

Creating Your PROFITABLE Vision, Mission, Values & Culture to WIN BIG!



Developed and Presented By: Edward Zia – Marketing Mentor & Coach

Staying on Track

- When you Sell & Market, you need a great direction and “Sandbox”.
- Focus and consistency is everything.



YOU'RE AWESOME

- I'd love to help you get More Clients, More Money and More Time™
- This event is valued at \$500 upwards and our gift to you.
- Listen for the powerhouse money making ideas you will learn here.
- We're here to help you WIN BIG. Ask questions, enjoy and we have great options in the end as to how you can work with us.



THANK YOU WeWork + Meetup!

- I'm an Ambassador for WeWork & Meetup and they support us in incredible ways. Incredible company with top world leading Coworking Spaces!
- Please share our event on Facebook, LinkedIn and Support WeWork and us 😊



THANK YOU from Edward Zia

- Marketing Mentor, Coach & Speaker.
- I've helped lots of people make lots of money and here to help you WIN BIG.
- Australian Army Veteran & Former Fed, Post Graduate in Marketing, Host at NSW Business Chamber, Meetup & WeWork Ambassador, Love Christian Outreach, Liberal Party Member, Founder of EA.
- Add me on FB & LinkedIn!



1 X SPOT LEFT!

Premium Mastery Workshop on Saturday 23rd February 2019 @ Novotel Sydney on Darling Harbour

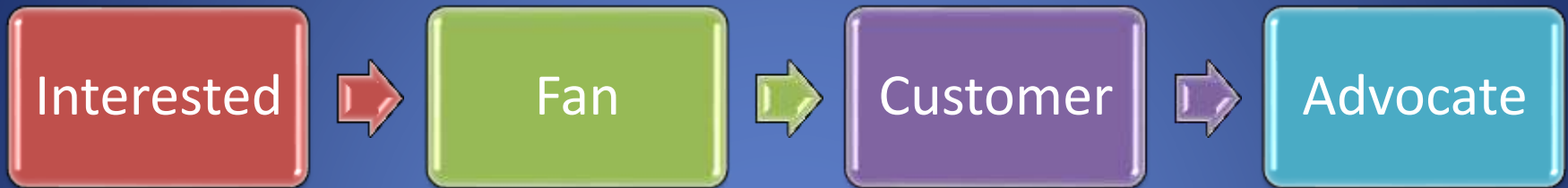
- Join us for “PROFITABLE Persuasion, Selling, Marketing & Influence!”
- Limited to a small group size for maximum personal interaction and includes a 90 Minute Personal Coaching Session and Valued at over \$1500 + GST.
- **Limited Spots:** \$597 + GST. For current and past clients, Loyalty Reward rate of \$497 + GST.



Take 1 Idea and Put It INTO ACTION!



Winning Clients ASAP



- People are attracted to your culture and vibe as much as your hard products.



Winning Valuable Clients

- The culture you put out there attracts people of similar values to you.



Thought for 1955

WHAT IS A CUSTOMER?

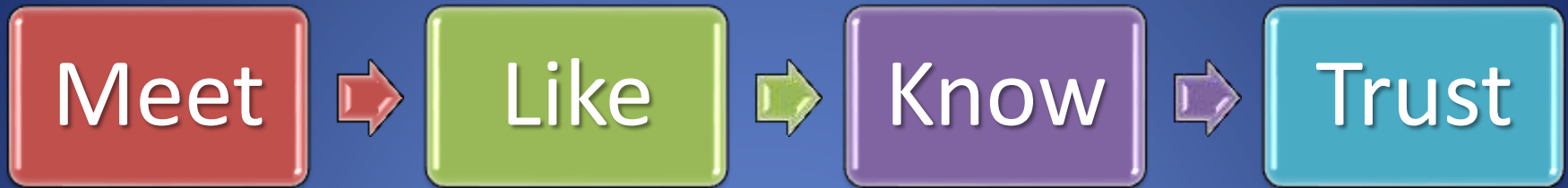
- ★ He is the most important person at your station.
- ★ He is not dependent on you . . . you are dependent on him.
- ★ He is not an interruption of your work . . . he is the purpose of it.
- ★ You are not doing him a favour by serving him . . . he is doing you a favour by giving you the opportunity to do so.
- ★ He is not an outsider to our business . . . he is part of it.
- ★ He is not a cold statistic . . . he is a flesh-and-blood human being with feelings and emotions like your own, and with biases and prejudices.
- ★ He is not someone to argue or match wits with . . . nobody ever won an argument with a customer.
- ★ He is a person who brings you his wants . . . it's your job to handle them profitably to him and to yourself.

Winning Quality + Marketing Eco-System

- You want consistency across your whole Sales & Marketing mix.
- Virgin does this really well and a great model (especially cross industry).



Winning Sales Process



- A consistent culture and feeling builds trust and keeps people focused.



