



Creating + Executing Marketing Plans Workshop

Topic

Marketing plans

Teacher

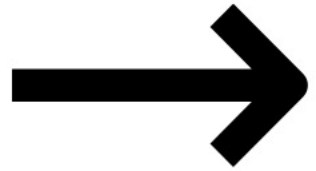
Nina L. Kovner

Intention

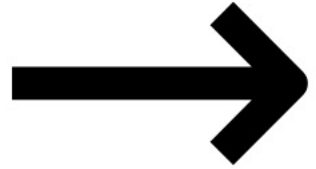
Provide frameworks, systems, and processes to help reduce your overwhelm and increase your clarity, focus, and execution of your visions + plans.



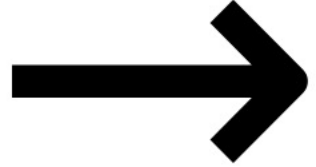
What You Will **Learn**



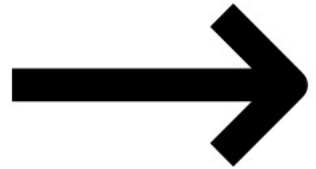
Why Do I Need A Plan?



What Are Marketing Plans and Where Do They Fit?



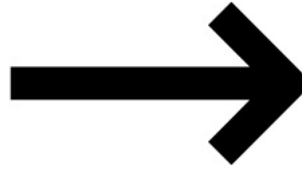
Plan Frameworks



Resources + Next Steps

Why Do I Need A Plan?

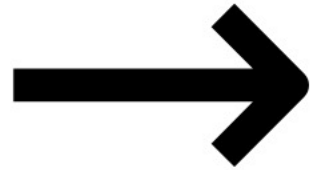
You Before Creating A Plan



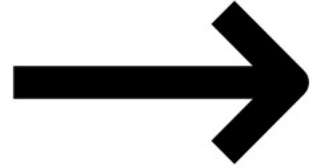
You After Creating A Plan



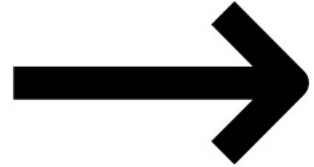
Feelings + Results When You Commit To Planning



