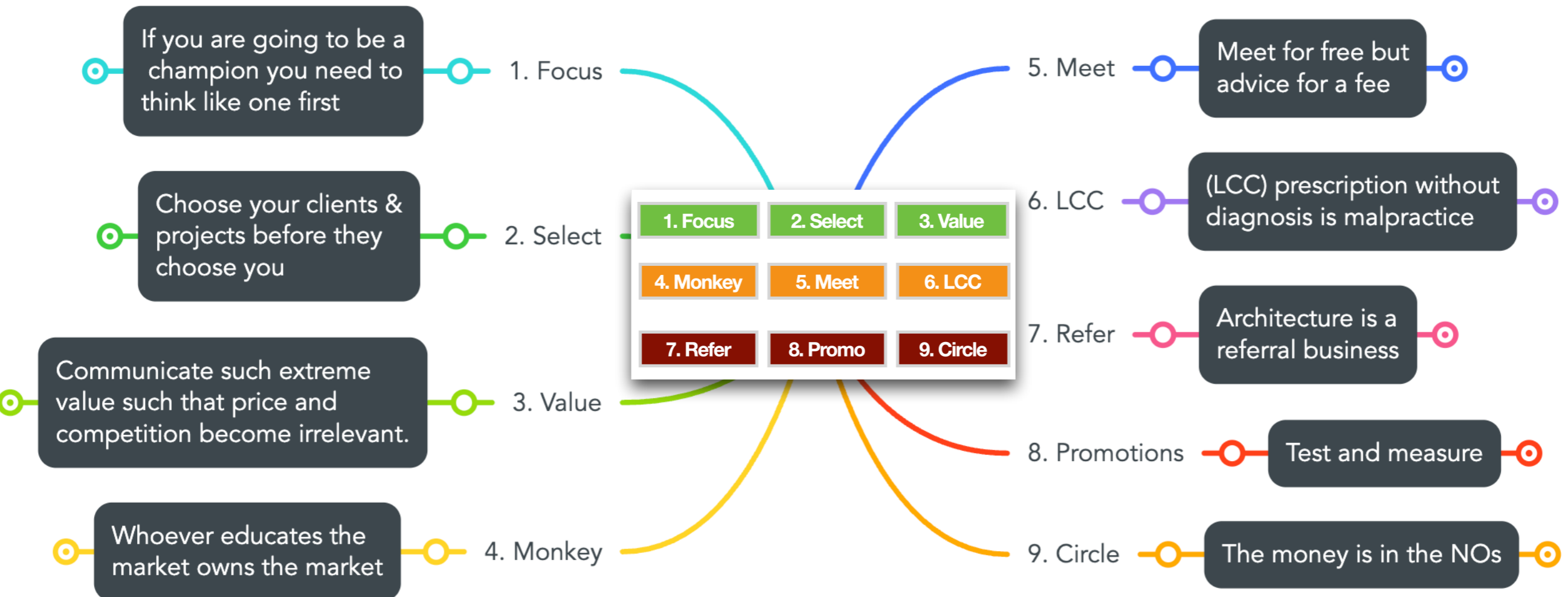


SIX ROAD MAP





Market
The project and people you want

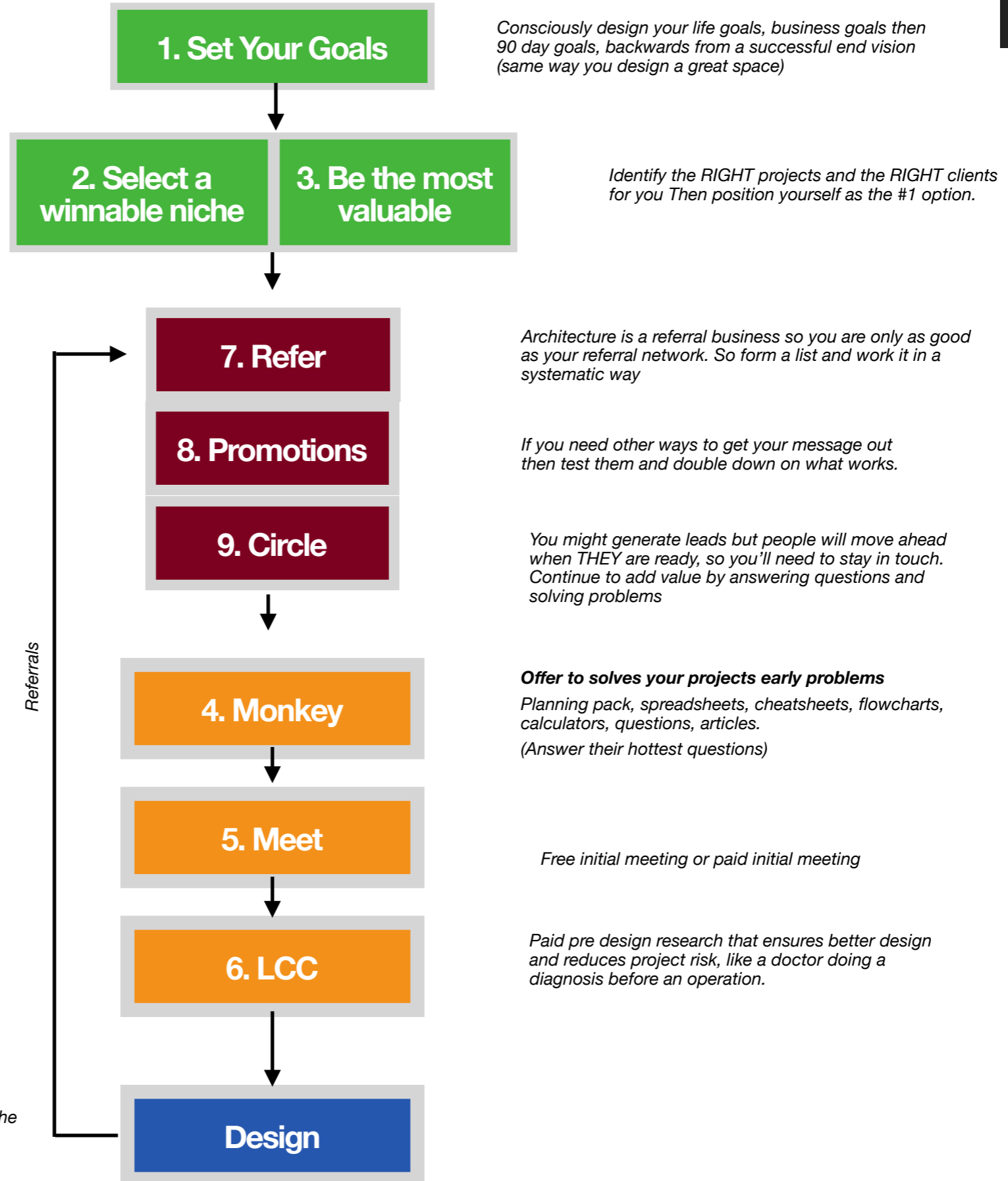


Media
How you get your message to the right people



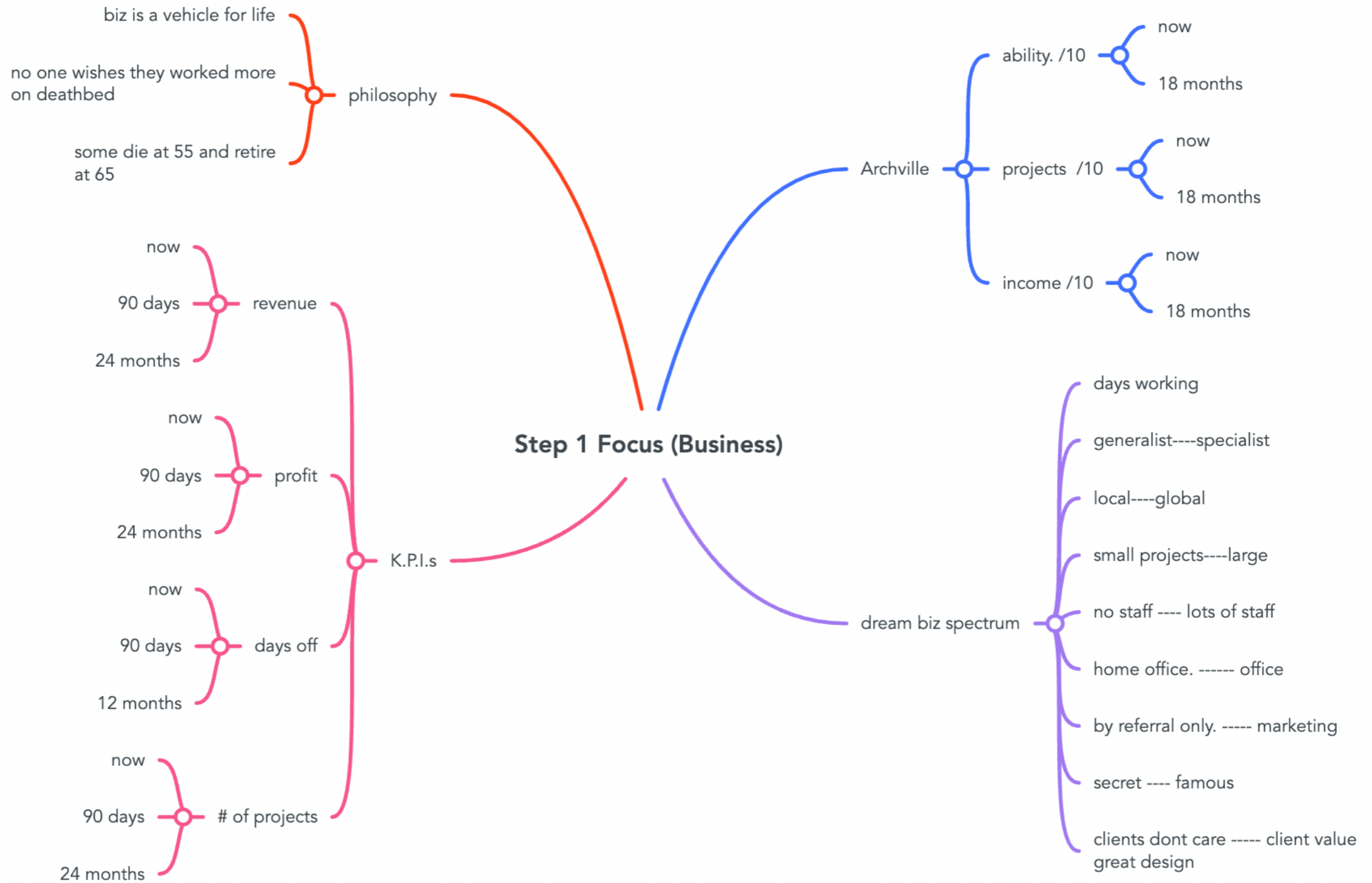
Message
These are your offers to help people

*Finally!!! What you've been eager to do right from the start before all this marketing got in the way Lol :-)
Capture results, photos, testimonials and referrals*





DESIGN YOUR DREAM BUSINESS



DESIGN YOUR DREAM BUSINESS

1 day pw	7 day pw
Generalist	Specialist
Local	Global
Low fees	High fees
Small projects	XL projects
No staff	Many staff
Home office	Office
By referral	Marketing
Secret	Famous
Clients don't care	Clients love design

3 Year Master Plan

Step 1
Focus