Abundance Mindset Considerations

- It's time to only have WONDERFUL people in your life 😊

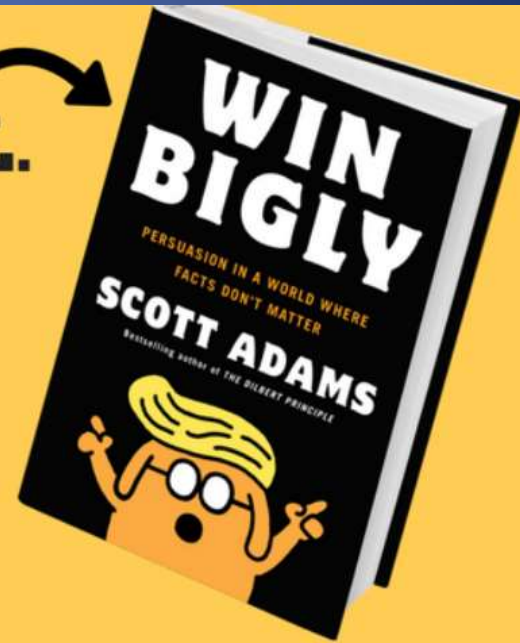


The Persuasion Stack

- We love and recommend “WIN BIGLY – Persuasion in a world where facts don’t matter” by Scott Adams.
- “Persuasion Stack” is everything and as we build that, we become more powerful and effective.

"I RECOMMEND THIS BOOK TO ALL MAMMALS, BIG AND SMALL. IT ONCE TURNED A MOLE INTO A CHEETAH. I SAW IT WITH MY OWN EYES."

-Lord Byron (probably would have said that)



ON SALE 10-31



Tweets **42.7K** Following 1,037 Followers 298K Likes 44.2K

Following

Tweets Tweets & replies Media

Pinned Tweet

Who to follow · Refresh · View all



Joel B. Pollak · @joelpollak... x

Scott Adams
@ScottAdamsSays

Write Your Sales & Marketing Plan

- We can give you our template so you can write your whole plan with your 12 month, 90 day and Daily ACTIONS.

Marketing & Business Plan to WIN BIG:
FEBRUARY 2019

Business Statement, Vision and Next Year Goals:

- Edward Zia is to play out as Sydney's #1 Entrepreneur Marketing Mentor & Coach every day.
- Live by Values of Strength, Helping Each Other, Taking Action, Transparency, Fun, Intelligence and Winning.
- Grow the Awesome Marketing Vault as a Primary Product, Fill Workshops, Get Great Personal Clients and Get great speaking gigs.
- Success requires great Content, reaching out to at least 50 per day, speaking and more!**

Areas to be Cautious of:

- Cashflow is king. Make sure people pay on time with great process. Move on people who don't share our win / win values.
- Building Community is everything and personally staying connected.
- Outstanding Follow Up!**

Key strategies / actions:

- Reach out and sell the Awesome Marketing Vault Each Day.
- Fill Workshops continually and run 4 of them.
- Work with great partners & clients only (e.g. NSW BC, AE, WellWork, Meetup and More).
- Great content.
- Leverage Business Chambers, reach out Personally, Leverage Influential Leaders.
- Daily use of LinkedIn, Facebook, Instagram with links, videos and leading content.
- Brilliant Daily Play!**




90 Day Action Plan

Urgent (within 30 days):

- Remain fit and healthy, a bit more toning.
- Critical Daily Reach Out on Facebook, Twitter, Instagram and LinkedIn.

Important & Critical (within 60 days):

- Nail the Workshops and Drive the Vault.

Important & Coming (within 90 days):

- Go for NSW BC, AMI and More Shared Projects.

Future Teds:

- Massive Facebook Advertising Campaign.



Key Performance Indicators for Edward Zia

Daily:

- > 10 x GREAT Targeted Phone Calls
- > 50 x LinkedIn & FB Reach Outs
- 3 x Social Media Posts (FB, LinkedIn, Insta)
- 5 x Prayer / "In the zone"
- 1 x "The Edward Files" Blog

Weekly:


- 1 x Awesome Marketing Insights Email Newsletter
- 1 x Meetup Group Email Blasts
- 1 x Targeted Event Attendance per week
- 1 x Invoice & Cash Follow Up
- 2 x NEW TARGETED Face to Face Meetings

Monthly:

- 2 x Live Webinars
- 2 x Live Workshops
- 1 x Review

Key Outcome:

Grow our POWERHOUSE & PROFITABLE Community with Winning, Winning and Winning!



People buy
great **FEELINGS**
with hard cash.



PROFITABLE Situation #1

- Create a strong vision of what you want to achieve and who you want to attract.
- What must you do **ASAP** to **WIN BIG**?