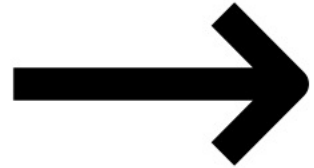
Focused + clear



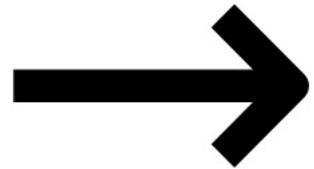
Less overwhelmed



Simpler decision making



More in control



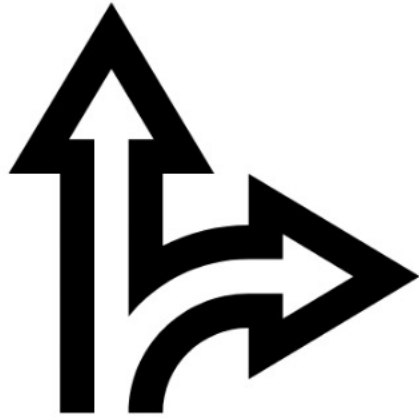
More consistent revenue



the struggle



Time



Direction



Support

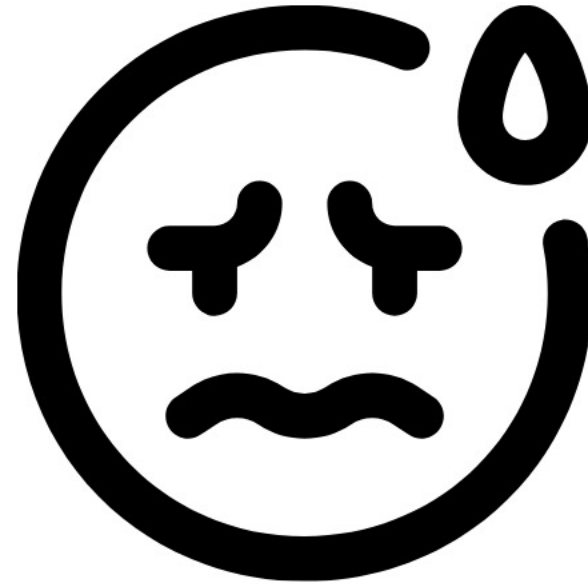


Overwhelm

You Do Not See Value

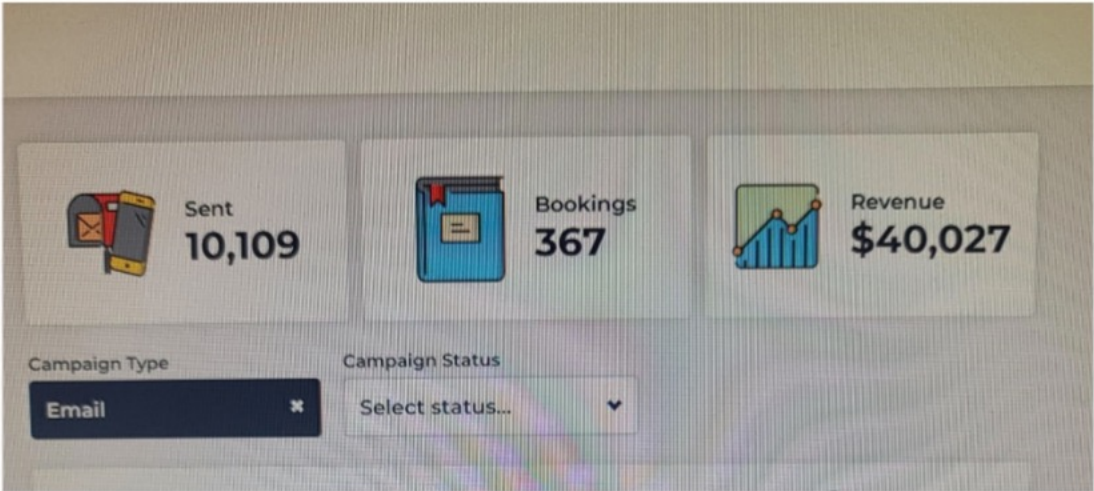


Self-Sabotage



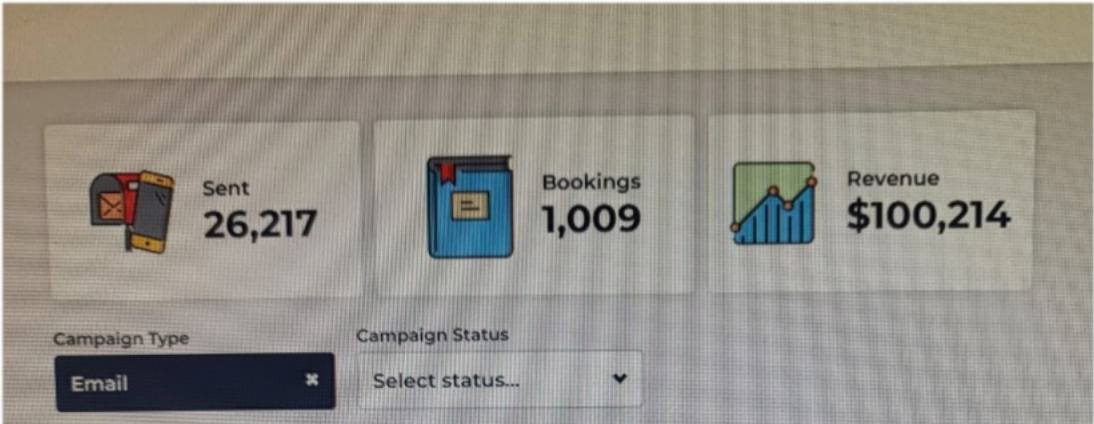
Kristen Shared Her Experience With Committing To An Email Marketing Plan





Metric	Value
Sent	10,109
Bookings	367
Revenue	\$40,027

Campaign Type: Email
Campaign Status: Select status...



Metric	Value
Sent	26,217
Bookings	1,009
Revenue	\$100,214

Campaign Type: Email
Campaign Status: Select status...





**Kristen Campbell Donalson**
January 13 at 1:34 PM · 🌐

Context- I NEVER used email marketing in the 29 years I've had my biz. Even when I got new salon software last March-2021. I still didn't use the email marketing feature.

In June 2021, I started following Nina's advice about using email. I mostly sent it out to retain lost clients.

