

# **BLAST™ Marketing**

## **The 12 Step Marketing Plan**

Every business, both small and large, will benefit greatly from a well thought out planning process. A key component to every success business is a good marketing plan that answers the basic questions: who, what, why, where, when and how much. The overall objective of the BLAST™ marketing plan is to define how your brand name gets into the minds of potential customers, motivate them to take action and make an emotional connection to instill brand loyalty.

Before sitting down to write your plan, you should have the answers to the following questions.

- **What is the product or service you are offering?**
- **Who are your target customers?**
- **What are you offering that is different than your competition?**
- **Where will you implement your marketing programs?**
- **When will you market and spend?**
- **How much sales, cost and profits can you expect?**

Our 12 step program walks you through a simple yet extensive method to answering these questions and putting you on the path to marketing success! [The BLAST™ marketing system](#) teaches business owners how to master branding and local area selling techniques.



## Step 2: Define Your Niche

It is extremely difficult to stand out as a leader in a big pond, so take a look at your target market and see if you can narrow down your focus to a specific niche. A niche market is a focused, targeted portion of the larger market. By focusing on a niche, you will be able to clearly target your buyer, minimize competition and maximize profits. A niche can be defined as a targeted market or by a specialized means of service. For example, you may offer cleaning service but your niche may be window cleaning.

---

---

---

## Step 3: Define Your Target Audience

Who is going to buy your product? Think of what your typical buyer will look like. Male, Female? Age Group? Income? Need? Be descriptive and profile your ideal client here.

---

---

---

# Step 4: Define Your Brand Identity & Promise

Branding is a critical component to a business’s success and a big part of the BLAST™ marketing system. Your brand represents what you stand for, what your product does to support that image and how it connects with your customers. A properly defined brand identity provides a solid foundation for managing the perception of your business, your product and your services. People will continue to buy the brands that they are familiar with and have a connection with. For example, if you are in shipping and delivery and dependability is critical to your brand, are your shipments on time or are they routinely late? If accuracy is a key measure of your brand, are your invoices always correct or usually incomplete?

Your brand promise is a statement of what your customers expect. Fed Ex – “When it absolutely has to get there overnight or Band Aid “Stuck on Band Aid Brand Because Band Aid stuck on you” How do you want your customers to feel about you?

---

---

---

---

---

---

---

---

## Step 5: Identify Your Competition

Who are you competing against? Why did you single them out? What are they offering? What is their brand? What do they offer your customers? Are they unique?

Name of Competitor: \_\_\_\_\_

Strengths:	Weaknesses:

Comments:

---

---

---

Name of Competitor: \_\_\_\_\_

Strengths:	Weakness:

Comments:

---

---

---

# Step 6: Define Your Benefits, and Competitive Differences Unique Selling Proposition

Benefits are defined as what the customer gets from your product or service, not to be confused with features which are part of your product. To get started answer these three questions:

1) What do my customers really want and need? \_\_\_\_\_

2) What do I offer that my competition doesn't?

\_\_\_\_\_  
\_\_\_\_\_

3) How am I truly different? \_\_\_\_\_

Now list the key benefits to your customers:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Take a look at you benefits and be sure to ask yourself, do they get the same benefit from my competitor? How am I uniquely different? Write down your competitive advantages:

\_\_\_\_\_  
\_\_\_\_\_

Now Rewrite your brand promise, that is your unique selling proposition: \_\_\_\_\_

\_\_\_\_\_

## Step 7: Develop Your Pricing Model

The next step is usually the hardest for many. Determining how much to charge for your products or services. Should you keep your pricing in line with the competition or go slightly higher or lower? There are many things you must consider when developing your pricing strategy:

- 1) **Manufacturing and Production Costs:** How much does it take to produce your product? Even if you are offering a service, how much is your time worth?
- 2) **Marketing Costs:** How much to market your product and/or service?
- 3) **Administrative Costs:** Everything else it cost you to operate your business also called overhead.

A good rule of thumb is to take your Production Costs plus your Marketing Costs to come up with a base for your direct costs. \_\_\_\_\_ + \_\_\_\_\_ = \_\_\_\_\_  
PC MC DC

Determine your breakeven point – How much do you need to sell to cover all of your costs?

