

The Education-Based Marketing Plan Blueprint

CREATE AN URGENT NEED

6. This is the Foundation of my Education-Based Marketing Plan:

a. Identify a problem

b. Personalize the effects

c. Identify a solution

d. Position yourself as the solution

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Phase Two: Customize – Implementation Milestones

(A) Choose two topics that are critical to your target market. Outline the key points of each topic, as an overview of the content you will eventually flesh out as a written piece or as a speech/presentation. Remember that they don't know what you know. Small chunks of information at a time are always best.

Topic #1:

Topic #2:

(B) Using the EBM Template found in your materials folder, and the Foundation for your Education-Based Marketing Plan you developed earlier in Phase Two, finish developing your EBM Plan.

Create a plan for when, how, and where you will implement it:

(1) I will take action on my plan no later than _____

(2) I will first launch my plan via (blog, Facebook, LinkedIn, email, presentation, webinar, other)

(3) The first target audience for my EBM is: