

# How to Create A Marketing Plan That Inspires You



It's OK, we  
haven't  
started yet!

# How to Create A Marketing Plan That Inspires You



Geoff McDonald @IdeasMarketing #ideaslunch



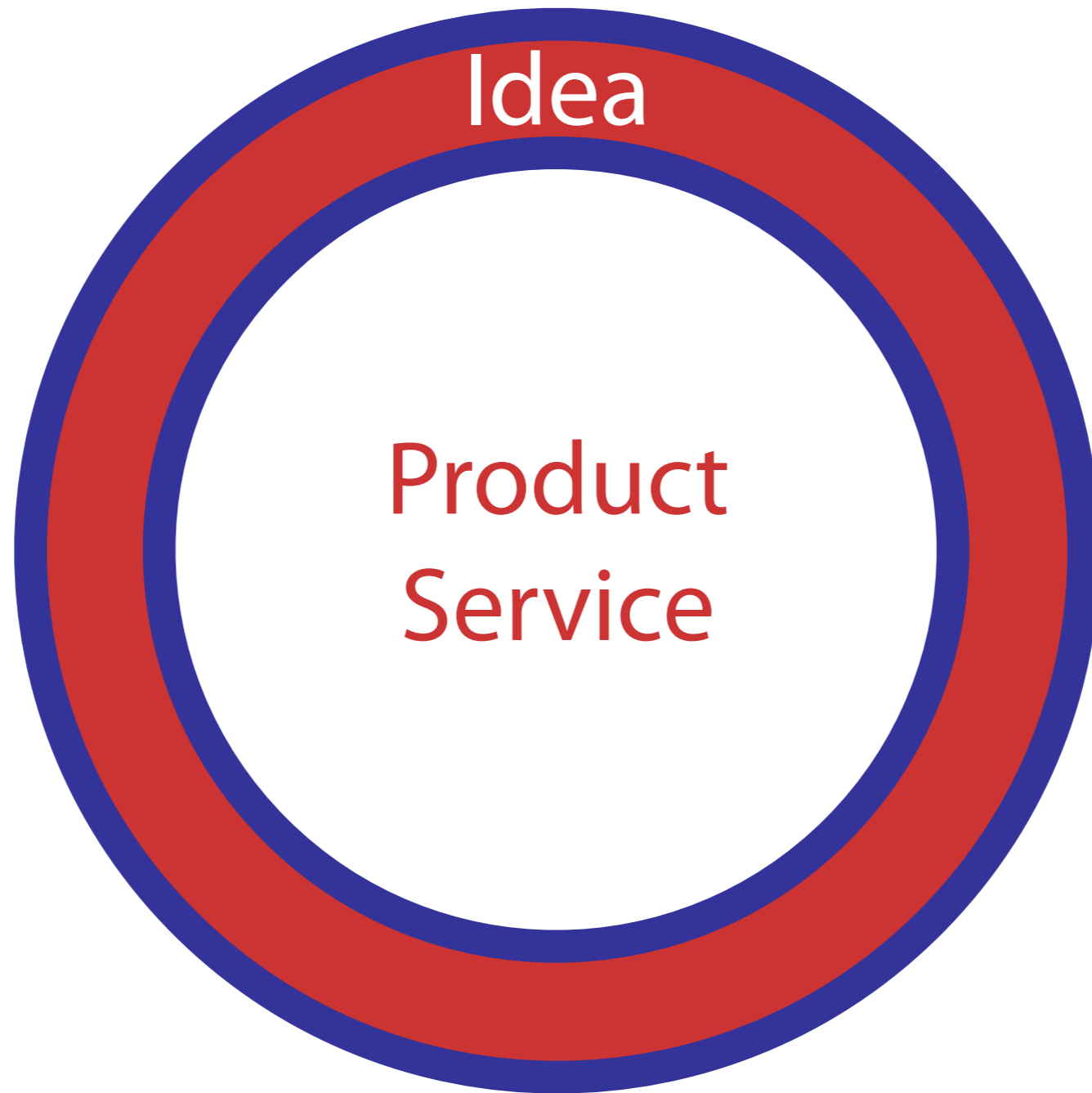
Ideas Architect  
Book Rapper

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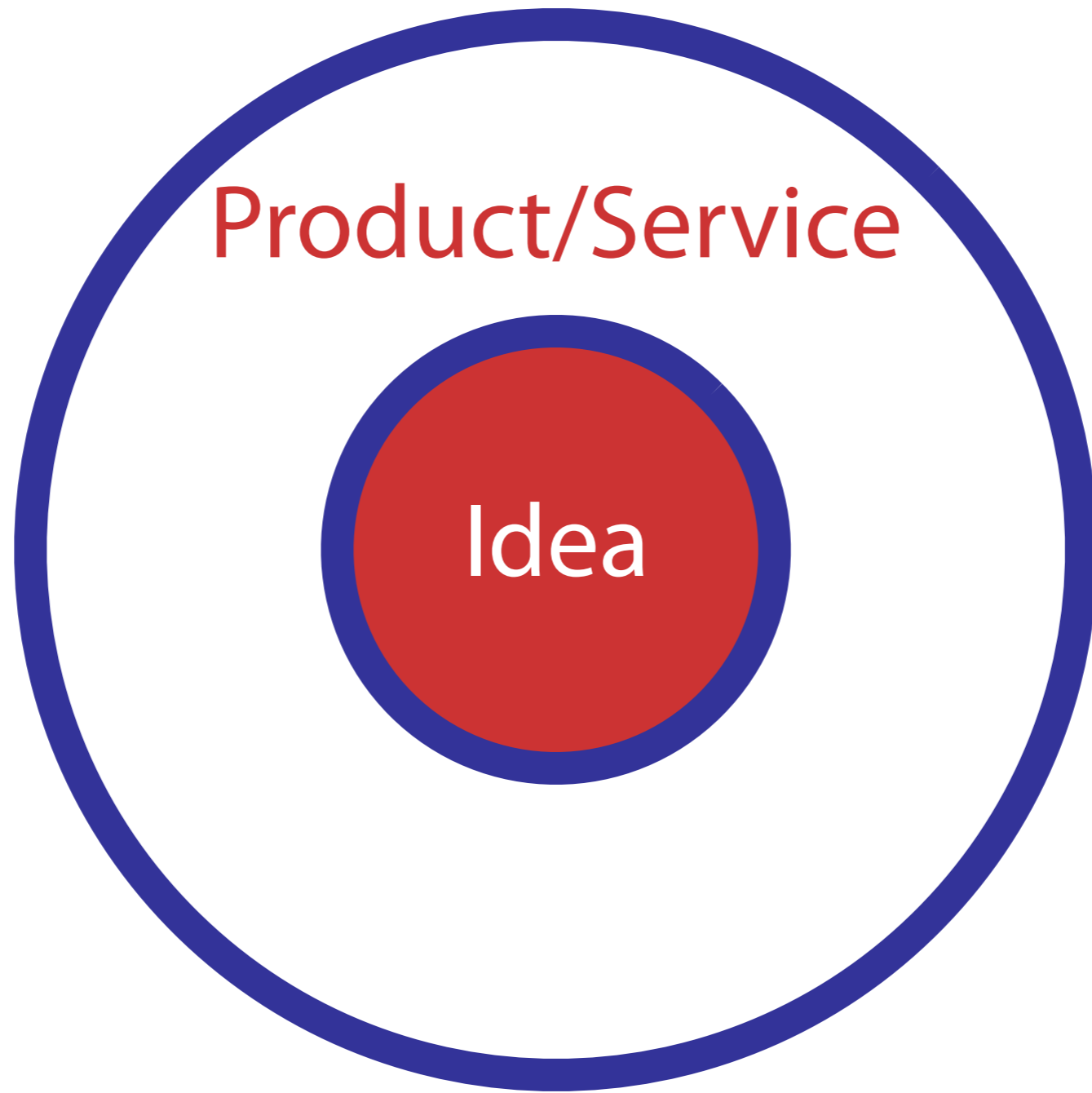
Part 1