PROFITABLE

Example #1

- I love attracting ambitious, kind, abundance driven and vibrant people (much like myself).
- I want to be a top Marketing Mentor & Coach in town and WIN BIG.
- **What must you do ASAP to WIN BIG?**



PROFITABLE Situation #2

- Create your inspiring Mission as to what you want to achieve.
- This is the next step from your Vision, it breaks it down and makes it real.
- **What must you do ASAP to WIN BIG?**

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PROFITABLE Example #2

- My mission and values floats my boat and I love it.
- You are the first one who must love it. Only then, shall others do the same.
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PROFITABLE Situation #3

- Create the Values that guide you.
- These are the ideas that your whole style, ethos, working culture and more are based on.
- **What must you do ASAP to WIN BIG?**



PROFITABLE Example #3

- Strength.
 - Helping Each Other.
 - Taking ACTION.
 - Transparency.
 - Fun.
 - Intelligence.
 - WINNING.
-
- **What must you do ASAP to WIN BIG?**



PROFITABLE Situation #4

- Create your working 'Culture'.
- These are your ideas, customs, social behaviour and norms. Comes from the rest.
- **What must you do ASAP to WIN BIG?**



PROFITABLE

Example #4

- Don't like wearing suits, like being friends and being inclusive.
- You will never see me put myself above anyone or think I'm 'Exclusive'. Not our culture!
- **What must you do ASAP to WIN BIG?**



PROFITABLE Situation #5

- Create your Brand & Identity to echo everything else.
- This is how you come across to the world!
- What must you do ASAP to WIN BIG?

More Clients,
More Money,
and **More Time**™

AMI CERTIFIED
PRACTISING
MARKETER
AUSTRALIAN MARKETING INSTITUTE



PROFITABLE

Example #5

- Blacks, Blue, White resonates with us.
- You will see nothing negative from me. Very upbeat, tough and focused on winning (fits with our values).
- **What must you do ASAP to WIN BIG?**

More Clients,
More Money,
and **More Time**™



PROFITABLE Situation #6

- Use your Values, Culture, Mission and Vision to filter your decisions.
- If anything comes 'out of the box' my way, you use this to decide what to do.
- **What must you do ASAP to WIN BIG?**



PROFITABLE Example #6

- I have people who try to take advantage of me all the time.
- As I'm kind and generous, they sometimes think I'm a sucker. I deal with them very professionally with strength, directness and swiftness. Then I forgive and move on fast 😊
- **What must you do ASAP to WIN BIG?**



PROFITABLE Situation #7

- Work with clients and people who you share a similar ideology with.
- This makes business easy, fun and much more profitable.
- **What must you do ASAP to WIN BIG?**



PROFITABLE Example #7

- I may say no to clients, or morph situations to fit with our superior values.
- Common tragic example, people don't carry through on ACTIONS which end up hurting them. I don't put up with it 😊
- **What must you do ASAP to WIN BIG?**



Bonus PROFITABLE Situation

- DO IT MORE 😊
- What must you do ASAP to WIN BIG?



Edward's Top 7 Moves to WIN BIG

1. Vision.
2. Mission.
3. Values.
4. Culture.
5. Brand & Identity.
6. Filtered Decisions.
7. Similar ideology.



Honourable Mentions

- Bring your staff into your vision too, and hire accordingly. You may have to let some people off the bus and let new people on.
- Saying NO and walking away from deals that don't fit you is fine. All good!.
- Love and listen to your fans. They know what is best for you 😊



Acknowledgements, Thanks & Credit

- For contributions, imagery & help we wish to thank:
 - Our friends for being in our photos.
 - WeWork & Meetup.
 - Teachable & Microsoft.
 - Facebook & Instagram.
 - And everyone else who helped make this awesome!



Working with Edward Zia & Joining Our Community

- Our Company Excellence Above is here to help YOU Get More Clients, More Money and More Time™
- We Mentor, Coach, Educate and Support you in your Business Journey of Success.
- Our clients love our Proven Trusted Strategies, Our Inspiration and the Personal Access and Support. NOW is the perfect time to get started 😊



Special Invite #1

The Awesome Marketing Vault with Edward Zia™

- Your Powerhouse Mentoring Program to help you Get More Clients, More Money and More Time™
- Get access to our Powerhouse Knowledge Vault, Personal Access to Edward Zia our VIP Inner Circle Support.
- **\$97 per month, subscribe @ www.excellenceabove.com.au**



Special Invite #2:

Personal Mentoring & Coaching with Edward Zia

- Work with Edward Face to Face on a rapid, intensive and POWERHOUSE journey to succeed ASAP.
- Fast Track Your Success by compressing years of learnings into days.
- **Limited Spots, \$1997 + GST / month.**



Special Invite #3:

Premium Mastery Workshop on Saturday 23rd February 2019 @ Novotel Sydney on Darling Harbour

- Join us for “PROFITABLE Persuasion, Selling, Marketing & Influence!”
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BONUS INVITE:

Discovery Session

- If you have loved this session and want to WIN BIG in your business, it's time for us to have a REAL CONVERSATION.
- **One Time Only:**
 - 45 Minutes, Valued at \$500 + GST and perfect for ambitious wonderful people.



Take ACTION now friends 😊

- We run Live Webinars and Meetups in Sydney CBD weekly and learn more @ www.excellenceabove.com.au
- Add me on FB, LinkedIn and get me at edward@excellenceabove.com.au / +61 458 310 670