1. Put this worksheet in a highly visible place to see your Vision, Goals, Projects and Actions on one page
2. Review this sheet each Monday. Add a new set of weekly actions with a Post-It note in the bottom right section.
3. Redo this Master Plan every 90 days or sooner if you complete your projects faster.

3 Year Vision

Why

1 Year Goal

Why

90 Day Projects

7 Day Actions

Year Planner

Step 1 Brainstorm all possible projects

Step 2 Choose the best projects then put them in the order you will implement

Step 3 Schedule the best projects into the project planner below (focus on quality not quantity)

**Step 1
Focus**

Q1 Focus		
Month 1	Month 2	Month 3

Q2 Focus		
Month 4	Month 5	Month 6

Q3 Focus		
Month 7	Month 8	Month 9

Q4 Focus		
Month 10	Month 11	Month 12

Step 1 CHOOSE potential niches to evaluate

SPECIFIC STYLE SPECIALIST

Modern
Traditional
Simple house design
Detailed homes (elaborate designs)
Transformable housing
Tiny Houses (mobile homes) (edited)
Luxury design
Villa specialist

SPECIFIC METHOD SPECIALIST

Designed using your own unique design methods - *hint, combine categories to create a new niche*
Passiv Haus
Feng Shui

WHO YOU DESIGN FOR SPECIALIST

Residential
Developers
Industrial
Public
Commercial

SPECIFIC CATEGORY SPECIALIST

Industrial housing
Mobile homes
Retreats
Wellness Centers
Medical Centers
Universities
Commercial offices
Production studios
Fitness & Sports facilities
Community Centres
Town Houses
Multi-Family Housing
Coastal residential
Wellness design
Medial clinics
Highly sensitive people

