



## LESSON 1: Biblical Principles for Success

- God has an amazing plan for your life--know your purpose.
  - Proverbs 19:21 - The Lord's purpose will succeed.
  - God gives gifts, talents and the grace to fulfill His purpose.
  
- Set your hands to work and God will bring wealth and prosperity.
  - Matthew 25:29 - Parable of the talents.
  - 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.
  - Attain the skills required for Excellence.
  - Partner with the Holy Spirit for wisdom and insight.

## LESSON 2: Blue Ocean Strategy

- Create an uncontested market space where the competition is irrelevant.
  - Capture new demand.
  - Offer customers a leap in value while streamlining costs.
  - Results - handsome profits, speedy growth, brand equity.
- Create a niche within the current industry.
  - Employ Scientific Method to discover a Blue Ocean.
- Never use the competition as a benchmark.
  - Become your own competition.
  - Create better processes to lower costs.
  - Patents for new technology.
  - Linking current technology with buyer value and lower cost

## LESSON 3: Red Ocean VS Blue Ocean

- Red Ocean Strategy is trying to beat the market in a crowded space. (toothpaste, taxis, carpet cleaning)
  - Compete in an existing market space.
  - Must beat competition.
  - Exploits existing demand.
  - Make the Value/Cost trade off.
  - Differentiation OR Low cost.
- Blue Ocean Strategy
  - Create an uncontested market space.
  - Make competition irrelevant.
  - Create and capture New demand.
  - Break the Value/Cost trade off.
  - Differentiation AND Low cost.
- Employ the Scientific Method to find the Blue Ocean in your market.
  - Free Download tools.

## LESSON 4: Creative Process - Marketing Plan

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

- Determine target audience.
- Determine motivators/core needs.
- Identify the solution regardless of the offering.
- Determine how the offering satisfies the need.
- Determine how the offering changes the audience's life.
- Determine how the audience's life will improve with the offering--God wants us to be a blessing.
- Message Box--Statement of offering identity meeting the core need of the audience.

## LESSON 5: Digital Marketing

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

Options are not either/or but used together can more precisely pinpoint your ideal customer.

- Geo-targeting--Zip codes, cities, counties, DMA, countries.
- Demographic targeting--Age, sex, education level, income level, family size, ethnicity.
- Geo-fencing--GPS and RFID technology creating a virtual geographic boundary (location services).
- Site retargeting--Ads following visitors of your site.
- Search retargeting--Ads following visitors of similar searches.
- Device targeting--Ads sent to specific devices.
- Contextual targeting--Ads to visitors consuming content relevant to your business (Key word list).
- Behavioral targeting--Ads sent based on predicted behaviors of target audience.

### Conversion Engine Funnel

- All ads and posts directed toward Ultimate Response