# Your Idea, Your Marketing Plan



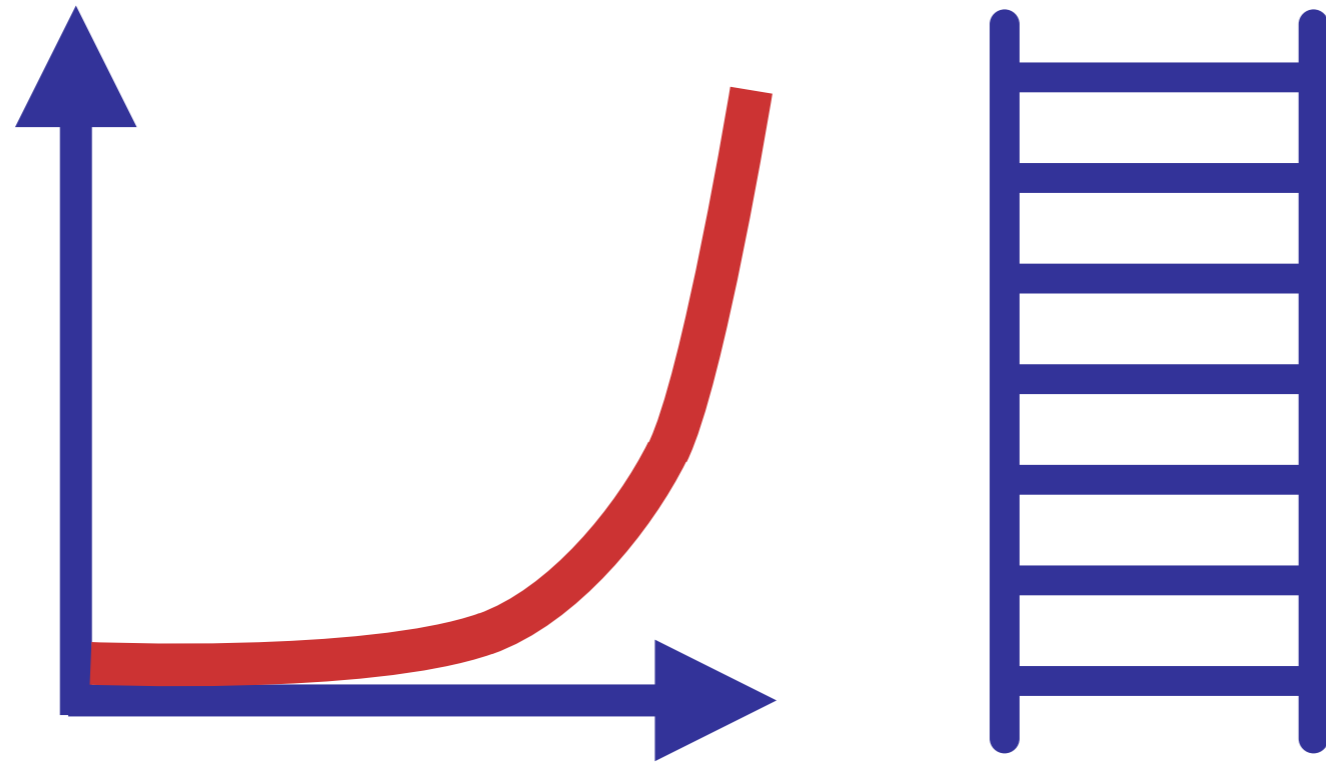
# Traditional Marketing

Traditional Marketing Plans hide in drawers and computers

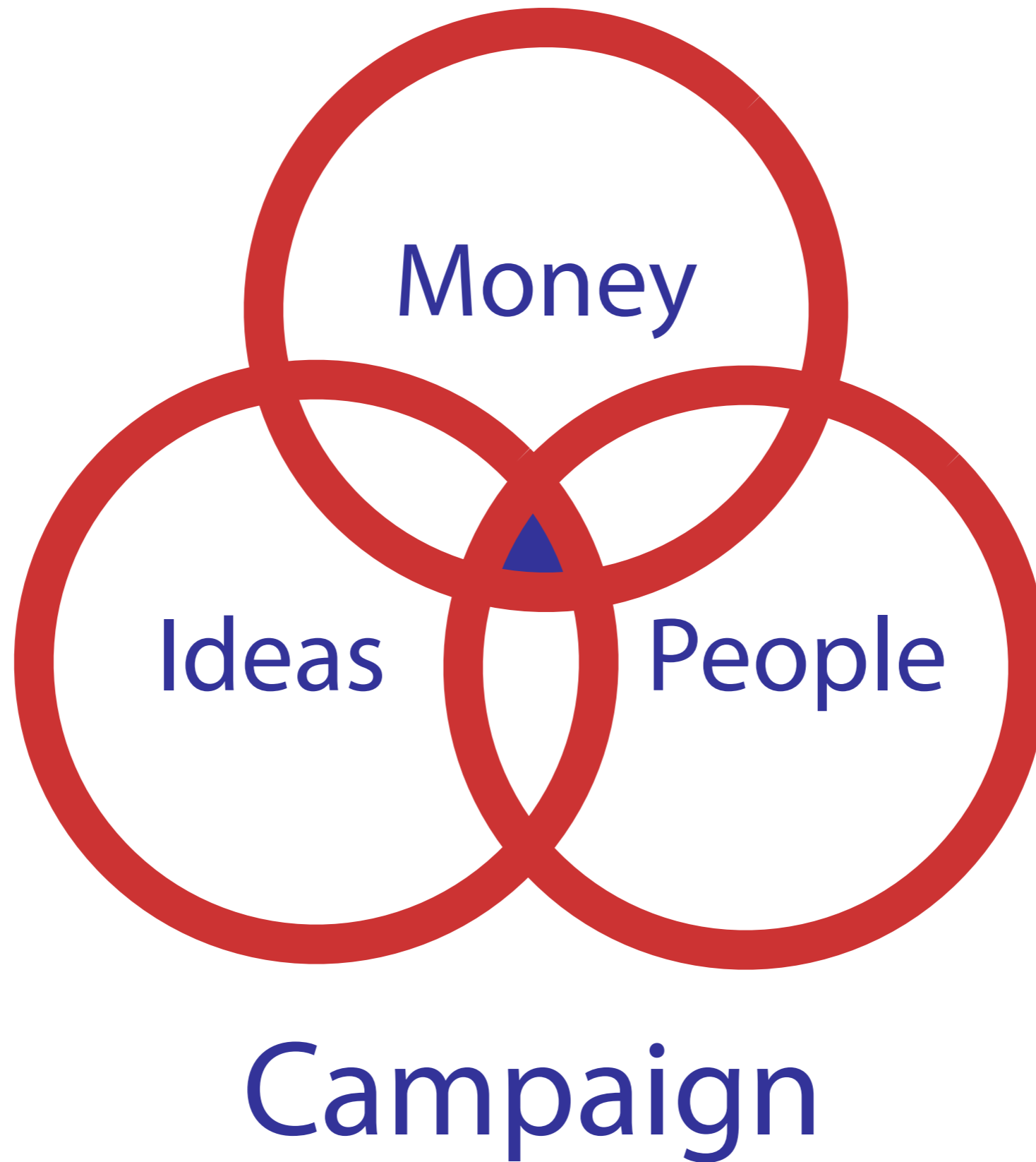