MATERIAL SPECIFIC SPECIALIST

Pre-Fab housing
Straw Bale Construction
Concrete
Container
Wood

PURPOSE DRIVEN DESIGN SPECIALIST

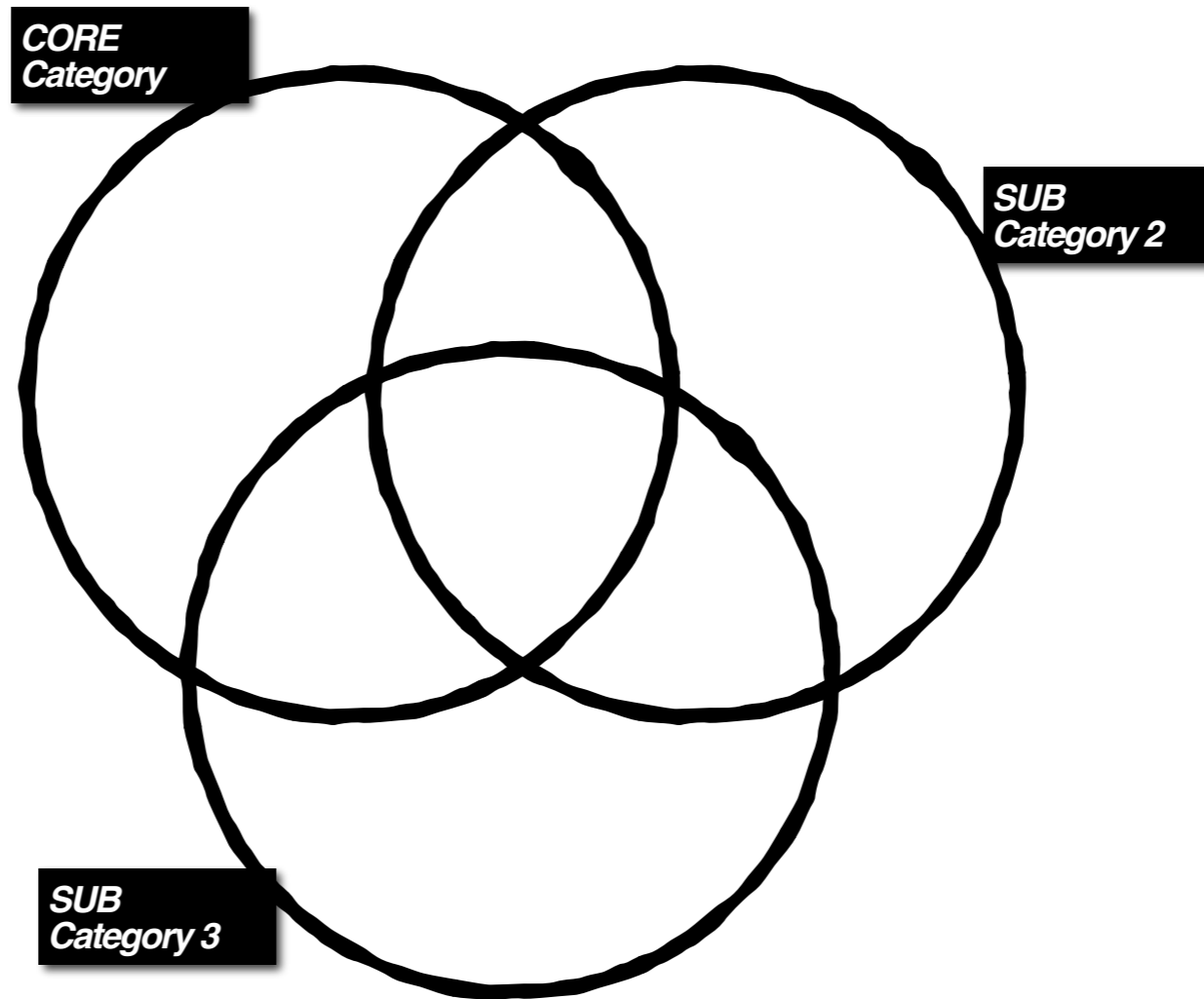
Return on design (ROD) for investors
Allergy Free Homes
Invisible design - senior living spaces that don't look like hospitals
Green
Sustainable
Ageing on place
Affordable housing
ADAAG Accessible Design
Net-Zero
Socially Conscious
Biophilic design
Wellness design

OTHER

Trained by (famous architect)
Difficult design (Red Adair)
Projects over \$Xm
Network
Full service only
Part service - e.g. Concept design only