\_\_\_\_\_ + \_\_\_\_\_ + \_\_\_\_\_ = \_\_\_\_\_  
PC MC AC TC

Determine how much profit you would like to make and is reasonable for your industry

\_\_\_\_\_  
%

Multiply Profit % with your Total Cost to get Desired Revenue \_\_\_\_\_

Divide by your competitors pricing to get how many minimum units you must sell \_\_\_\_\_

How much do you want to sell your product for? \_\_\_\_\_

## Step 8: Develop Your Marketing Budget

You need to determine how much you are going to dedicate to marketing your product or service. If you do not market, nobody will know about you. How much of your overall revenue did you want to allocate to marketing?

Revenue \_\_\_\_\_ x \_\_\_\_\_ % = Marketing Budget

## Step 9: Develop Your Marketing Activities

There are over hundreds of marketing activities that you could use from advertising, email marketing, community events, coupons and much, much more. List your top five ideas here that will benefit you over the next 90 days. Be sure to mix it up a bit and remember there are tons of FREE activities out there to use.

1. \_\_\_\_\_ Cost \$ \_\_\_\_\_

2. \_\_\_\_\_ Cost \$ \_\_\_\_\_

3. \_\_\_\_\_ Cost \$ \_\_\_\_\_

4. \_\_\_\_\_ Cost \$ \_\_\_\_\_

5. \_\_\_\_\_ Cost \$ \_\_\_\_\_



# Step 10: Plan out Your 90 Day Marketing Calendar

## January 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2
3	4	NOTES				

## February 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	1	2
3	4	NOTES				

## March 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
25	26	27	28	1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	NOTES				

- Detail every activity and detail to support your marketing. If you are writing an ezine, include the days you will write, days you will review and days you will deliver. Plan your advertising, promotions and other activities.
- Track your costs – you want to stay in budget.

# Step 11: Identify Your Success Metrics

A successful marketing plan is tracked and measured. In order to measure your performance and determine if your plan is successful, you must identify how you will be measuring the success of your plan. Some examples: Return on investment (how much did I spend vs. how much I got back; Returned coupons, web hits, open clicks, Increased calls?

How will you define a successful marketing campaign? What is the result you are looking for?

---

---

---

## **Step 12: Execute Your Marketing Plan**

Now that you have your plan, go out and make it real. There is no use spending months in analysis paralysis trying to write a perfect plan. Rather, have a bias towards action and go get started NOW!

Need additional help, try the BLAST™ 90 Day Coaching Program.

**"Give Me 90 Days and I'll Show You How to  
BLAST™ Your Profits To Unbelievable  
Heights!"**

**Do you find yourself struggling with launching a new  
business, a new product or a new division and want to do it  
right from the start?**

**Are you hoping to avoid the common mistakes made by most  
new entrepreneurs and get to success faster?**

I'm Kellie D'Andrea, your small business mentor and an entrepreneur just like you. Starting a new business or growing an existing business can take a lot of time and energy and if you do not have that expertise, can be quite frustrating. I started out just like you with a small retail ice cream shop and used techniques to build my business around my local market to blast my profits to unbelievable heights and I can do the same for you. I have taken many business owners from just surviving to thriving in many industries and I can help you do the same.

Please feel free to read more about me on my [About Kellie's Page](#) My goal is to help a hundred small business owners like you take the necessary steps to get your business to the next level and to help you achieve the lifestyle of your dreams.

If you are doing your own research you most likely have come to the realization that there is so much information available and on so many subjects. How do you choose? What are the best strategies? It can be very overwhelming. Why go at it alone – be mentored by someone who has been in your shoes and can save you time and money by teaching you how not to make the same mistakes that I have.

**I've designed a STEP-BY-STEP coaching program just for you to make marketing your business easy, fun and results driven.**

**I will teach you simple techniques that will drive business into your locations, establish you as an expert in your field and the “place to buy from” in your local area.**

My BLAST™ 90 Day 1 to 1 Mentoring Program is designed to take hard look at your business and evaluate core strategies that are necessary to reach for business growth and to reach your goals. Whether you are just putting these strategies together or need help executing them or just need a jumpstart on your marketing activities, we will work closely on designing a program to meet you overall objectives.

