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The 1-page Marketing Plan Book (SHIFT.Camp 2024-2025)

1 Introduction

- Money — Feeling of us: reflection of our attitude towards money
- Business
  - Our approach and POV toward launching a business hits different
  - Business has primary goal of "money", otherwise, it's an NGO or other voluntary activity which is not a business
  - Gaining money based on lower energy spending and higher gain
- Illusion of Entrepreneurship — The illusion comes from our confidence in our skills, and gaining.
  - Going from not working for a stupid manager to becoming one.
  - Solution: we need to go through the path of making a business to succeed. Moreover, we need planning, strategy, starting and ending points.
- Pareto Principle (The 80/20 Rule)
  - Italian economist based on farm areas
  - 80% of our gain comes from 20% of our activities. — Primary success comes from tiny amount of our endeavors.
  - ★ There is also 20%^2 of activities that are the critical focus of your gain/success.
    - **The 64-4 Rule**
      - **Gold question: What are the 64% activities that we should get rid of or delegate?**
      - This is pretty similar to synaptic pruning.
- Strategy
  - Strategy (as marketing referred in the book), is a powerful leverage which lets gain success by spending tiny amount of time.
    - **Dynamic marketing plan**
  - Marketing — Marketing > Branding
  - Strategy | Tactic | Technique
    - Strategy: map or structure
    - Tactic: the materials of constructions needed for the structure of business
    - Technique: the idea for doing the business
    - **Chasing the place of each stage can take a form of "Shiny Object Syndrome".**
  - Content Marketing — The business should goes through the pain of people. In business settings, content marketing is a powerful tool.

1 Selecting Your Target Market

- Niche [Marketing]
  - Product / Service — Each product/service needs its own campaign.
  - Niche needs to have depth and low amount of competitors,
    - **Question (Q1): How to clarify niche? What is a step-by-step structure to follow in order to make this happen and spread the business plan more broadly?**
  - In business terms, niche is smaller than segment (goal market).
  - In niche, you can only work with a specific business or customer to be more wealthy (COI).
    - A conflict of interest (COI) is a situation in which a person or organization is involved in multiple interests, financial or otherwise, and serving one interest could involve working against another.
  - Play of cost is not a good market, cause it demotes our business to product. We should focus on the quality rather than costs.
  - Identify Customers
    - Cut our or print a picture of customers by asking questions from their age, status, thinkings, ...
      - ★ For doing niche, we should think about the before-sleep or first-thing morning activity thoughts of the customer or niche.
    - PVP index
      - Personal fulfillent — Part of interests should form the foundation of choosing niche.
      - Value to marketplace
      - Profitability
      - Formula to find Niche
  - Tools: — Avatar — A detailed exploration and description (sample or characteristic) of the target customer or niche.