

Business Growth Plan

Because you can't
sell a secret



Introduction



Hi 🙋, I'm Natasha Butter.

I'm a marketing strategist who helps businesses just like yours identify opportunities for growth and develop the strategies to achieve that growth. For over 25 years I've successfully developed marketing plans for multi-national consumer brands through to start-ups.

The following plan is the same process I've used throughout my career. I know it will work for you too.



What we will cover in this plan.



1. What is your 12 month goal?
2. How to achieve this goal?
3. Product Table
4. Customer Profile
5. Marketing Funnel
6. Implementing the Marketing funnel



What is your 12 month sales goal?

--

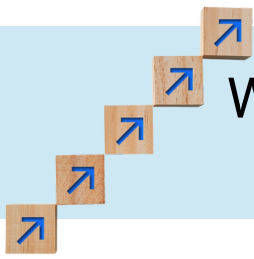
What are three areas of focus?



What 3 products/offers do you want to focus on in the next 12 months?
OR if you have one core product/offer, which 3 customer profiles do you want to focus on?

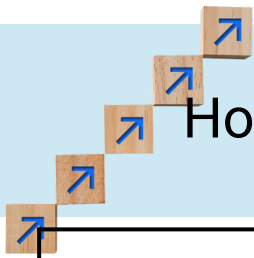
*Personally, I think you should only focus on **ONE** area and do that **INCREDIBLY** well.
But I know most people can't do that so let's keep it to 3 😊*

Area of focus 1	Area of focus 2	Area of focus 3



What is the sales revenue you are going to achieve from each area over the next 12 months?

Area of focus 1	Area of focus 2	Area of focus 3



How many customers do you need to achieve the sales goal for each area?

Area of focus 1	Area of focus 2	Area of focus 3

Where are you going to find each of these customers?



- What are you going to do to create awareness of your offer?
- What are you going to do to get people to consider your offer?
- How will you convert to sales?
- Who can help you at each step of the journey?

Awareness

Some suggestions include:

- Social media
- P.S on an email
- Paid Advertising
- Networking
- Joint ventures

Consideration

- Networking
- Making appointments
- Call to action
- Trial or Training
- Events
- Speaking engagements

Purchase

- Follow up email
- Phone call
- Buy now
- Website shop
- Promotion

Implementing the marketing funnel

Where are you going to find these customers (brainstorm possible sources or events to find these connections)

	Area of focus 1	Area of focus 2	Area of focus 3
Awariness			
Consideration			
Purchase			

Remember this Business Growth Plan tool to get you started.

Don't be concerned if you are yet to establish your 12 month goals, or if you are unsure of which three products, offers or services you wish to promote. Create a plan for 90 days instead.

Take the time necessary to develop a strong base for your future goals, as to make them easier to accomplish.

SCHEDULE IN YOUR CALENDAR WHEN WILL YOU DO EACH OF THESE ACTIVITIES OVER THE NEXT 90 DAYS.

Once the plan above have been completed, its time to implement the activities. Its now time to begin planning the next 90 days in order to set the ball rolling to complete your 12 month goals.

Keep it accountable. Email your plan through to me at
Natasha@Boostmarketingservices.com.au
I'll check in and see how you are tracking
Natasha



It doesn't matter
how you get there.
You just know
where "there" is

Get supported to achieve your business goals



I love supporting businesses to achieve their sales and marketing goals.

Through combining my industry experience with lecturing at University, I help you see the big picture and join the dots to help you reach your business goals in easy to understand language and achievable steps.

BOOST MARKETING SERVICES offers a wide range of different services ranging from business coaching and mentoring to empower you to do it yourself, or done for you integrated marketing services.

Book a time to talk about how we can help you achieve your goals this year - [Book Here](#)

Focussing on what would give me more visibility in the industry, we were able to hone in on specific words, phrases and imagery that were key to this all falling into place. My business has grown in leaps and bounds since working with Natasha. – Carol Coghlan, Personal Concierge.

I can't believe the transformation she has brought out in me, not just from a marketing perspective, but from a personal perspective too. She gave me such a simple and effective plan in a few short weeks that not only did I spend less time on my business but I gained more interest and potential clients. But the best part, she made the whole process so enjoyable. – Roz Ware

Comprehensive, authentic and backed by real experience across so many industries Natasha asks the right questions to flip you out of your comfort zone, clarify your plan and infinite powerful strategies that lead to a return on investment – Kylie Bartlett, Lead.Love.Leap