OR CREATE A NEW CATEGORY

STEP 1 Choose 2 or 3 subcategories and create a new category that intersects all



STEP 2 List your criteria to qualify to fit your new category of design

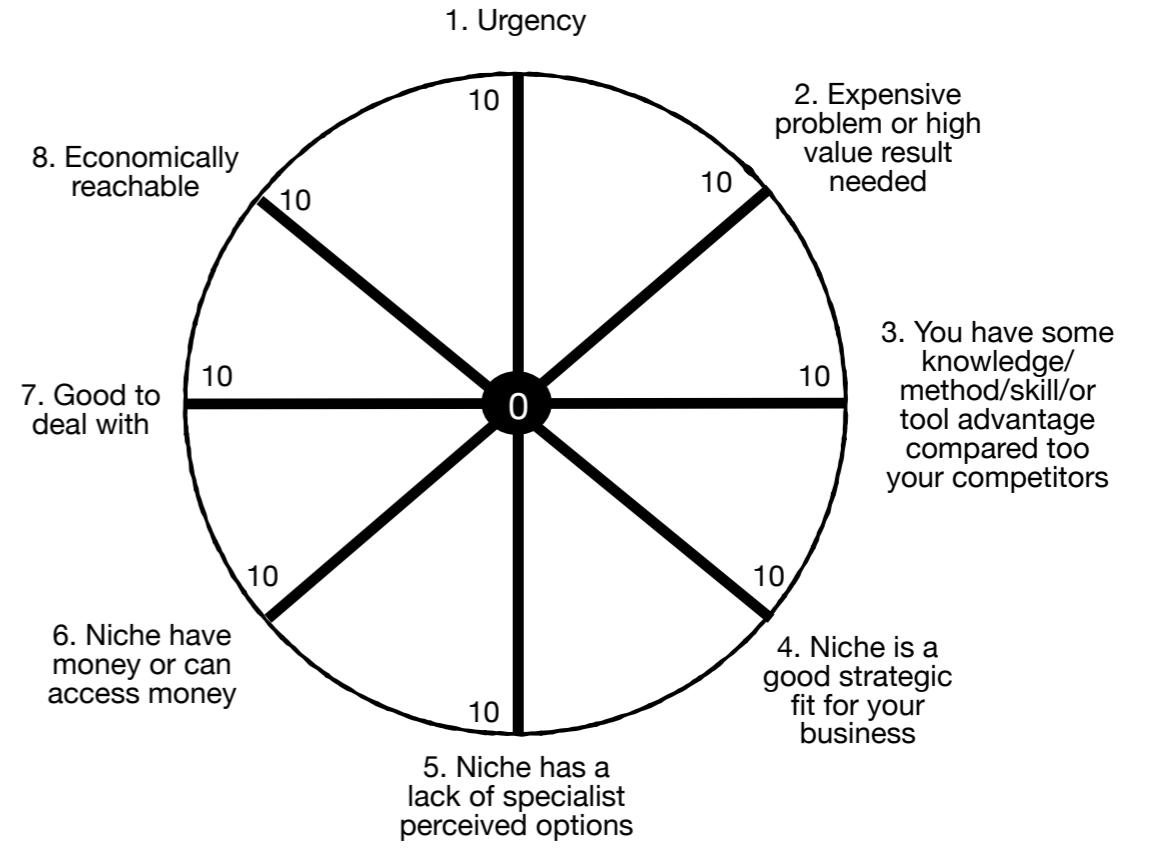
Step 3 Give your new sub category a catchy name and explain the value to the client for securing a specialist for this new category

EVALUATE YOUR TARGET MARKET

Step 1 CHOOSE potential markets or new categories to evaluate

Step 2 RATE each niche out of 10 (10 being perfect)

1. Urgency	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
2. Expensive problem or a lot to gain	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
3. You have some advantage	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
4. Good fit for your business	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
5. Lack of specialist options	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
6. Have money or access to money	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
7. Good to deal with	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10
8. Economically reachable	1 - 2 - 3 - 4 - 5 - 6 - 7 - 8 - 9 - 10



Step 3 Which niche do you choose to focus your marketing effort on and why?

POWER PYRAMID

High Power/High Fees

Celebrity

High profile personality
Recognised by the marketplace

Authority

Recognised by the industry insiders

Specialist

Perceived as focusing predominantly ONE type of project

Generalist

'Jack of all trades....'