### **Here's what the program is all about:**

You receive 90 Days of Private 1 to 1 Coaching with me, Kellie D'Andrea, The Small Business Mentor as I take you through a process and work with you on developing the strategies you will need and the action plans to go along with it. Coaching calls are scheduled for 60 minutes every week for 90 days for a total of 12 regular calls.

Plus, we will work onsite at your locations to evaluate your process, discuss your goals and meet with the team.

- ▶ Some of the topics we will cover (if you require) to evaluate where you are:
  - Business Model – Are you product based or service based?
  - Sales Model – How do you typically sell? Who is your target market?
  - Marketing Model – How are you generating leads? What is your brand?
  - Operations Model – How do you deliver your product or service?
  - Human Resource Model – What talent do you have? Do you need?
  - Financial Model – What do your financial statement say about you?
  
- ▶ Some additional topics we will cover to evaluate where you need to be:
  - Competitive Landscape – Who are your competitors?
  - Marketing Strategies – What are you doing to bring in new customers?
  - Growth Strategies – How can you grow? New Markets? New Products?
  - Talent Review – How can you leverage your existing talent
  - Sales/Marketing Material Review – What does your marketing say about you?
  - Succession Planning – What does your “bench” look like”
  
- ▶ And much, much, more....
  - Are you interested in social media, blogging, Facebook, Instagram, Twitter, LinkedIn?
  - Are you interested in ecommerce? Franchising? Joint ventures? Cross Promotions?

We customize a plan to cover the areas you feel you need help with. Over the 90 days, we will have dedicated time each week to discuss and develop strategies based upon your needs and requirements and design an action plan for you to take back to your business and implement.

**Plus you get:**

**BONUS #1:** The Program includes weekly email communication with me as needed, critiques, feedback and proofing of projects along the way... (unlimited)

**BONUS #2:** PLUS instant access to The BLAST Method online Virtual Training for 12 months (a \$ 997 value)

**BONUS #3:** PLUS get FREE access to The BLAST Method Facebook Group and gain valuable access to other business owners, coaches and much more..! (a \$ 141 value)

Wow! What an amazing deal. My goal is to not only mentor you over the next 90 days, but to provide you with the tools to implement the strategies we discuss and work with you on taking the necessary action to build your business and BLAST™ Your Profits to New Heights.

**THIS PROGRAM IS ONLY FOR HIGHLY MOTIVATED ENTREPRENEURS WHO WANT TO MOVE THEIR BUSINESS FORWARD, ENHANCE THEIR BRAND AND GET MORE CLIENTS WITH LESS EFFORT NOW!**

PLEASE NOTE: Due to the personalized nature of this program, Kellie has limited this program to 6 clients per month. Sign up now to reserve your spot if you are truly committed to changing your business.

**[Send Email to Info@kelliedandrea.com](mailto:Info@kelliedandrea.com)**

And I saved the best for last....

## **My Personal "No Questions Asked" Guarantee!**

**Try out my program for 10 days and if you are not happy with your results, I will refund your money!**

I'm 100% confident that my **BLAST™ 90 Day Coaching Program** will be The **most complete**, and **most useful** coaching program you can purchase today. I am also confident that if you apply all the techniques and resources I share with you, you will not only gain a noticeable amount of new business but will be on your path to expert status and larger profits.



**So bottom line, after 30 days you do now see any value in my techniques, tips and methods and the BLAST™ system doesn't measure up to what you were expecting, just contact me and ask me for refund.**

Still not convinced, see what others are saying about the program:

Have You Tried The Following with No Success:

- To find the time to work **ON** your business rather than **IN** it.
- Implement Marketing Strategies Ad Hoc with no results.
- Motivate your team and still wondering why they just don't get it
- Direct your sales team to bring in new business but you have no new accounts
- Wonder why your clients aren't buying from you? Why they aren't referring business to you?
- Wondering if you are talking to the right people with the right messages and the right brand

If so, it may be time for a change. It is a proven fact that if you continue to do things the way you have always done them, you will always get the same results. Sometimes a fresh perspective is all you need to kick start the momentum back into your business.

