

1 (ABSOLUTE) PRODUCT

- Serve an identifiable purpose and deliver value to consumer
- Better value from competition, and in the eye of consumer
- Appeal to a need or want
- Deliver efficiency in use
- Easily defined use/s and/or purpose
- Good quality, good after sales service and maintenance
- Well branded for enticement and appeal
- Don't take forever building product
- Protect product use through innovation and consistent enhancement

3 CASH FLOW

- Make, sell, remake, invest and grow
- Rationalise every cent spent, must be for growth
- Separate business bank account
- As you grow, consolidate expenses for bulk discounts

4 DISTRIBUTION

- How consumers get hold of product
- Or how service is delivered
- *Must be efficient for consumers
- Relate 'absolute product' and 'marketing' to distributor
- Rational is to get customers to store
- Device in-store advertising
- Best absolute service wins

5 RELENTLESS

- Try, fail, you are sharper, you are smarter, retry

2 MARKETING

- Don't target market, mark possible buying targets/groups
- Which group is likely to buy the quickest?
- How to get hold of each group? Which mediums?
- What advertising can I afford? Which medium is free?
- Initial mediums must have highest marked-target concentration
- I cant pay \$1000 for ad and make only \$500 sales
- Assign a higher priority to which group?
- Which group is inexpensively reachable?
- Sensitivity of group?
- How am I going to penetrate each group?
- Which group will contribute most sales?
- How to relate product to group
- PR - Stories that capture media's attention. Will your story sell their papers? Is it valuable content? Which problems are solved? What are special facts?
- Social media is strong when used to show consumer testimonials
- At least 2 marketing programs for core and conservative markets
- Advertising must have spunk and drama

6 HAPPINESS (AND HONESTY)

- Happiness favours a decisive mind
- Indecision obviously is not progress
- Dishonesty is heavy to carry
- Entrepreneurs make plans for progress, not excuses (decisions)
- Always relook at model, it gels, its adds up