Low Power/Low Fees

Where to plant

Website

Shock and awe box

Facebook instagram page

Pre meeting emails

Circle of love

Local publications

Newsletter

Press releases

Bio/introductions

Symbols of Power



- Your fees
- Books you've written
- Articles you've written
- Being interviewed
- Who you are seen with
- Whats written about you
- Who your clients are
- What people say about you
- Thought leadership
- Past projects
- Awards
- Celebrity style images

NB Most of these symbols can be created by you

FAB FORMULA

Feature

What it is

Advantage

What it does

Benefit

*How it can
change your life*

MILLION DOLLAR MESSAGE

Step 1 define your assets

<p>(HVC) WHO is this service for?</p>	<p>(HVP) Their expensive PROBLEM is...</p>	<p>(HVR) When they use my secret weapon they get ...</p>	<p>(W) without... or (E) even if...</p>	<p>(T) # of steps or days it typically takes...</p>		
<p>(SP) My SUPER POWER is...</p>	<p>(SW) My SECRET WEAPON is...</p>	<p>(SS) My SECRET SAUCE is...</p>	<p style="text-align: center;">Paint a picture</p> <table border="1"> <tr> <td data-bbox="1421 752 1970 1414"> <p style="text-align: center;">BEFORE: Show what life with HVP looks like</p> <p>-</p> <p>-</p> <p>-</p> </td> <td data-bbox="1970 752 2601 1414"> <p style="text-align: center;">AFTER Show what life with HVR looks like</p> </td> </tr> </table>		<p style="text-align: center;">BEFORE: Show what life with HVP looks like</p> <p>-</p> <p>-</p> <p>-</p>	<p style="text-align: center;">AFTER Show what life with HVR looks like</p>
<p style="text-align: center;">BEFORE: Show what life with HVP looks like</p> <p>-</p> <p>-</p> <p>-</p>	<p style="text-align: center;">AFTER Show what life with HVR looks like</p>					
<p style="text-align: center;">Choose ONE of these for your M\$M</p>						

Step 2 Draft your Million Dollar Message

We help/turn (HVC) who are frustrated with (HVP)

Go from (BEFORE) to (AFTER) in (T)..... using (SP or SW or SS)

without (W)..... [OR even if (E)]]

PRO TIP: Use this to explain the value of your specific offers like monkeys fist, ask the expert meeting and LCC or any specific aspect of what you do. This is hard to do with something as broad as your business

M\$M is simply a way to explain the value of something.

Once you can explain your value using the prompts then you can adapt this message depending on who you are talking to, the media you are using and the context.

Your million dollar message is like a north star you refer to to keep your message focused and aligned.

PRO TIP: Use this to explain the value of your specific offers like monkeys fist, ask the expert meeting and LCC or any specific aspect of what you do. This is hard to do with something as broad as your business.

Places you could use your Million Dollar Message

Your website

Articles and documents you write

Interviews you do

Bios about you

Meetings and sales calls

In advertising and promotions

Monkey's Fist

Targets a high value client	Answers an early specific relevant question	Solution high a perceived value	Brainstorm: 6 most commonly asked questions Brainstorm: 6 most relevant problems you can solve high value clients in the early stages	Possible title for monkey's fist
Solution has high actual value	Leaves the audience wanting more	Can be consumed in 5 minutes or less (ideal)		

Format (electronic or hard copy)

Checklist	<input type="checkbox"/>	Booklet	<input type="checkbox"/>	Video	<input type="checkbox"/>
Cheatsheet	<input type="checkbox"/>	Flowchart	<input type="checkbox"/>	Worksheet	<input type="checkbox"/>
Spreadsheet	<input type="checkbox"/>	Process map	<input type="checkbox"/>	Software	<input type="checkbox"/>
Directory	<input type="checkbox"/>	Mindmap	<input type="checkbox"/>	Info pack	<input type="checkbox"/>

Possible info to collect on your form

First name	<input type="checkbox"/>	Phone number	<input type="checkbox"/>
Last name	<input type="checkbox"/>	Stage	<input type="checkbox"/>
Address	<input type="checkbox"/>	Budget	<input type="checkbox"/>
Email	<input type="checkbox"/>	Location	<input type="checkbox"/>

Ask The Expert

Target client	Solves a specific tactical problem	Solution has a high perceived value	Brainstorm: 6 most commonly asked questions Brainstorm: 6 most relevant problems you can solve high value clients in the early stages	Possible title
Solution has high actual value	Leaves the audience wanting more	Can be consumed in 5 minutes or less (ideal)		

