

Blue Collar Planning Agenda

Day One: Business Section

1. Values
2. Mission Statement
3. Passion and Niche
4. Ten Target
5. Three Target
6. One Year Plan
7. Rocks
8. Obstacles
9. Differentiators
10. Brand Persona
11. Brand Voice
12. Target Market
13. Ideal Customer
14. SWOT

Day Two: Marketing Section

1. Awareness/Marketing Funnel/Buyers Journey
2. Benchmarking
3. PESO
 1. Paid Media
 2. Earned Media
 3. Shared Media
 4. Owned Media
4. Goals
5. Strategy
6. Objectives
7. Tactics
 1. Owned Media
 2. Shared Media
 3. Earned Media
 4. Paid Media
8. Measurement

