


STRATEGIC PLAN

Organization: Ballroom Dancing Training Business	Period: 2011	Date: 12/20/10	Version: 1
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CURRENT SITUATION:	Sales insufficient to quit my day job and go full time. Weak traffic and lack of name recognition in the marketplace. Need to capitalize on this while Dancing With The Stars is still hot! People love our current Dancing for Fitness product, but tell us that they want more new content in that series		DESIRED SITUATION:	Earn \$60,000 (\$5,000/month) after expenses so that I can quit current job and focus on this full time. By end of year want to have a membership site where people are paying monthly for additional content and feedback and at least 4 new products in the lineup
Key Indicators: 1	Last year sales \$24,000, profit \$12,000 after expenses.		Objectives: 1	Sales \$150,000, profits at least \$60,000
2	Traffic: average 1,500 unique visitors per month, primarily from pay per click advertising.		2	Build email list to 25,000, with a 30-part autoresponder series
3	5 videos on Youtube, 60,000 total views		3	Introduce at least 4 new products.
4	1 current product: \$19.97 Dancing For Fitness Video. 600 total sales.		4	Establish a membership site, with at least 500 people paying \$10/month for membership.
5	No social media presence		5	Establish affiliate relationships with at least 25 players in industry offering my products to their audience.
6	5,000 people on my email list. Sent 3 emails out to them during year.		6	Create at least 50 new YouTube videos, averaging 5,000 views each

SPECIFIC ACTIONS PLANNED TO FILL THE GAP:								
		Due Date			Due Date			Due Date
1	Introduce 4 new products, 1 each in April, June, Aug., and Sept.	Varies	5	Establish Twitter and Facebook Presence and post daily	Feb 1, ongoing	9	Develop free course, offer as an optin incentive and to affiliates	Jan
2	Create 50 videos and post on video sites. 20 each in Jan. & Feb. 10 in Mar	Jan-Mar	6	Contact at least 5 potential affiliate partners per week	March-Dec.	10	Identify other affiliate products to offer to my list to build profits	July-Aug
3	Create email autoresponder, incorporating videos produced	Jan-Mar	7	Run split tests on webpages to increase conversions	Feb 15-Ongoing	11	Develop cross-sell and upsell funnel system for existing & new customers	March 30
4	Create blog and post relevant posts 3X/week	Jan 15, Ongoing	8	Design membership site offering and build out content, May release	April	12		

ADDITIONAL GOALS		
Reducing paper usage by 50% to decrease my impact on environment	Design a business that allows me to take 6 weeks of vacation per year & work no more than 40 hrs/wk	Bring children into business to teach them business skills

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ACTION PLANS BY CUSTOMER TYPE:					
Make More From Existing Customers		Generate New Customers		Revitalize Lapsed Customers	
1	Pitch new products to existing customers as they are introduced	1	See video, blogging and social media strategies outlined on page 1	1	Offer special discounts to past customers who don't respond to initial new product mailings
2	Build email sublist of existing customers	2	Expand pay per click advertising reach. Track keywords to ensure profitability	2	
3	Give free month membership in membership site for existing customers	3	Achieve at least 10 permanent placements and 20 affiliate promotions during the year	3	
4	Identify affiliate offers from other companies that I can push to existing customers	4	Place at least 5 guest-blogging posts per month	4	
5	Develop ongoing tips and coaching products targeting past customers	5	Achieve page 1 search engine placements for at least 5 key terms from target list	5	
6		6	Test placing products on Amazon and eBay	6	

KEY STRATEGIC INITIATIVES			
JANUARY	FEBRUARY	MARCH	APRIL
Heavy social media push – FB, Twitter, video Offer free course via autoresponder	Video releases	Video releases Affiliate recruiting focus Create cross-sell/upsell funnel	New product release - Swing
MAY	JUNE	JULY	AUGUST
Membership site release	New product release – Salsa	QUIT JOB!	New product release – Cha Cha
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
New product release - Tango	1 st affiliate offering to my list	Set up permanent video studio	Special holiday fitness offering