Client walks away with

- | | | | | | |
|-------------|--------------------------|-------------|--------------------------|-------------|--------------------------|
| Checklist | <input type="checkbox"/> | Booklet | <input type="checkbox"/> | Action Plan | <input type="checkbox"/> |
| Cheatsheet | <input type="checkbox"/> | Flowchart | <input type="checkbox"/> | Worksheet | <input type="checkbox"/> |
| Spreadsheet | <input type="checkbox"/> | Process map | <input type="checkbox"/> | | |
| Directory | <input type="checkbox"/> | Mindmap | <input type="checkbox"/> | | |

Possible info to collect on your form

- | | | | |
|------------|--------------------------|--------------|--------------------------|
| First name | <input type="checkbox"/> | Phone number | <input type="checkbox"/> |
| Last name | <input type="checkbox"/> | Stage | <input type="checkbox"/> |
| Address | <input type="checkbox"/> | Budget | <input type="checkbox"/> |
| Email | <input type="checkbox"/> | Location | <input type="checkbox"/> |

Low Commitment Consultation

Target client	LCC Name	Early Problem	High Value Result	Process
Price	Promise	Backstory		

Collateral

- | | | | | | |
|--------------|--------------------------|------------|--------------------------|---------------|--------------------------|
| Video | <input type="checkbox"/> | Booklet | <input type="checkbox"/> | Questionnaire | <input type="checkbox"/> |
| Letter/email | <input type="checkbox"/> | Flowchart | <input type="checkbox"/> | Worksheet | <input type="checkbox"/> |
| One page | <input type="checkbox"/> | Case study | <input type="checkbox"/> | Software | <input type="checkbox"/> |
| Newsletter | <input type="checkbox"/> | Mindmap | <input type="checkbox"/> | Info pack | <input type="checkbox"/> |

Step 7
Refer

Dirty 30

Month

D30 Members

Newsletter	Interview them	Refer them	Lunch/coffee	Call	Relevant article	Invite to event	Monthly email	Personal email	Help them	Help their Client	Connect them	REFERRALS
------------	----------------	------------	--------------	------	------------------	-----------------	---------------	----------------	-----------	-------------------	--------------	-----------

- WHO could be a good referrer?**
- Builders
 - Anyone who has referred in the past
 - Past clients
 - Overloaded architects
 - Architects who dont do your work
 - Realtors
 - Bankers
 - Landscapers
 - Interior designers
 - Property developers
 - Plumbers
 - Electricians
 - Financial advisors
 - Town planners
 - Projects that need rescuing

**Step 7
Refer**

Dirty 30

Month
August 2024

D30 Members

- Ed Hilary
- Don Bradman
- Kane Williamson
- Richie McCaw
- Susan Devoy
- Mahatma Gandhi
- Ben Ainsley
- Virat Kohli
- Julia Roberts
- Jennifer Lopez
- Cindy Crawford
- Darren Eagle
- Martin Crowe
- Jimmy Choo
- John Travolta
- Benny Hill
- Eric Morcombe
- Jerry Lewis
- Jesus of Nazareth
- Lord Botham
- Charlie Sheen
- Charleze Theron
- Jeff Thompson
- Dennis Lillee
- Winston Churchill
- John Kennedy
- Hollie Petrie
- General Lee
- General Custer
- Pele
- Elizabeth Windsor
- John Lennon
- Paul McCartney
- Cilla Black

Newsletter	Interview them	Refer them	Lunch/coffee	Call	Relevant article	Invite to event	Monthly email	Personal email	Help them	Help their Client	Connect them	REFERRALS
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WHO could be a good referrer?

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- Projects that need rescuing

Promo Calendar

Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
-----	-----	-----	-----	-----	------	------	-----	------	-----	-----	-----

REFERRALS

1. Dirty 30 referral network(s)
2. Directory of experts
3. Ask for referrals
4. Making referrals a condition
5. Referral incentives
6. Referral pricing
7. Co-promotion of MF

WRITING 'Thought leadership'

8. Newsletter
9. Email to your list
10. Articles
11. Press releases
12. Flier in targeted neighbourhoods
13. Book
14. Social media posts
15. 9 word email to unconverted list

ADVERTISING

16. Website offers
17. Advertising offline/online
18. Social media advertising
19. Offer on business card
20. Site signage
21. Mini Murdoch

EVENTS

22. Networking
23. Meeting with dirty 30
24. Speaking
25. Competition
26. Workshop
27. Tradeshows
28. Generous George

LISTS

29. Email signature
30. Being interviewed
31. Circle of love (Questions)
32. Houzz
33. Podcast
34. Offer to someone else list

Some promotions are 'set and forget' others require effort each month.