I also used email marketing for special offers, when I had a new hire and want to fill the schedule. These figures show how it's been working in my large and small location since JUNE- just... [See more](#)

 25 28 Comments Seen by 92

 Love  Comment

[View 2 previous comments](#) All comments ▾

**Genevia Aumiller**
That is AWESOME 🍷 2

Love Reply 3w

**Amie Mitchell Bradford**
That's so inspiring!! 🙌🙌🙌 2

Love Reply 3w

**Jen Vollmer**
Wow!



PassionSquared.

What Do You Need?



Do you need to create space + time?

Do you need clearer direction?

Do you need an accountability buddy?

Do you need to delegate other things?

Do you need more courage?

Your Planning Style



Journal



To Do List



Storyboard



Spreadsheet



App

What Are Marketing Plans and Where Do They Fit?



Definition of Words

Plan- The Big Picture

Objective/Outcome- The purpose and outcomes desired

Goal- The monetary results desired

Strategy- The roadmap or framework that supports the objectives and outcomes

Tactics- The Steps Needed

Definition of Words

Plan- a detailed proposal for doing or achieving something.

Objective/Outcome- a thing aimed at or sought; a goal.

Goal- the object of a person's ambition or effort; an aim or desired result.

Strategy- a plan of action or policy designed to achieve a major or overall aim.

Tactics- an action or strategy carefully planned to achieve a specific end.

Business Plan vs. Marketing Plan

Business Plan Template Purpose + Objective Statement

Who is (brand name) ?

Our Purpose

Our Promise

Our People

The Brand Experience

Our Services + Products

Our Service Pricing/Position

Offline Marketing Plan

Online Marketing Plan

Operations Plan

Financial Plan

Sales Plan

Education + Training Plan

Budget + Forecast Plan

Passion Squared. Creating Awesome Business Playbook (example)		Creating Your Awesome Business Playbook #1 in your dreams	
BIZ STRATEGY		BIZ STRATEGY	
Objective		Objective	
1. Increase referrals		1.	
2. Promote service/product		2.	
3. Introduce service/product		3.	
4. Become more discoverable		4.	
Vision		Vision	
1. 20 new referrals per month		1.	
2. Sell 20 new services per month		2.	
3. Sell \$100 in new product per month		3.	
4. Obtain 5 YELP reviews per month		4.	
Tactics		Tactics	
1. Implement referral program in the salon		1.	
2. In-Salon Marketing pieces and dialogue around new product/service		2.	
3. Online content for new product/service		3.	
4. Create YELP dialogue, add social plug ins, promote on social pages		4.	
Measurement		Measurement	
1. Referral report		1.	
2. Salon services report		2.	
3. Retail sales report		3.	
4. YELP business owners dashboard/referral report		4.	
5. Google Analytics		5.	
Results		Results	
1.		1.	
2.		2.	
3.		3.	
4.		4.	
5.		5.	

Your marketing plan needs to be aligned with your business plan which is aligned with your brand story (purpose, promise, people, product/service)



Marketing Plan



Marketing Calendar

Passion Squared. **Creating Awesome Business Playbook**
(example)

BIZ STRATEGY

Objective

- Increase referrals
- Promote service/product
- Introduce service/product
- Become more discoverable

Vision

- 20 new referrals per month
- Sell 20 new services per month
- Sell \$100 in new product per month
- Obtain 5 YELP reviews per month

Tactics

- Implement referral program in the salon
- In-Salon Marketing pieces and dialogue around new product/service
- Online content for new product/service
- Create YELP dialogue, add social plug ins, promote on social pages

Measurement

- Referral report
- Salon services report
- Retail sales report
- YELP business owners dashboard/referral report
- Google Analytics

Results

-
-
-
-
-

Creating Your Awesome Business Playbook
(fill in your dreams)

BIZ STRATEGY

Objective

-
-
-
-

Vision

-
-
-
-

Tactics

-
-
-
-

Measurement

-
-
-
-
-

Results

-
-
-
-
-

Creating Awesome Marketing Calendar - 12 months

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
General Theme	New Year	Love	Spring	Wedding/ Proms/Earth	Mom	Dad	Summer	Back to School	Fall	Halloween	Winter	Holiday
Business Theme												
Service Focus												
Product Focus (include affiliates)												
Education/ Event Focus												
Social/ Digital Focus												
Email Newsletter												
Text Marketing												
Website												
Instagram												
TikTok												
Facebook												
YELP, Google, Nextdoor												