# Ideas Marketing

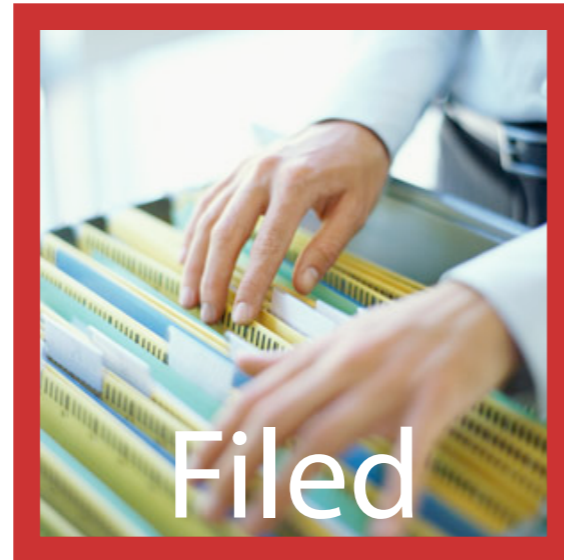
You need an Ideas Marketing Plan!

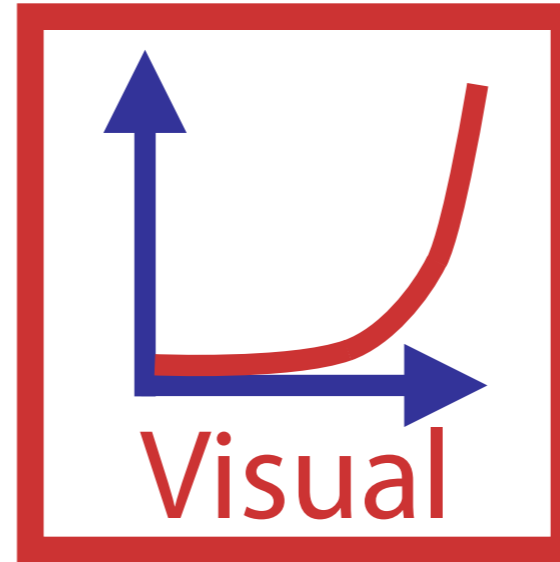
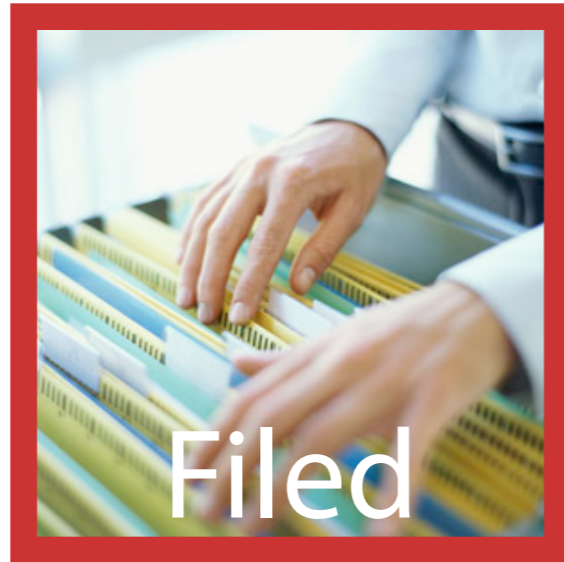