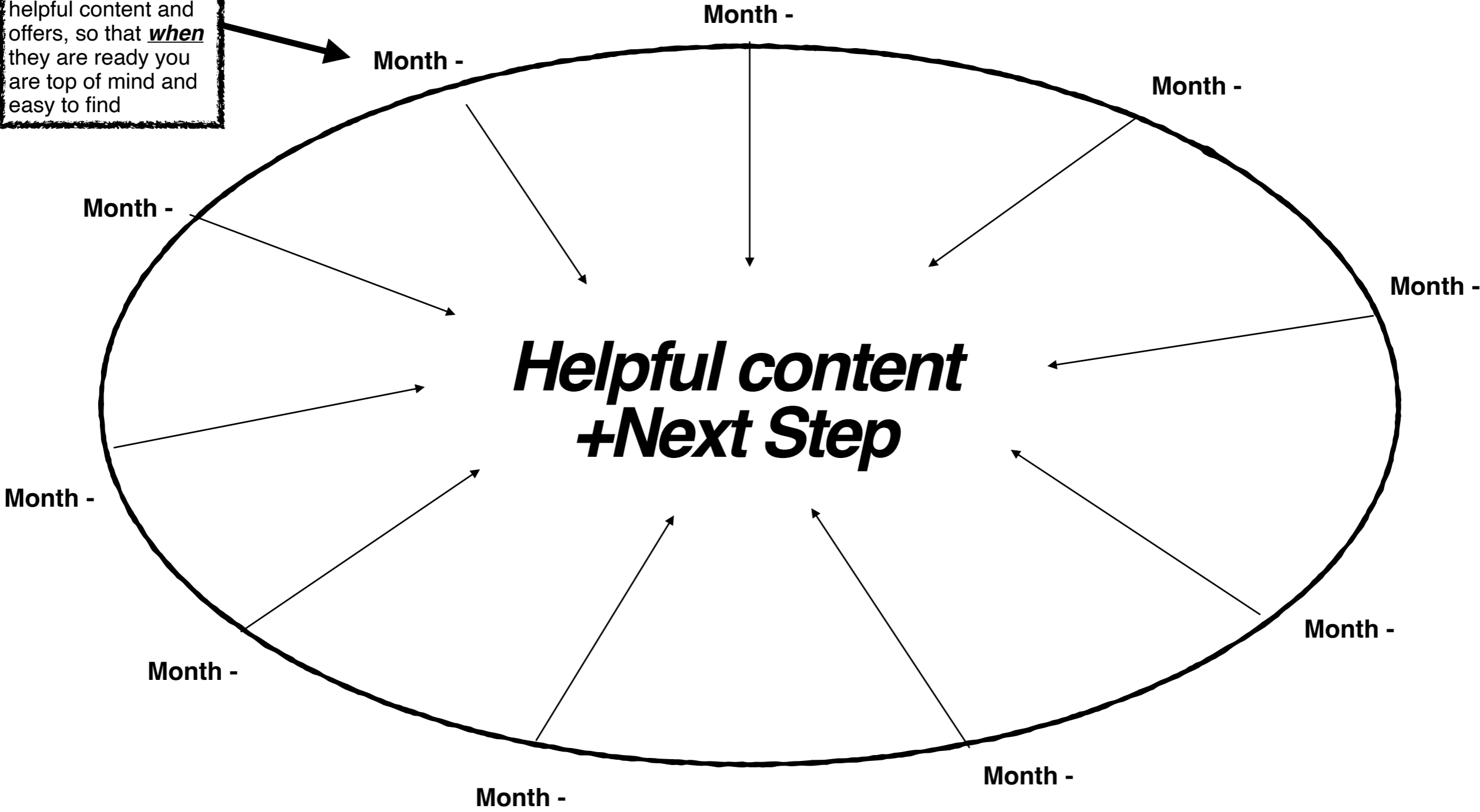
The more bait you have out in the water the more the fish will bite.

Remember all of your offers are invitations to help your ideal clients solve a problem.

You are a market thought leader who is a helper and educator, you don't need to sell.

Circle of Love

Once someone comes onto your subscriber list you nurture with relevant helpful content and offers, so that *when* they are ready you are top of mind and easy to find



Circle of Love

Month -

Media

Monthly newsletter

Question of week

Social media post

Other

.....

Content

Question 1

Question 2

Question 3

Question 4

Offer - next step

Monkey's fist

Ask the experts

LCC

Other

.....

Month -

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