Marketing Plan → Marketing Calendar

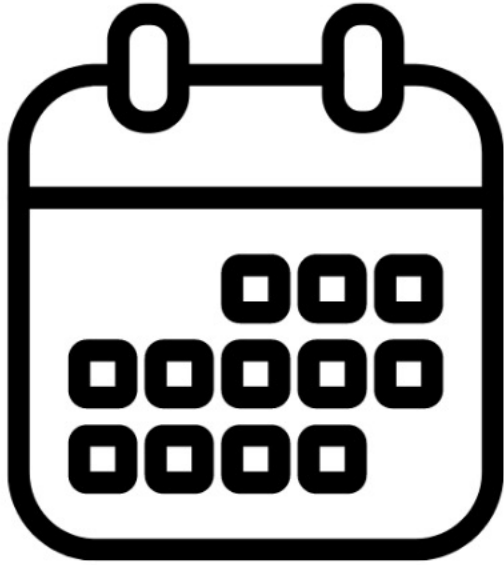
Plan Framework



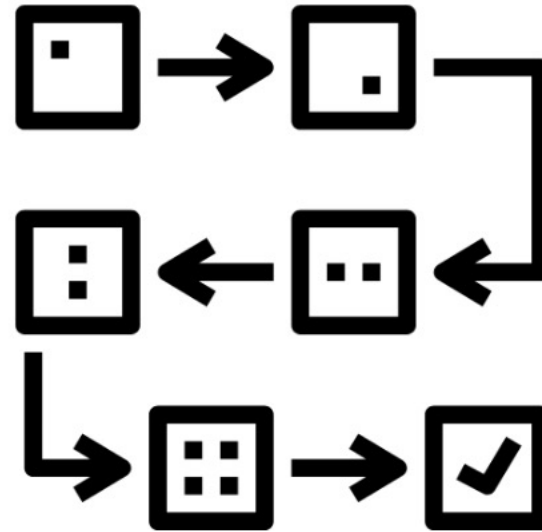
Creating Awesome Marketing Calendar - 12 months

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Education/ Event Focus												
Social/ Digital Focus												
Email Newsletter												
Text Marketing												
Website												
Instagram												
TikTok												
Facebook												
YELP, Google, Nextdoor												

Main Reasons Plans Do Not Get Executed



date/deadlines



steps/resources



person responsible

Plan Frameworks

Plan Framework



Plan Framework

objective/outcome/why → **goal/vision** → **plan**

create → **execute** → **measure**

Examples of "Micro" Marketing Plans

- ➔ **New Client Retention Marketing Plan**
- ➔ **New Talent Recruitment Marketing Plan**
- ➔ **Email Marketing**
- ➔ **Social Media Marketing Plan**
- ➔ **New Service/Product Marketing Plan**

New Client Retention "Micro" Marketing Plan

review measurements, adjust as needed

**start dates, due dates, ongoing milestones. LAUNCH!
Measure new client retention and happiness in 3 months.**

**create post-experience texts, and emails
create lapsed client schedule, verbiage + communication
design, adjust service timing, update menu's online + off**

**create more time for experience, consistent post-
experience follow up, reach out to lapsed clients
weekly, 2 hours per week, no additional budget**

**increase new client retention rate by 25% for
a total of 50% happy clients, happy business**

**more consistently nurture relationships to
increase brand loyalty**



Email Marketing "Micro" Marketing Plan

review measurements, adjust as needed

**build and send newsletter
send post-experience emails on dedicated days**

**create newsletter format, focus, and template
create post-experience email format and template
set deadlines, reserve time on the calendar**

**consistent monthly newsletter packed with value,
post-experience emails 1 week after a visit**

**Deeper existing client relationships, increase
existing client retention to 90% from 75%**

**more consistently nurture existing client
relationships and add more value to
increase brand loyalty**







Creating Awesome Business Playbook

(example)

Creating Your Awesome Business Playbook

(fill in your dreams)

BIZ STRATEGY

Objective

1. Increase referrals
2. Promote service/product
3. Introduce service/product
4. Become more discoverable

Vision

1. 20 new referrals per month
2. Sell 20 new services per month
3. Sell \$100 in new product per month
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Tactics

1. Implement referral program in the salon
2. In-Salon Marketing pieces and dialogue around new product/service
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4. Create YELP dialogue, add social plug ins, promote on social pages

Measurement

1. Referral report
2. Salon services report
3. Retail sales report
4. YELP business owners dashboard/referral report
5. Google Analytics

Results

- 1.
- 2.
- 3.
- 4.
- 5.