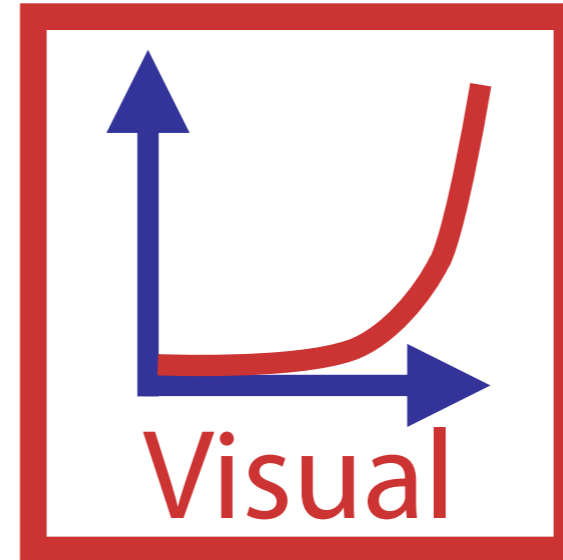
# Curves and Ladders



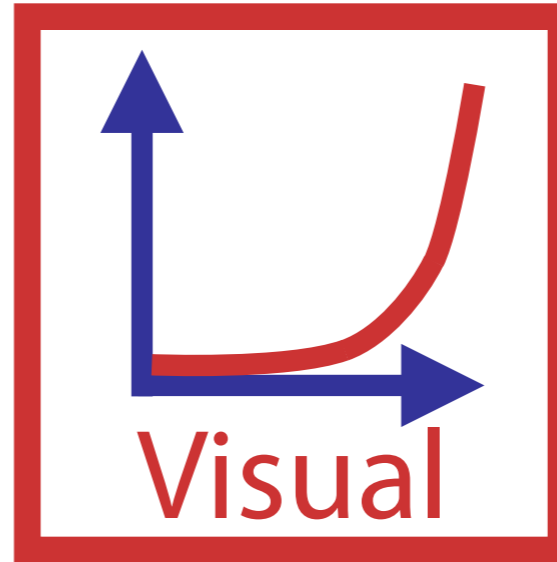




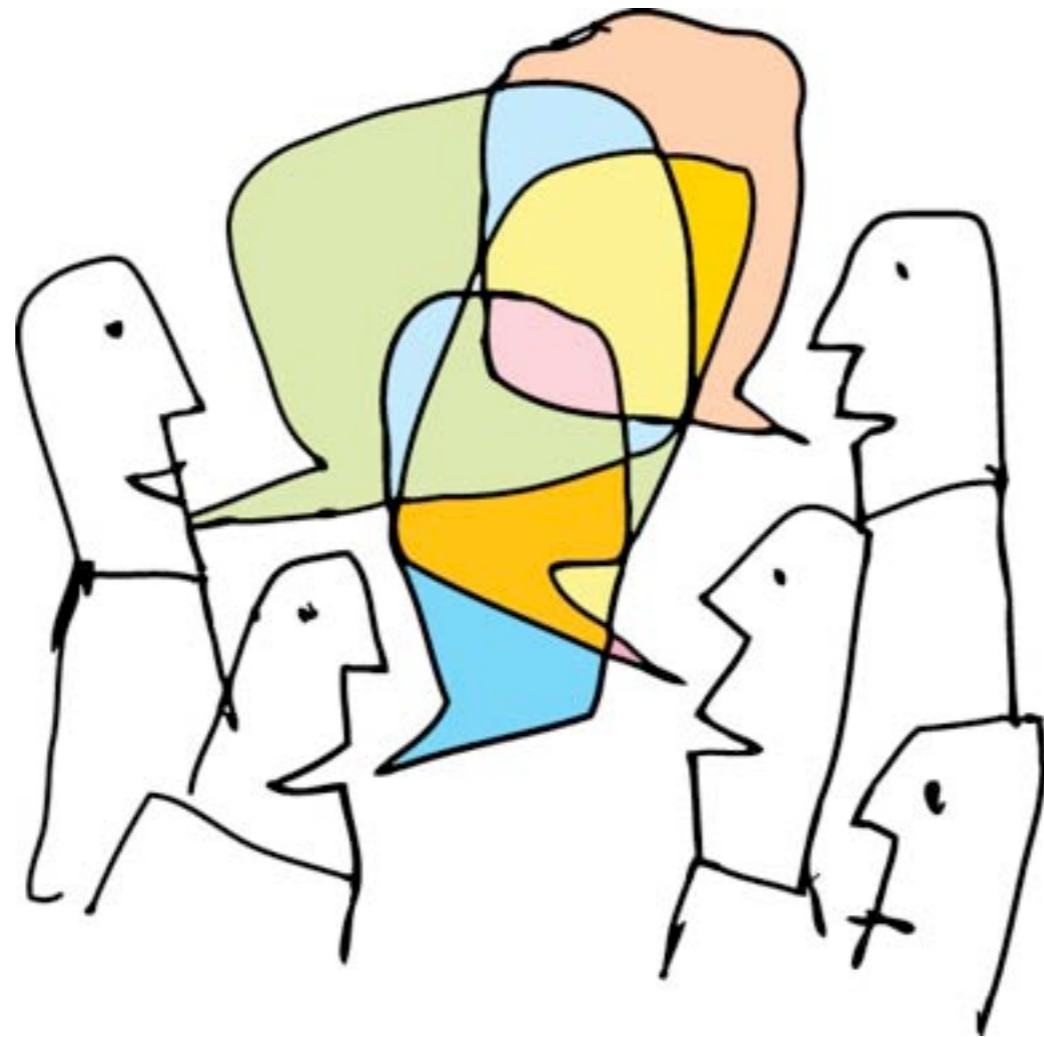




## Four Types of Marketing Plans

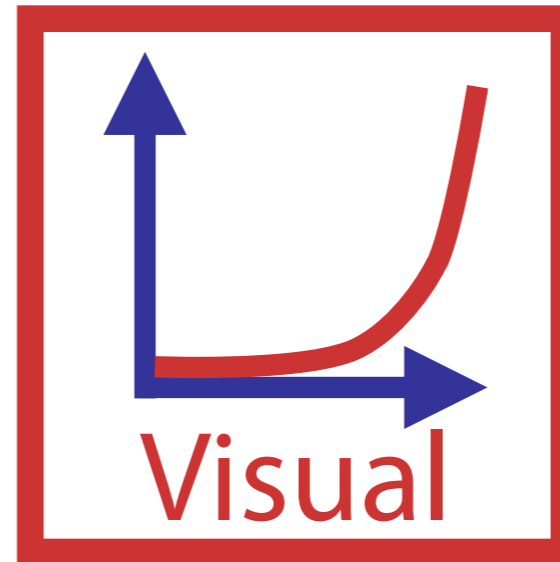
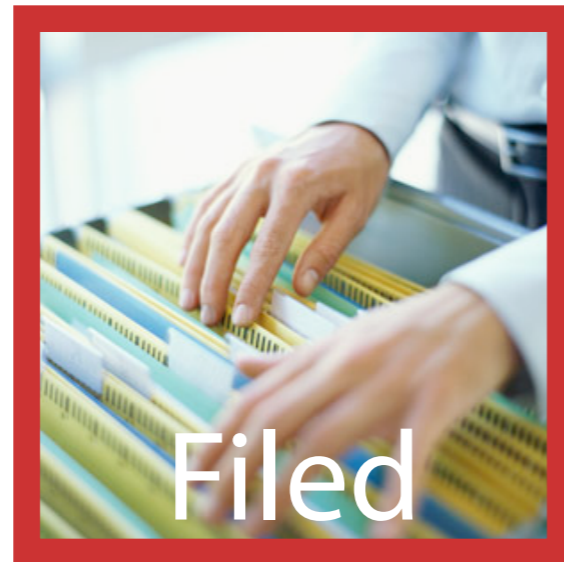


