

<p>Questions: Answer the questions below by typing or selecting your answer in the white cells in the column called "Your Answers." [Please click me for a video explanation of why there are underscores " " between words at the beginning of many cells]]</p>	<p>Sample Answers: Below are the sample answers for "Tony Shark's" pretend company called "Shark Virtual Reality"</p>	<p>Your Answers Please type or select the answers below. [Don't worry if you can't answer all of the questions yet as you will be able to later in the course. You can always change your answers later on in the course as well. Thanks]</p>
<p>9-1 [Optional] Sales_force_structure: Please comment on how your sales team is structured (if applicable). Discuss who is in charge of selling to certain geographies or industry verticals or large accounts or telesales etc. As a side note, the best way to get customers is to network network network; as such, please download my 200+ page book for free on how to network and get customers (or anything you want) at this address: www.harounventures.com. Side note: here is the easiest way to meet ANY CEO in the world (goldmine for finding customers): https://www.youtube.com/watch?v=uSRfqpphAo . Or check this video out on how too get free publicity (goldmine for getting</p>	<p>Sample sales force structure</p>	
<p>9-2 [Optional] Sales_force_incentives: Comment on how your salesforce (if applicable) is incentivized to sell your company's products or services (i.e., commission structure). How do you motivate your employees? Comment on the team culture if you want to as well; please see the 200+ page book that I created for you, which is attached to the lecture associated with this step on how to motivate your employees.</p>	<p>Sample sales force incentives</p>	
<p>9-3 [Optional] Sales_force_registration_or_licenses: If applicable, mention if your employees are certified to sell the product (i.e., in the financial services industry, often you need to have certification(s) prior to selling products).</p>	<p>Sample sales force registration comments</p>	
<p>[Optional] Suggestions (not a question) that might help you to write your marketing / social media portion of your business plan:</p> <p>Check out how your more established competitors use social media (Instagram, YouTube, Facebook, Twitter, LinkedIn, etc.)</p> <p>Repurpose content often (meaning if you write an article in LinkedIn, use a quote from the article and send over Twitter or Instagram, etc.)</p> <p>Create content online daily (yes - and please be a thought leader in your industry) as it gets indexed in search engines and it costs you nothing (please see my Twitter account or LinkedIn account or Instagram account or YouTube account, etc). If you want to learn how to write like a journalist does, please watch this video: https://www.youtube.com/watch?v=rg24V2YmFms</p> <p>9-4 Make sure that you are collecting email addresses on your website (yes email is old school, but no other distribution channel is more profitable). You can use MailChimp.com or ActiveCampaign.com</p> <p>Consider writing a book and giving it away to your potential customers or partners. It is easy to do and I want to help. As such, please download my how to write a book template for free here: http://harouneducationventures.com/write-book</p> <p>Use Google Analytics or the analytics on the website platform that you are using (i.e., Squarespace.com has decent analytics so you can see who your customer is).</p> <p>Give give give to customers to add value and I promise you, that in the long run, you will establish brand loyalty (it always takes time when marketing...but please stick with it).</p> <p>Make sure you have links in your emails or in your online newsletter or on your website to all social media links (Twitter, Facebook, LinkedIn, Instagram, etc.)</p>		

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<p>9-5</p>	<p>[Optional] More Suggestions (not a question) that might help you to write your marketing / social media portion of your business plan:</p> <p>If social media is overwhelming for you, check out Hootsuite.com as a way to distribute all your social media content through one platform.</p> <p>Make sure that your LinkedIn profile is superb (and all your employees' LinkedIn profiles are great too). For help on how, please watch this video: https://www.youtube.com/watch?v=BiIffCxJOa4</p> <p>Use Google Alerts on your brand or your competitor's brand in order to better understand how the market perceives what your brand is!</p> <p>If all this social media stuff is complicated, then hire a younger intern as they get it better than I do ;)</p> <p>If you have to make professional looking brochures to give to potential customers, consider outsourcing the creative process at www.fiverr.com</p> <p>If you want to set up a Vlog or create YouTube videos, I explain how to here: https://www.youtube.com/watch?v=hHYAjypBQLE</p> <p>If you don't have a website, I recommend SquareSpace.com as it is easy to set up and maintain (or WordPress.com).</p> <p>If you want to check out branding or logo strategies that big companies use, please watch this video: https://www.youtube.com/watch?v=aFkewnUW4AU</p> <p>I got the Tony Shark logo created at Fiverr.com (use that website too if you want as it is cheap and fast).</p> <p>Get professionally made business cards at Moo.com</p>	
<p>9-6</p>	<p>Social_media_strategy: Comment on your overall social media strategy. Please read the comments in the cell above me for help on how to answer this question. If it's helpful, check out how I use social media daily and please ask me any questions you want to here in the course or over my other social media channels (YouTube, etc).</p>	<p>Sample social media strategy</p>
<p>9-7</p>	<p>Lead_generation_strategy: Comment on your email marketing campaign or lead generation campaign (meaning how to get customers from online sources).</p>	<p>Sample lead generation strategy</p>
<p>9-8</p>	<p>Offline_media_strategy: If applicable, comment on your non-internet based marketing campaigns. Make sure that your potential customers consume this offline media format, i.e., radio, TV, newspapers, tradeshow, etc. Check out how your competitors advertise offline.</p>	<p>Sample offline media strategy</p>