BIZ STRATEGY

Objective

- 1.
- 2.
- 3.
- 4.

Vision

- 1.
- 2.
- 3.
- 4.

Tactics

- 1.
- 2.
- 3.
- 4.

Measurement

- 1.
- 2.
- 3.
- 4.
- 5.

Results

- 1.
- 2.
- 3.
- 4.
- 5.

Creating Awesome Marketing Calendar - 12 months

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
General Theme	New Year	Love	Spring	Wedding/ Prom/Earth	Mom	Dad	Summer	Back to School	Fall	Halloween	Winter	Holiday
Business Theme												
Service Focus												
Product Focus (include affiliates)												
Education/ Event Focus												
Social/ Digital Focus												
Email Newsletter												
Text Marketing												
Website												
Instagram												
TikTok												
Facebook												
YELP, Google, Nextdoor												

Creating Awesome Social Engagement Planning

(one week example, always only focus on the platforms aligned with your brand purpose, promise + people)

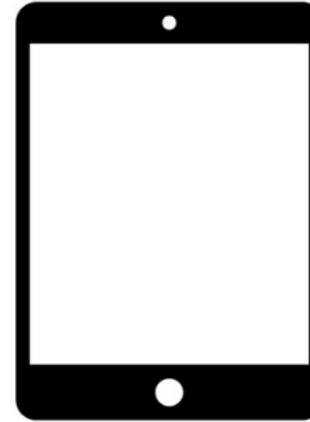
	MON	TUE	WED	THU	FRI	SAT	SUN
Theme	Mindful/Manic/Marvelous Monday Focus on tips, products, etc.	Thank You Tuesday Shout out to clients & team	We Love Wednesday Feature products, people, brands, community businesses "we love"	Throw-Back Thursday Business history, milestones, team members	Fab Friday Focus on great deals & promotions	Styling Saturday Salon spotlights, real time happenings in the salon	Sunday Funday Salon lifestyle, day in the life, BTS
f FACEBOOK Post 1 • Pic • Status • Link							
Post 1 • Pic • Status • Link							
📷 INSTAGRAM Image 1 • Copy • Hashtags							
Image 2 • Copy • Hashtags							

Content Storyboard



Content Category:

Content Types + Platforms:



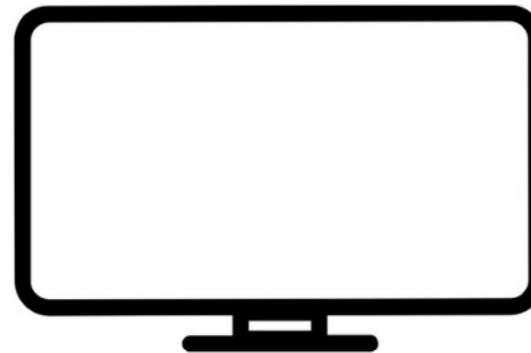
Content Category:

Content Types + Platforms:



Content Category:

Content Types + Platforms:



Content Category:

Content Types + Platforms:

PASSION SQUARED CONTENT STORYBOARD



people
passion
purpose

**The Not So Great
Cancellation,
Focusing On What
You Can Control +
Being Where Your**

Information + Education

podcast, blog, newsletter, LIVES



Programs + Services + Promotion

A School, social school, Books, Online Courses,
Workshops



Empowerment + Inspiration

Original content + User Generated Content posts

**How To Take
A Social Media
Break + Why
You Need One**
free digital book

Business

Brand, social, marketing posts + LIVES



PASSION SQUARED CONTENT STORYBOARD



people
passion
purpose

Hair Love The Book +
Animated Short Film
+ The CROWN Act
with Danielle Green
@radicallycurly

Information + Education

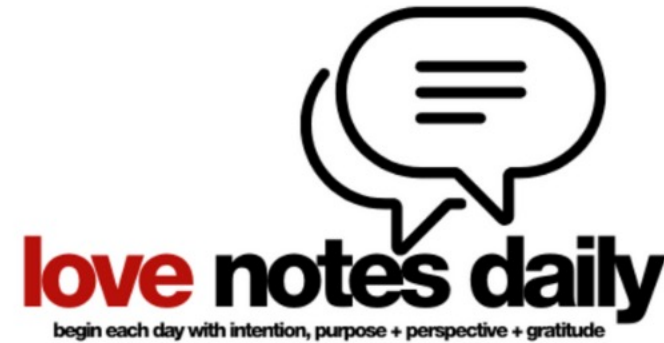
podcast, blog, newsletter, LIVES

let's live life out loud.
let's keep our
dreams alive
and explore the unknown.
let's drink passion
and dance with our fears.
let's live life fiercely,
and when it comes
to taking chances,
let's leave nothing left.

drewniverses

Empowerment + Inspiration

Original content + User Generated Content posts



Programs + Services + Promotion

A School, social school, Books, Online Courses,
Workshops

PASSION SQUARED
EMPLOYEE HANDBOOK

empowering people, passions and purpose.