# Four Types of Marketing Plans



# Ideas Are Public!

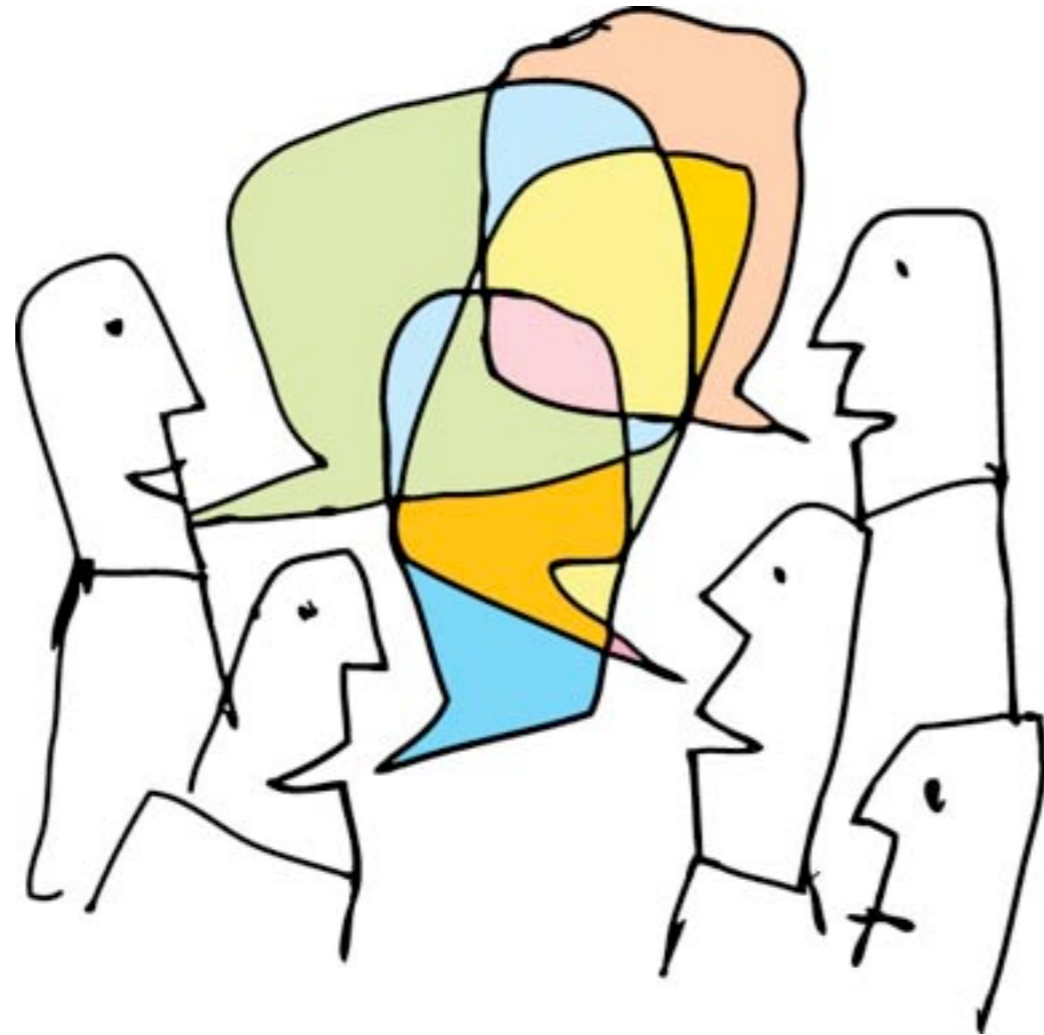
The more people use your idea the more valuable it becomes



Private  
Closed

Public  
Open

# Four Types of Marketing Plans



**Business is Social!**

Social Media, Social Capital, Social Business

# Manifesto

A public declaration of your Idea



Fulfil your purpose!



Part 2

# The Manifesto Manifesto

# The Manifesto Manifesto

1. Manifestos are primal
2. Manifestos terminate the past
3. Manifestos create new worlds
4. Manifestos trigger communities
5. Manifestos define us
6. Manifestos antagonise others
7. Manifestos inspire being
8. Manifestos provoke action
9. Manifestos command presence

