



## Biblical Principles for Success

God has an amazing plan for your life--know your purpose. Proverbs 19:21

Set your hands to work and God will bring wealth and prosperity. Matthew 25:29, Deuteronomy 8:16-18 - God gives the power to get wealth.

What is the thing you are passionate about?

We are Living Epistles. We have supernatural opportunities to show Jesus through our business. Begin by attaining the skills required for Excellence. Partner with the Holy Spirit for wisdom and insight.

Blue Ocean Strategy (see Scientific Method free download)

Create an uncontested market space where the competition is irrelevant.

## Red Ocean VS Blue Ocean

Red Ocean Strategy tries to beat the current market in a crowded space.

Compete in existing market space.

Must beat competition.

Exploit existing demand.

Make the Value/Cost trade off.

Differentiation OR Low cost.

Create uncontested market space.

Make competition irrelevant.

Create and capture new demand.

Break the Value/Cost trade off.

Differentiation AND Low cost.

## Creative Process - Marketing Plan

Articulating the message of your idea/product/offering (see Creative Direction Document Download).

## Digital Marketing

Currently the best use of ad dollars. All forms of media have digital options.

## Conversion Engine Funnel (see free download)

All ads and posts directed toward Ultimate Response