



vision



ideas



tools



mentoring



*'Half the money I spend on advertising is wasted, and the problem is I do not know which half'*

Lord Leverhulme 1851-1925, British founder of Unilever and philanthropist

**2market** delivers a unique strategic marketing plan. Together we will examine your current strategies, map where you want to go and enable you to navigate to your goals.

### Who is it for?

- Business leaders seeking a better understanding of their business from the clients perspective.
- Business leaders who enjoy thinking outside the box and finding creative marketing strategies.
- Leaders wanting to analyse what works in the marketing of their business and put fresh ideas into action.

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[www.businesspilot.com.au](http://www.businesspilot.com.au)

*“It is wonderful to be surrounded by people who are genuinely interested in my business and passionate about seeing me succeed.”*

Paul Wilson,  
[www.wefindhouses.com.au](http://www.wefindhouses.com.au)

*“plan2grow has given me a new lease on life! I am excited about the future potential of the business. It has given me a realistic target for the future.”*

David Dineen,  
[www.nursecarepersonnel.com.au](http://www.nursecarepersonnel.com.au)



business  
pilot



**Christopher Sly**  
B. Ed, Dip Bus Mgt, M.I.M.C.  
Director

At **Business Pilot** we enjoy helping business leaders understand their life and business purpose in order to reach their full potential. He brings 20 years of hands on business experience into the strategic planning, marketing and mentoring processes.

Business Pilot can help you reach your business goals through:

**insideout** Inner Knowledge

'Self Knowledge is the beginning of Self-Improvement'  
Inside-Out examines the business leaders Behaviors, motivators and attributes. It will enable you to achieve more through doing less by focusing on what you do best.

**co-pilot** 1:1 Mentoring

In life and business, we are going to be guided by either the 'rudder or the rocks'—the decision is yours. We come alongside to encourage and assist you – the business leader, as you put your plans into action. Co-Pilot also provides the accountability and encouragement we can all use along the pathway to success.

**plan2grow** Business Strategies

We work with business leaders wanting to succeed through building on strengths, overcoming weaknesses taking advantage of opportunities and protecting against threats. P2G analyses where you are at, sets goals consistent with your purpose and establishes the strategies to achieve those objectives.

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# 2market

## Strategic Marketing Plans

**2market** will power up your marketing through:

- Identifying strengths weaknesses opportunities and threats and examining what these mean to your business.
- Examining your basis for growth—existing and potential customers: current and future products.
- Analysing the mathematics of your strategic marketing decisions using gross margin analysis.
- Gaining insight into the opportunities and threats that arise as a result of your competitors activities.
- Developing a budget for the next 3 years that will enable you to consider best and worst-case scenarios.
- Creating powerful action plans for your direct promotion, networking, web and other strategies.
- Discovering your 'Blue Ocean' strategies that will make your competition irrelevant.
- Turning strangers into friends and friends into customers for life through permission marketing.