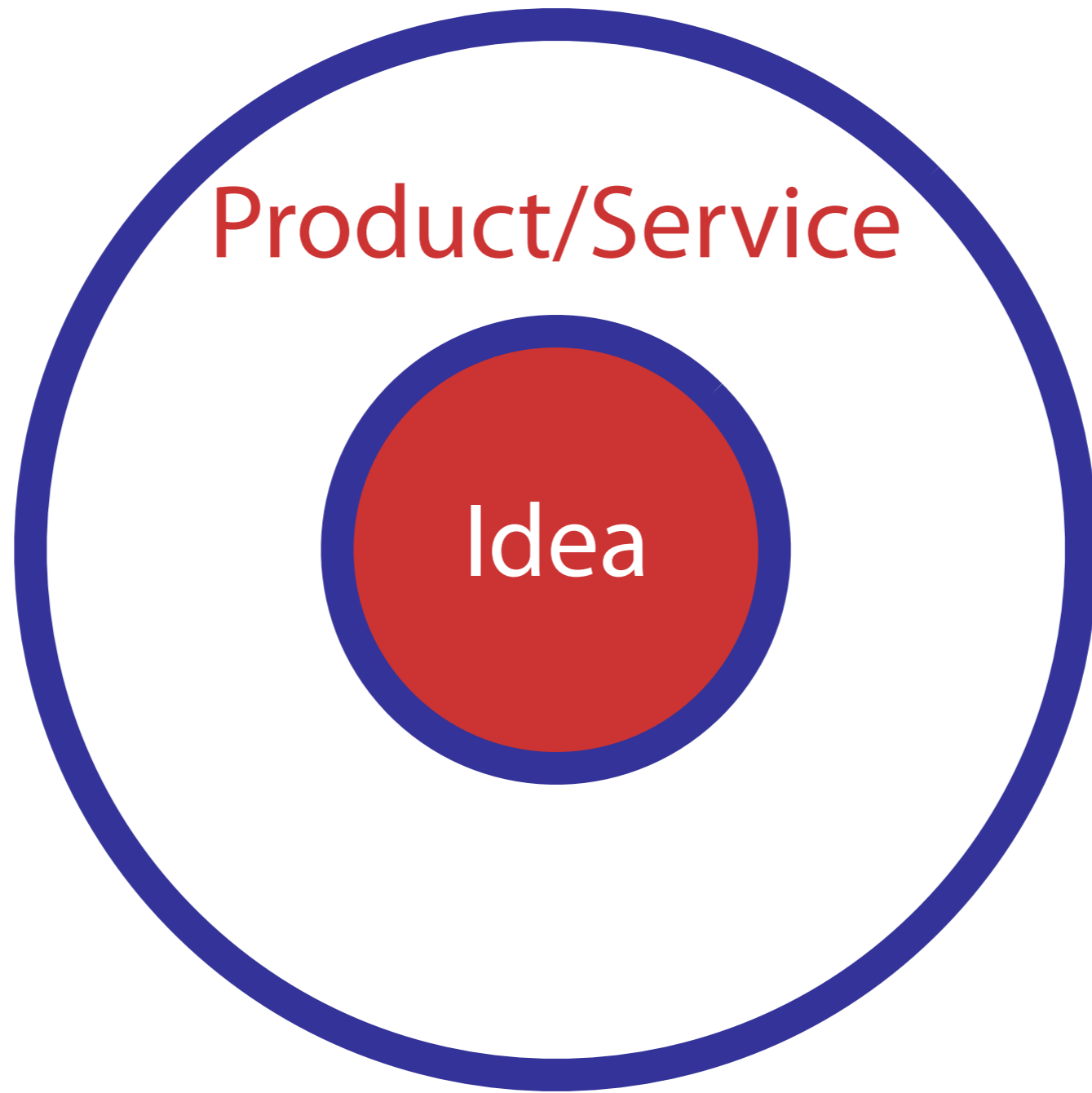


# The Manifesto Manifesto

## Idea

1. Manifestos are primal
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# Ideas Marketing

You need an Ideas Marketing Plan!

“...I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth.”

Who said this?

“...**I believe** that this nation **should** commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the earth.”



Declare



Act

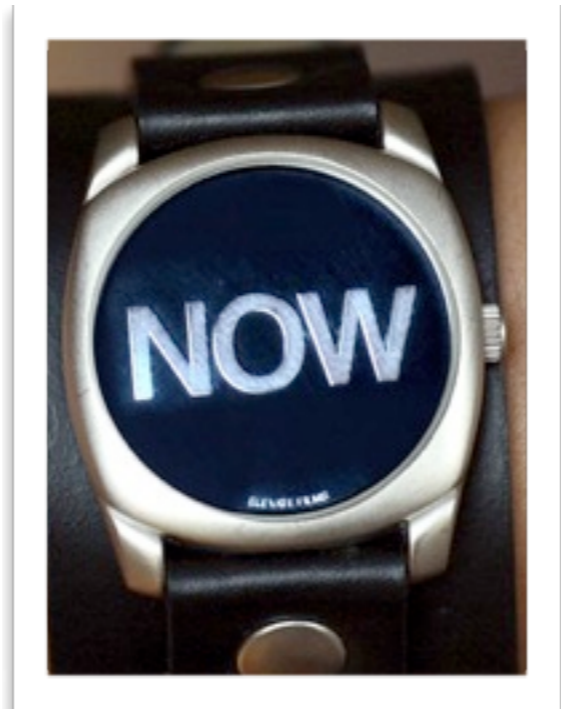
Are you ready to  
make a declaration?

# The Manifesto Manifesto

## Vision

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Future

Typical Marketing Plans are one-way only



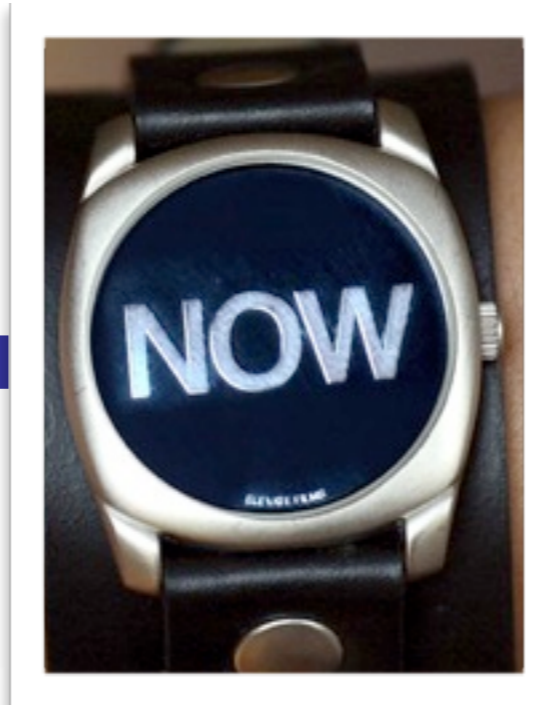
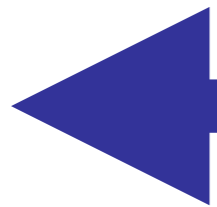
**Away**



**Toward**

All plans need Toward and Away From Motivations

Away



Toward



Ideas Marketing Plans generate two-way energy



What's Your Dream? End this, promote that.



Disrupt the Status Quo, Build Future Possibilities

What are you ending?

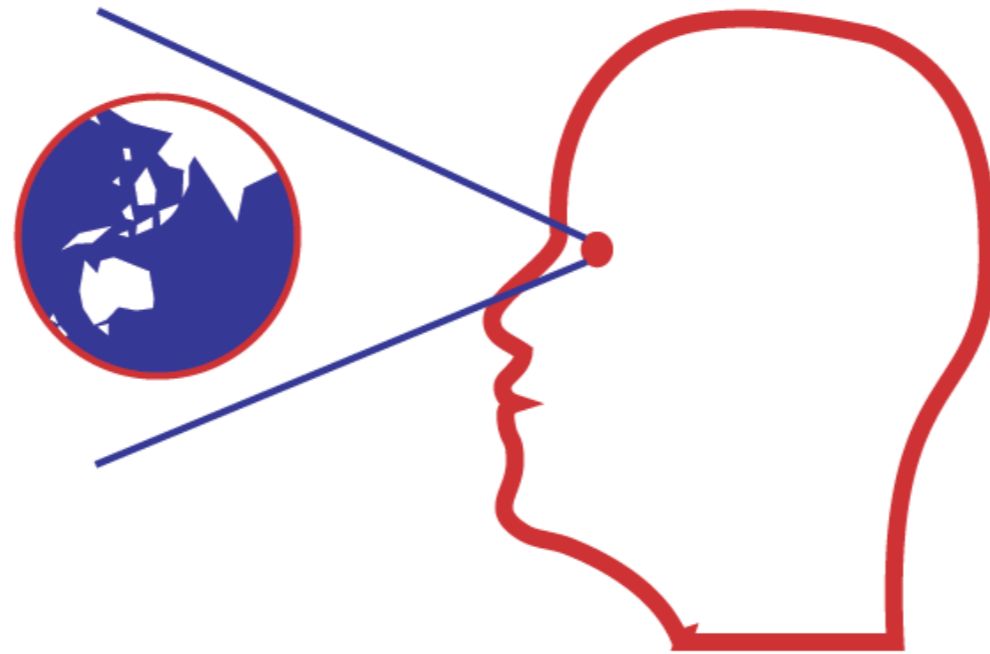
What do you want the  
world to be like?

