



Strategic Marketing Plan Template

*Empowered by Shana L Yao
Total Genius*

WHAT DO YOU DO IN YOUR BUSINESS?

WHO ARE YOUR BBF LEGACY CLIENTS?

HOW MUCH IS THE PRODUCT/SERVICE(s) YOU SELL?

WHAT IS YOUR MONTHLY SALES GOAL?

WHAT IS YOUR MAGIC NUMBER? (Realistic = expenses + small cushion)

HOW MUCH DO YOU NEED TO SELL EACH MONTH TO REACH THOSE GOALS?

Strategic Marketing Plan Template

*Empowered by Shana L Yao
Total Genius*

TM

I AM COMMITTED BECAUSE: (*What is your why*)

CREATE YOUR STRATEGY:

1. What you do in your business (what are you known for)?
2. How are you different than your competitors?
3. What do your BBF Legacy Clients want?



[HTTP://TOTALGENIUS.NET](http://TOTALGENIUS.NET)



Strategic Marketing Plan Template

*Empowered by Shana L Yao
Total Genius*

WHAT TACTICS (i.e. social media platforms, webinars, etc) WILL YOU USE TO DELIVER YOUR VALUE?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

WHAT IS YOUR CONTENT STRATEGY?



Strategic Marketing Plan Template

*Empowered by Shana L Yao
Total Genius*

WHAT DO YOU NEED TO DO EVERYDAY TO PRODUCE A CONSISTENT MARKETING STRATEGY?

1. DAILY MARKETING TASK:

2. REGULAR MARKETING TASKS: (not daily; X times weekly)

3. ABI MARKETING VEHICLE (teleclass, webinar, Facebook group, etc)



Strategic Marketing Plan Template

*Empowered by Shana L Yao
Total Genius*

WHAT IS YOUR MISSION? WRITE YOUR MANIFESTO.

(Your manifesto/mission is based on the principles and self-given rules you will operate your business by. Your manifesto should be based on your individual beliefs, your values, and your purposeful mission in your business.)

Example (here is my personal one)

Here is the version I use in my business - My Mission



Strategic Marketing Plan Template

*Empowered by Shana L Yao
Total Genius*

CONGRATULATIONS!

Now download the free daily planner at
<http://totalgenius.net/science-success>
(sample daily planner)

DAILY DONE LIST: *(print one for each day)*

TODAY'S DATE:

WHAT IS THE GREATEST USE OF MY TIME TODAY:

Business:

Life:

WHAT ARE THE THREE ACTIONS I AM COMMITTING TO TODAY?

Business

- 1.
- 2.
- 3.

Life

- 1.
- 2.
- 3.

INCREMENTAL LAUNDRY TASKS:

- 1.
- 2.
- 3.

BRAIN DUMP (for future ideas)



Strategic Marketing Plan Template

*Empowered by Shana L Yao
Total Genius*



Shana Yao is CEO and Founder of TOTAL GENIUS , where she works with high achieving entrepreneurs to discover your genius – the combination of your greatest strengths, talents, and life experience – to create a profit generating business based on your purpose, that fulfills your life and makes an impact on the world. She is an award-winning Business and Personal Success Strategist with over 28 years of experience managing multimillion dollar retail and shopping center locations, including the famed Rodeo Drive.

*In her signature program **Discover Your Genius**, Shana helps her clients achieve discover and empower their genius within. Using her knowledge of neuroscience, neuro-linguistic programming, positive psychology, emotional and positive intelligence, and high level business strategies, she works to develop her client's unique vision by uncovering their purpose, their message, building their profit-generating signature program and putting their words into action on their website and in their customized marketing strategy. **Schedule a chat to get your business and personal brand positioned to sell.***

WATCH THE FREE CLASS TO GET YOUR BUSINESS POSITIONED TO SELL!

POSITIONED TO SELL
FREE CLASS
 Attract your tribe of loyal clients
 Get SEEN & HEARD without selling!

SIGN UP NOW!

with Shana Yao
 CEO & Success Strategist
 totalgenius.net

Join me and other holistic leaders building their business for success at [**The Genius Collective.**](#)