

## **Marketing Action Plan - Service: The Singles Coach - Networking**

### **Marketing Tactic or Vehicle**

#### **Networking with women's (professional) organisations**

**Purpose** – What is your main intention for this activity?

Main intentions to meet as many women entrepreneurs who might be future customers for my services or have clients who have similar client profiles to the women who are my ideal clients.

**Intended Results** - What additionally do you want to accomplish?

To spread the word about what services I offer

To meet people face to face so that they have an experience of me

To practice my audio logo with them

To offer them my executive summary – either then or after the event

To collect as many targeted contact details as possible

To learn about how to develop my business in the company of other women in business

To find other businesses with whom I might like to affiliate in the future

**Your Target Market** - Whom you will approach?

#### **Personal Networking:-**

Brighton Coaching Exchange

Sussex Art Club

The Women's Company

- groups I have not visited, Clerkenwell, Kensington, Canary Wharf

- on-going groups Kings Cross, Mayfair, Crouch End, Harpenden

Aurora Gazelles – every 2 months

Business Link 4 London - monthly

#### **Through Websites:-**

Everywoman.co.uk

Been Dumped

Women Know How

Business Link for Women

## MAG 18 – Trisha Stone –MAP Worksheet – Networking

Capital Women 2006

The Bag Lady

Prowess

British Association of Women Entrepreneurs

Women Working 4 Women

The Olderpreneur

Women in Enterprise

A Woman's Place

Women at Work

Women on Top

All That Women Want

With Women in Mind [nblackledge@rooks rider.co.uk](mailto:nblackledge@rooks rider.co.uk) – Nicola Blackledger

[www.womenswisdom.co.uk](http://www.womenswisdom.co.uk)

[www.welike.org.uk](http://www.welike.org.uk)

successnetwork.org.uk

Networking Business Women

Business & Professional Women UK Ltd

Sistersnog.com

[www.herbusiness.co.uk](http://www.herbusiness.co.uk)

[www.ladiesthatlunch.co.uk](http://www.ladiesthatlunch.co.uk)

Creative Women's Network

Think Pink Inc

National Association of Ladies@ Circles

National Association of Tangent Clubs

[www.haveyouthoughtabout.com](http://www.haveyouthoughtabout.com)

Brighton & Hove Women in business

Business for Breakfast

[www.womensmarketingforum.com](http://www.womensmarketingforum.com)

**Core Message** – Problem you address and Outcome you deliver

Women who are over 35 and are alone but would like to be in a committed relationship.

They become successful at dating and relationships, know what they want in their lives, their relationship and how to find the man who is right for them.

**Marketing Information** – What marketing materials will you need?

Business cards

Executive Summary

Report

Articles

**Value and pricing** – How will you price this service?

The main cost of this service is my time to set up schedule of networking visits and attending events.

**Basic Game Plan** - Strategy and tactics.

- Decide in any month
  - how many organizations I am going to contact
  - how many networking events to attend per month
    - o probably 1 per week
  - if they are on-line networks what information I am going to offer, executive summary, articles etc.

**Heart of Activity** - Central part of your marketing plan

Being clear why I am attending/contacting organization and having a compelling message to interest them in my business.

**Offer and Call to Action** - How and when will you ask for action?

If they are interested asking them for their contact details, card.  
Offering them executive summary/articles/report which I can send to them.

**Follow-Up** - How and when will you follow up?

Follow-up the day after the event with whatever I have promised to send  
Again a week later to invite them to sign up to my newsletter on the website  
Again a month later to offer/send them something else

**Resources Needed** – What else will you need for success?

Time, time time & planning  
Being selective about the events that I attend.

**Action Steps and Timeline**

Action Step	Due Date	Comp Date