# The Manifesto Manifesto

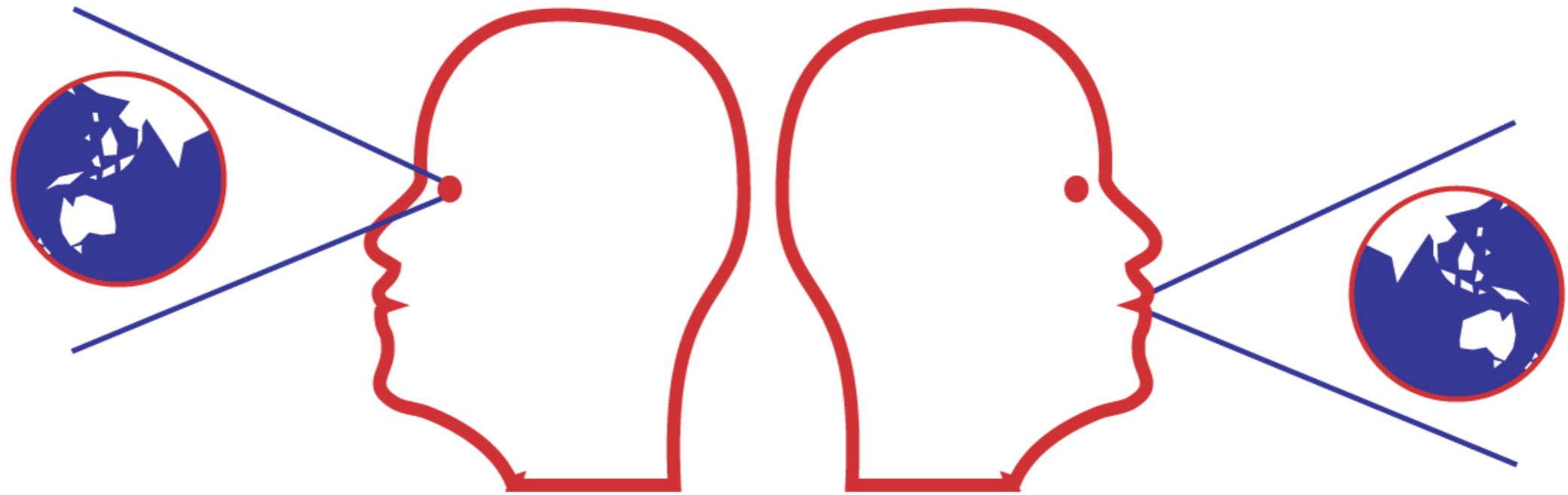
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Market



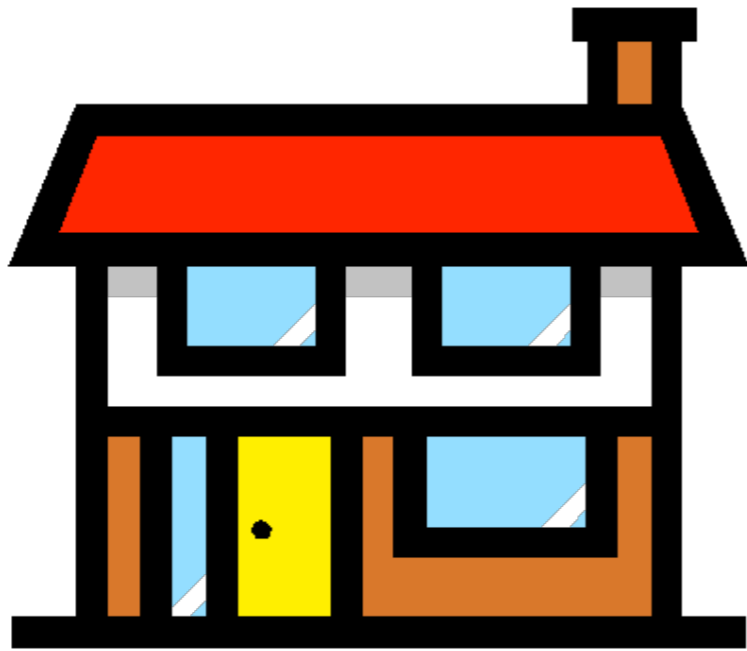


# Find your Market



To See or Speak?

Find the Market or Create the Market?



Known or unknown?

Satisfy a spoken need or one that is yet to be spoken



# Community Marketing

The need for belonging

# The Five Pillars

Wikipedia is an **online** encyclopedia.

Wikipedia has a **neutral** point of view.

Wikipedia is **free** content that **anyone** can edit and distribute.

Wikipedians should interact in a **respectful** and **civil** manner.

Wikipedia does not have firm rules.



# Interaction

What type of relationship do you want to have?

What sort of  
community are you  
creating?



# Define Your Customer



Us!

Ideas Marketing : We are the customer! Define us!



We are the crazy ones!

## ***We are the Optimists!***

*We... Use a Wide-Angle Lens*

*Seek Opportunities*

*Choose a Sphere*

*Look for the Sun*

*Do Stuff*

*Show Gratitude*

*Have Helium Balloons*

*Are Universal Connectors*

*Learn from Every Experience*



# Attract Customers

Traditional Marketing focuses on finding customers

Who are we?



**'Them' Are Your Customers**

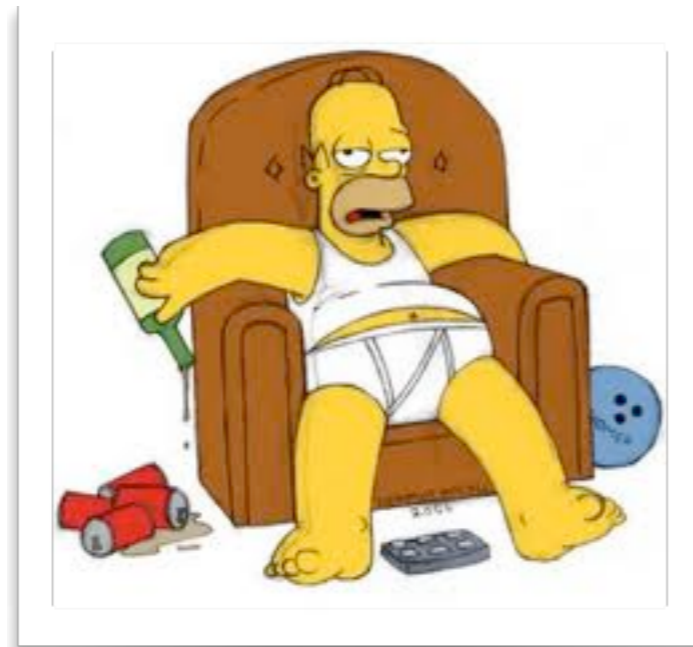


I'm a PC.

I'm a Mac.

# Them!

Ideas generate energy by having an enemy to defeat



**Nike : Just do it!**

Your enemy can be real or intangible.

Who or what are  
you defeating?

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## Results





What are we going to do?



