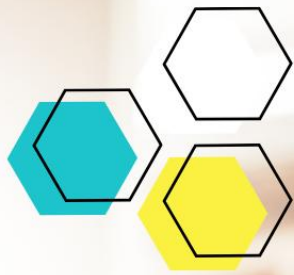


Effective ENTREPRENEUR



Effective Entrepreneur Study Guide

Biblical Principles for Success

God has an amazing plan for your life. Do you know your purpose? _____

How can we be assured of success? Proverbs 19:21. _____

What are the gifts and talents God has given you to fulfill His purpose? _____

How can we see those gifts and talents increase? Matthew 25:29. _____

What does the Word say about wealth and prosperity? Deuteronomy 8:16-18. _____

What things are you passionate about? _____

Have you ever considered turning your passion into a business? _____

How could your business fulfill your life purpose and bless others? _____

What are you doing to attain the skills required for Excellence in your field? _____

Blue Ocean Strategy

Give an example of an uncontested market space where the competition is irrelevant.

How did they capture new demand? _____

What is meant by--a leap in value while streamlining cost? _____

How can you create a niche within the current industry? _____

Use the Scientific Method to discover a Blue Ocean (see free download). _____

Do you use the competition as a benchmark? What can you do to make it irrelevant?

How can you become your own competition? _____

Give an example of creating better processes to lower costs. _____

Do you know how to apply for a patent and when you need one? _____

Red Ocean VS Blue Ocean

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

- 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.

Creative Process - Marketing Plan

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

Who is your target audience? _____

What are the motivators and core needs? _____

What is the solution with or without your product? _____

How does your product satisfy the need? _____

How does your product change and improve the audience's life? _____

Create a statement of identity meeting the core need of your audience. Message Box.

Digital Marketing

Currently the best use of ad dollars is digital.

All forms of media have digital options.

Research the options below to make wise decisions when choosing an ad agency.

- 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 (see free download)

All ads and posts directed toward Ultimate Response