**Have questions first? Contact me at [info@kelliedandrea.com](mailto:info@kelliedandrea.com)**

## **In this 90 day program you will receive:**

- **(12) - 60 min 1 to1 phone sessions with me.** Within 48 hours from when you sign up, I will contact you to set up our first call and distribute a Pre-Call Questionnaire so I can gather some data from you about who you are, your company and your current challenges. Typically in the first call we will review where you are in your business, where you want to go and then we'll set some goals for our 90 days together. From the information gathered from the Pre-Call questionnaire and from our first call, I will make recommendations for where we may want to focus during our subsequent sessions and provide action items for you to implement before our next call. These sessions are collaborative so if you would like to focus on additional areas, we can discuss. These calls will be weekly preferably to keep you on track and moving towards your goals faster.
- **Unlimited resources and referrals to vendors, assistants or people or services** that will save you time or money or help you implement what you need to get done – this will save you time and money so you don't have to figure out who to use for certain projects.
- **Recordings from each phone session emailed to you** that you can listen to anytime you want or in case you need to hear again what was said. Sometimes creative thinking and collaborative brainstorming can lead to wonderful ideas.

### **Plus 3 Additional BONUSSES:**

**BONUS #1:** The Program includes weekly email communication with me as needed, critiques, feedback and proofing of projects along the way... (unlimited)

**BONUS #2:** PLUS instant access to The BLAST Method online Virtual Training for 12 months (a \$ 997 value)

**BONUS #3:** PLUS get FREE access to The BLAST Method Facebook Group and gain valuable access to other business owners, coaches and much more..! (a \$ 141 value)

### **Frequently Asked Questions:**

**"Wow, Kellie, this all sounds great but I just don't have the time to do focus on this right now, it's really a bad time for me to be in such an intensive program."**

I hear this all the time. "I don't have the time"... How could you not have the time? You wouldn't be searching for a solution if there wasn't a problem. Just think where your business would be now if you started 6 months ago, how about a year ago?

Think about what may happen if you don't focus your energies and spend the time. Most small businesses fail or fail to achieve the level of success that the owners initially intended. Mostly due to not focusing on BUILDING their business and not finding the time to work ON their business. You can't afford not to.

## **"Who exactly is this 90 Day program best suited for? I am a small business, Do I really Need Something This Intensive?"**

This program is designed for both a start up business and an established business but only if you are motivated and committed to implementing the strategies we discuss. This is a great way to invest in a seasoned marketing professional without the big expenses of a full time employee. In 90 days, you can accomplish building a strong foundation for you to build upon after the end of the program. (Not to mention, Kellie will be checking in with you from time to time to make sure you are where you should be)

## **"Ok, so if I am really committed to my business and make time for this Program - what's my investment for this 90 day program?"**

The techniques and strategies you learn in this program will be with you forever and can be applied over and over again. You will look at your business differently and be equipped to make smarter decisions from here on out not to mention that these techniques will most likely save you THOUSANDS OF DOLLARS and make you TENS OF THOUSANDS OF DOLLARS more than you would have made on your own!

**I am confident you will NOT find any other type of coaching service or product out there like this one plus it comes with a no risk investment for the first 30 days with my personal guarantee.**

You have NOTHING to lose and the time is NOW. Imagine if you could change your business and live the lifestyle you deserve. Take a chance and make a difference.

My goal is to help 100 entrepreneurs this year change their lives and build the business of their dreams. I have a unique skill of evaluating business, its' practice and its' people to design a program that yields results. I offer a personalized program and am committed to your success. I look forward to our first call and watching your business BLAST™ to unbelievable heights.

The techniques and strategies you learn in this program will be with you forever and can be applied over and over again. You will look at your business differently and be equipped to make smarter decisions from here on out not to mention that these techniques will most likely save you THOUSANDS OF DOLLARS and make you TENS OF THOUSANDS OF DOLLARS more than you would have made on your own!

Dedicated to your success,

Kellie D'Andrea, Small Business Mentor