Be • Do • Have

The Knowing-Doing Gap is a really a Being-Doing Gap



Being : Attitude, Philosophy, Worldview



Being



# Being

What way of being  
are you promoting?



Doing



Doing

What actions are  
you encouraging?

# The Manifesto Manifesto

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**Implement**





**Build the Brand**



**Build the Idea!**

Build things that celebrate your idea!



# Presence the Idea!

The best product you can have is a tool to build your idea

What can you build so  
others can live your idea?



Part 4

# What's Next?



**Read This!**

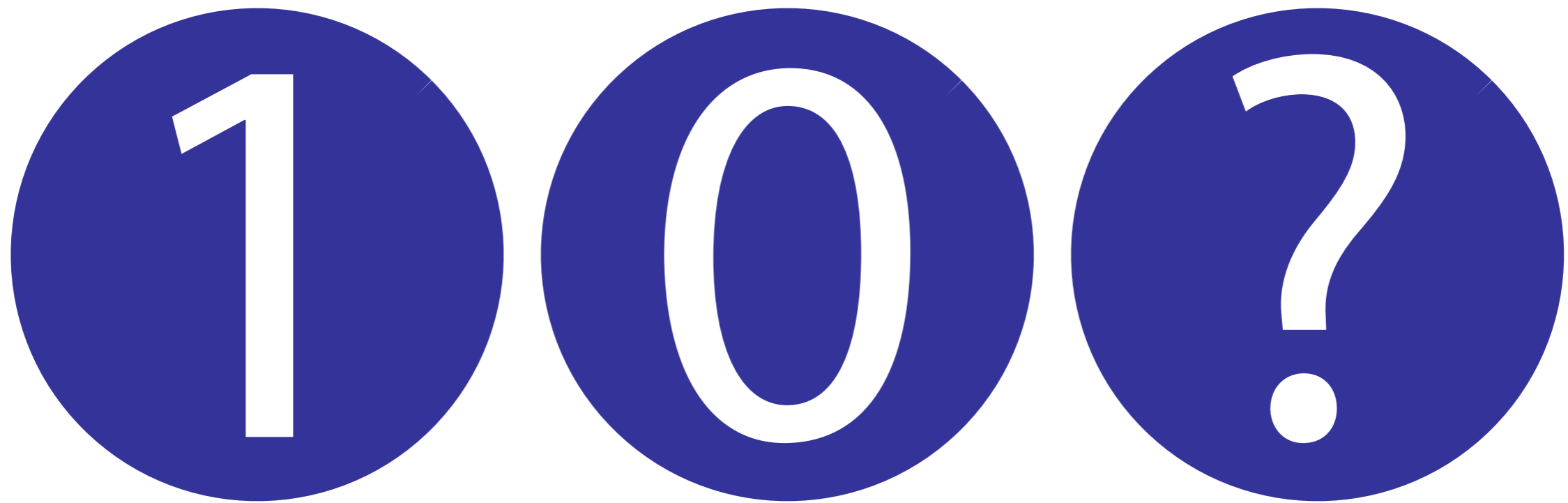
Download : <http://geoffmc.com/rbruQa>

# Answer this!

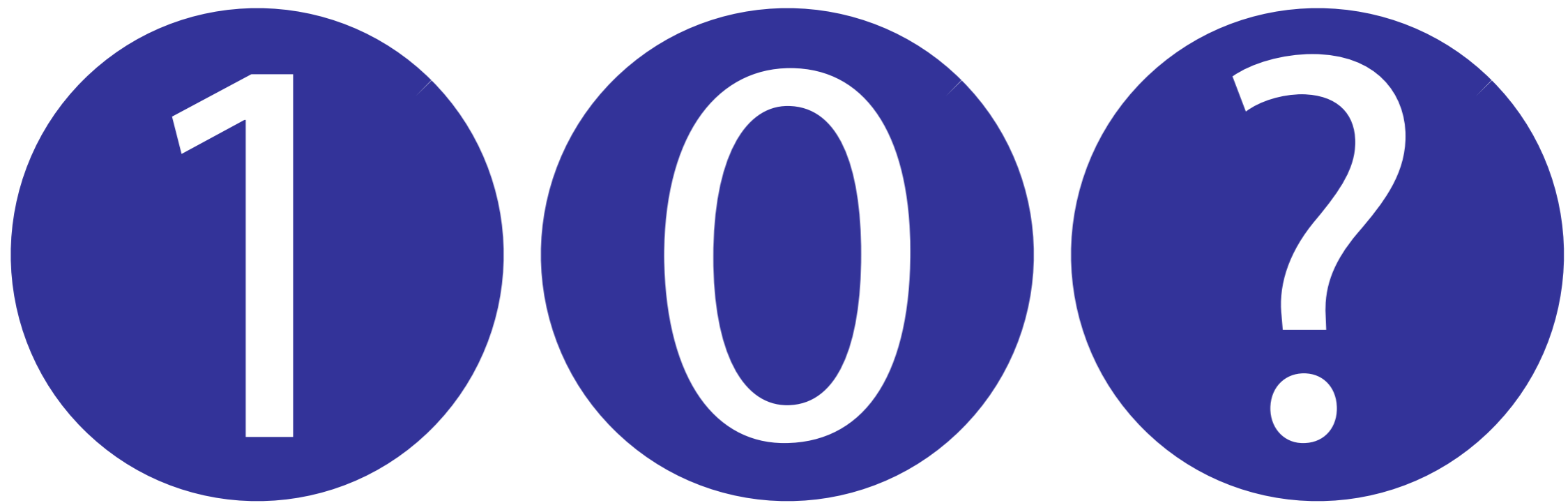
- ① Are you ready to make a declaration?
- ② What are you ending?
- ③ What do you want the world to be like?
- ④ What sort of community are you creating?
- ⑤ Who are we?
- ⑥ Who or what are you defeating?
- ⑦ What way of being are you promoting?
- ⑧ What actions are you encouraging?
- ⑨ What can you build so others can live your idea?



Write this!



Next Webinar : Q & A



[Geoff@IdeasMarketing.com.au](mailto:Geoff@IdeasMarketing.com.au)

Ask your questions in advance...



# Workshop: How to Design, Build and Sell Your Ideas

Melbourne 14 October 8:30am - 5:00pm



\$450 +GST

# Workshop: How to Design, Build and Sell Your Idea

More: [IdeasMarketing.com.au/Workshops](https://IdeasMarketing.com.au/Workshops)



\$450 +GST

\$270 +GST

22nd September

# Workshop: How to Design, Build and Sell Your Idea

More: [IdeasMarketing.com.au/Workshops](https://IdeasMarketing.com.au/Workshops)

[IdeasMarketing.com.au/Webinars](http://IdeasMarketing.com.au/Webinars)



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Do the work!