THE PASSION SQUARED BRAND

They say follow your heart to live your passion
+ purpose. But where are "they" when you are
overwhelmed, over budget + over it? Life can

Business

Brand, social, marketing posts + LIVES



Promotion/Program Planner

objective/outcome

goal

plan

create

execute

measure

Promotion Planner

objective/outcome

Seasonal menu items create interest, engagement, revenue + joy

goal

Joy for my clients, reduce their stress + overwhelm, generate \$1000 additional \$

plan

Create 3 new menu items, order supplies, create content for socials, newsletter + in salon

create

Have all things created by October 15 for launch. Booked create time.

execute

Launched on time, clients seem excited and are booking the new services.

measure

Generated \$750 in add on revenue and made clients SO happy. I call it a success!



Holiday Email **Planner**

October

**Halloween Hair +
Makeup**

Oct 10- 1st email

Oct 28- 2nd email

Holiday Schedule

Oct 10- 1st email

November

Holiday Schedule

Nov 1- 2nd email

Nov 15- 3rd email

Thanksgiving

Fundraiser

Nov 15- 1st email

Nov 27- 2nd email

December

Holiday Schedule

Dec 1- 4th email

Dec 15- 5th email

Dec 30- 6th email

Gift Guide/Cards

Dec 1- 1st email

Dec 15- 2nd email

Dec 30 3rd email

January

New Year rituals

**Gift card
purchasers**

**Transformation
ideas**

Tools + Resources + Next Steps

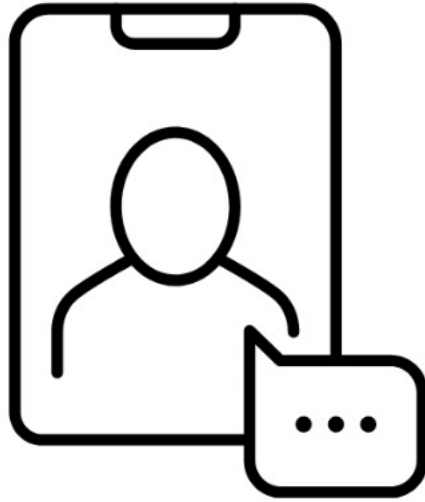
the FU folder



the 25 year list



the virtual assistant "project manager"



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Project Management Fundamentals

2009 JPMS Annual Education, Events and Show Calendar								
updated 1-26-09								
	J/F 09	M/A 09	M/J 09	J/A 09	S/O 09	N/D 09	J/F 10	M/A 10
New Products		Blonding System, Texture System, Liquid Treatment			Express Color, Hi-lift reds, Express Styling Products			Olive
Meetings		National Trainers, AD Meeting: Gathering 09 and '10 Spring Collection	Present Q 3 & Q 4 at Regional Meeting	Euro Distributor Roundtable	National Trainers, AD Meeting: Gathering '10 and '11 Fall Collection	Present Q 1 & Q 2 at Regional Meeting		National Trainers, AD Meeting: Gathering 09 and '10 Spring Collection
Education Trainings	Euro Train the Trainer	PMTS Grow Your Business, PAC Biz Training	Train NT and PAC Q 3 & Q 4 collections and new products	Launch New Education Program, Euro Train the Trainer		Train NT and PAC Q 1 & Q 2 collections and new products	Euro Train the Trainer	Summit
	Associate Updates Spring 09	Associate Updates Spring 09	Associate Assessment	HairCamp & Associate Updates Fall 09	Associate Updates Fall 09		Associate Updates Spring 2010	Associate Updates Spring 2010
Trade Shows		Chicago ABS, BSG San Jose, Cosmoprof, Intercollure LV	Premiere Orlando	Cosmoprof USA, Salon Life NCA	Salon International, Intercollure Paris and NYC			Chicago ABS, BSG San Jose, Cosmoprof, Intercollure LV
Events	Hawaii Seminar, PMTS Caper, Photo Session Shoot	PMTS Summit		The Gathering	ABC Forums, PMTS Summit	ABC Forums	Hawaii Seminar	
DVD Shoots	Shoot Fall 09	Shoot ABC	Shoot Spring 10			Shoot Fall 10		Shoot ABC
Mallers	M/A maller & Store Kit ships	M/J Maller & Store Kit ships	J/A maller & Store Kit ships	S/O Maller & Store Kit ships	N/D maller & Store Kit ships	J/F maller & Store Kit ships	M/A maller & Store Kit ships	M/J Maller & Store Kit ships
		Q2 Bus Dev. Kit ships March	Q3 Bus Dev. Kit ships June		Q4 Bus Dev. Kit ships Sept.	Q1 Bus. Dev Kit ships Dec.		Q2 Bus Dev. Kit ships March
Publications	PM Planner	Cut & Dry, PM Planner	PM Planner	PM Planner	Cut & Dry, PM Planner	PM Planner	PM Planner	Cut & Dry, PM Planner
	Update Get Started, Behind the Bottle, Experience Marketing				Update Get Started		Update Get Started, Behind the Bottle, Experience Marketing	
	What's the Deal	What's the Deal	What's the Deal	What's the Deal	What's the Deal	What's the Deal	What's the Deal	What's the Deal

