

VISION & MISSION		BACK LINKS & PR				SCORECARD				Goal	Results				
TARGET MARKET: <table border="1"> <tr> <td>Fears</td> <td>Frustrations</td> </tr> <tr> <td>Demographics</td> <td>Identity</td> </tr> <tr> <td>Wants</td> <td>Aspirations</td> </tr> </table>		Fears	Frustrations	Demographics	Identity	Wants	Aspirations					No. of Purchases/New Clients			
		Fears	Frustrations												
		Demographics	Identity												
		Wants	Aspirations												
		No. of Enquiries													
No. of Connections															
No. of Downloads															
CALL TO ACTION NOTES															
		<input type="checkbox"/> PURCHASE <input type="checkbox"/> Buy <input type="checkbox"/> Upsell <input type="checkbox"/> Paid Membership													
		<input type="checkbox"/> ENQUIRE <input type="checkbox"/> Contact Us <input type="checkbox"/> Phone/Book an Appointment <input type="checkbox"/> Email Us													
		<input type="checkbox"/> CONNECT <input type="checkbox"/> Subscribe to Email Newsletter <input type="checkbox"/> Marketing Funnel/Email Autoresponder <input type="checkbox"/> Webinars/Facebook Live <input type="checkbox"/> Connect on Social Media													
		<input type="checkbox"/> FREE DOWNLOAD <input type="checkbox"/> Flagship Content <input type="checkbox"/> Lead Magnet <input type="checkbox"/> Valuable Giveaway <input type="checkbox"/> Templates <input type="checkbox"/> Ebooks													
COMPETITIVE ADVANTAGE: Why do they buy?		WHAT DO THEY BUY?				90 DAY ACTIONS				Who?	When?				
TOP ISSUES YOU SOLVE FOR THEM		KEY DIGITAL ACTIONS													
		Channel/Platform	1.	2.	3.	4.									
		Lead Magnets													
		Conversion Tool													
		Call to Action													
		Follow Up Funnel													