situation Analysis

Target Audience

***Goals***

Strategies

Tactics

Budget

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### What Do You Want To Accomplish?

**Goal:  
Specific Benchmarks**

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## Two Kinds of Goals

- *Quantitative Goals*
- *Qualitative Goals*

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## Three levels of goals

- *Long-Term*
- *Intermediate*
- *Short-Term Tasks*

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## Evaluation Points

- *Review Quarterly*
- *Schedule Your reviews in advance*
- *Don't Overreact*

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### **Marketing Plan Outline**

Situation Analysis

Target Audience

Goals

***Strategies***

Tactics

Budget

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### **Marketing Strategy Formula:**

**Goal:**

Marketing Tools +  
Marketing Communications Platform

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Your U.S.P delivered to  
your Target Audience

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**What Marketing Tools?**

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## Marketing Communications Platform (MCP)

### Consistency is the key

- 1 Concentrate on one concept or idea (USP)
- 2 Stress the benefits rather than features
- 3 Be consistent from tool to tool
- 4 Evoke a response from the customer
- 5 Take time to test

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## Marketing Plan Outline

Situation Analysis

Target Audience

Goals

Strategies

***Tactics***

Budget

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## When Do You Want To Do It?

Goal:  
Marketing Calendar

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## Marketing Calendar

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## Marketing Plan Outline

Situation Analysis  
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*Budget*

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## How Much Will It Cost?

Goal:  
Budget with Positive  
Return on Investment  
(R.O.I)

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### Marketing Money Cycle:



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### Determining What To Budget

- 1 Percentage of Sales
- 2 By Task
- 3 By A Combination

**Always Consider ROI in your budget calculation**

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### Tracking Tools To Help With Budgeting

- A) Call-in Logs
- B) Ad Codes
- C) Reply Cards
- D) Tracking while testing

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### III. Determining Your Next Step

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 Decide on a Business

 Make Your Plan

 Implement Your Plan

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*"If You Fail To Plan  
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## Resources To Help You



***“Do-It-Yourself Marketing Handbook”*** (With Digital Upgrade)  
**Book – Audio CD – DVD**  
**Plus Other DVD Classes**



***16 Session Online Course***  
**Start a business From**  
**Concept through implementation**

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