Project Management Fundamentals

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	V	W	X	Y	Z	
		Show/Event	Event Date	Venue/Hotel Booked	Artist holding dates	Event Brochure - JPM	Projected Budget	Brochure Approval - Distributor	Save the Date Blast! (cap event)	Artist Objective Due	Artist Contracted	Proposals Identified	Booked Reception	Flight out/s submitted	Hotel - team rooming list	Show Selling Product Order final Sign	Associate & Scholar Riser	Wardrobe (yes or no)	Production/Team/Artist Schedule	Product Order	Model Call Scheduled	AV	Catering	Exhibitor Kit Completed & Submitted	SHIP DATE	Artist	Comments
BW		Overview of Show & Education planning	Kristin meeting	with Luke																							
Team		Show Strategy 09-10																									
KF		Future Professionals @ shows policy update	16-Jul																								
LB		Show Guide Book																									
		2008 Fall/Winter SHOWS			210	210	180	180	150	120	90	90	90	60	30	30	30		30	30	30	30	21	14	7		
SW		PAC /F Training	11/16/08									08/18/08					17-Oct				10/17/08			10/26/08		11/14/08	Art Directors
AG		Focus Roundtable - Las Vegas	11/17/08																							11/10/08	Dana
AG		Focus Roundtable - Rocky Hill	11/17/08																							11/10/08	Bob Budds
AG		Focus Roundtable - Phoenix	11/17/08																							11/10/08	Dana
DQ		Texture Video Shoot	11/24/08				05/28/08															10/25/08		11/3/08		11/21/08	Steph, LaDonna, Mikel & Kevin
DQ		RCC Training	12/3/08				sales					9/4/08					11/3/08			11/3/08	11/3/08		11/3/08	11/12/08		11/30/08	Steph & Robert
SW		Distributor Meeting - Santa Monica	12/6/08				sales										11/6/08			11/6/08	11/6/08		11/6/08	11/15/08		12/3/08	
		2009 Spring/Summer SHOWS			210	210	180	180	150	120	90	90	90	60	30	30	30		30	30	30	30	21	14	7		
KF/DE		Video Shoot	Jan or Feb																								
DQ		Euro Train the Trainer - Spring 09	1/11/09																								
		Canadian Roundtable	1/16/09																								
KF		PTL Training	1/20/09								10/22/08						12/21/08			12/21/08						12/30/08	DJ & Lucie
SW		Hawaii Seminar	1/27/09								10/29/08				11/28/08		12/28/08	12/28/08	12/28/08	12/28/08	12/28/08	12/28/08	1/6/09		1/6/09	Art Directors	
ND		BSE - Long Beach	1/31/009																								
KF		PMIS Cutting Training	2/8/09																								DJ
SW		Augusta, GA Hair Camp	2/8/09																	1/9/09						1/25/09	Nadine Lajam
DQ		Canbrun Training	2/9/09		7/14/08		08/13/08			11/11/08	11/11/08		11/11/08														
DQ		Takara Belmont Look & Learn	2/9/09				08/13/08			11/11/08	11/11/08		11/11/08	12/11/08				yes									Lenny King
KF		Belgium Show	2/15/09																								Angus M/Robert
		Sessions Artist Group Photoshoot	2/22/09		7/27/08	8/26/08	08/26/08			11/24/08	11/24/08		11/24/08	1/23/09						1/23/09				2/1/09		2/15/09	Lucie
																											Angus, Colin, DJ, Steph, Robert, Scott & Linda
SW		PMIS Caper Event	2/25/09			08/29/08			9/28/08		11/27/08	11/27/08	11/27/08	12/27/08			1/26/09	#	1/3/09	1/26/09	1/26/09	1/26/09	1/26/09	2/4/09		2/16/09	
DQ		Korea Educator Training	March		#VALUE!		#VALUE!			#VALUE!	#VALUE!	#VALUE!	#VALUE!														Angus, M & ARCS
KF		PMIS Color Training	3/1/09																								Lucie
ND		Montreal ABA	3/8/09		waiting on show request from Craig																						
ND		Loeffler Color Evolve - Rochester	3/22/09	8/24/08	08/24/08	9/23/08	9/23/08	9/23/08		12/22/08	12/22/08		12/22/08	1/21/09		2/20/09	2/20/09	Yes	2/20/09	2/20/09	2/20/09	2/20/09	2/20/09	3/1/09	3/1/09	3/15/09	
ND		America's Beauty Show	3/28/09	8/30/08	11/1/08	9/29/08	10/29/08			12/28/08	12/28/08	12/28/08	12/28/08	1/27/09	2/26/09	2/26/09	2/26/09		2/26/09	2/26/09	2/26/09	2/26/09	2/26/09	2/26/09	2/26/09	3/21/09	
ND		TorontoABA	3/29/09		waiting on show request from Craig																						
LB		Regional Banner & Image Wall	4/1/09																								
KF		Cosmoprof Italy	4/3/09																								Robert & team
ND		BSG Fargo Art of Hair Show	4/4/09			10/6/08	10/6/08	11/5/08		1/4/09	1/4/09	1/4/09	1/4/09	1/4/09			3/5/09	yes	3/5/09	3/5/09				3/14/09	3/28/09	Vai, Stephen & Toby	
ND		Winnipeg ABA	4/5/09		waiting on show request from Craig																						

Project Management Tools: Google Sheets

Passion Squared Project List ☆ 📁 🌐

File Edit View Insert Format Data Tools Extensions Help [Last edit was seconds ago](#)

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E13 fx

	A	C	D	
1	A School Retreat			
2				
4	General Pre-Event Things	Notes	Date	Completed
5	Themes decided			done
6	Reserve Venue(s)	Confirmed, put down a deposit, signed		done
7	Close Sales			done
8	Set up payments in Square	On going as orders come in *start a list at the bottom of payment schedules		done
9	Agendas for Oct 19, 20, 21, 22			done
10	Swag Bags	2 months out. budget is on the other list		love bottle, Wild Carrot metal straws, the bag,
11	Supplies	2 months out Pens, paper, meditation blankets, Room spray making supplies (put the room spray in the rooms when they get there, you could also write a little welcome note & then you can let them know you can take them home w/ them also print out the activities list so they have a physical copy, can get to the room early to do the set ups & snacks & beverages, Pamlyn will get help, robin will also be able to help) Changes or additions?		done
12	Schedule transportation	1 month out		done

+ ≡ A School Wkshps+LIVE Chats A School Meetups A School - General Projects A School Retreat S School Classes

Project Management Tools: Asana

asana

<≡

Home

My Tasks

Inbox

Reporting

Portfolios

Goals

Saved searches

Teams

▼ Passion Squared +

Ni + Invite people

VA Tasks

Write Awesome A Day Te...

Ashley Wiley's Previo...

Membership Program Fe...

A School General Projects

Show more projects

+ Add Team

Invite teammates

Help & getting started

Home

Search

Tasks Due Soon

See all my tasks

No tasks due in the next five days

Recent Projects

Takeover Tuesday
Visited Jan 11, 2021 · Passion Squared

General Projects
Visited Jan 11, 2021 · Passion Squared

A School Meet Up
Visited Feb 11, 2020 · Passion Squared

Podcasts
Visited Jan 15, 2020 · Passion Squared

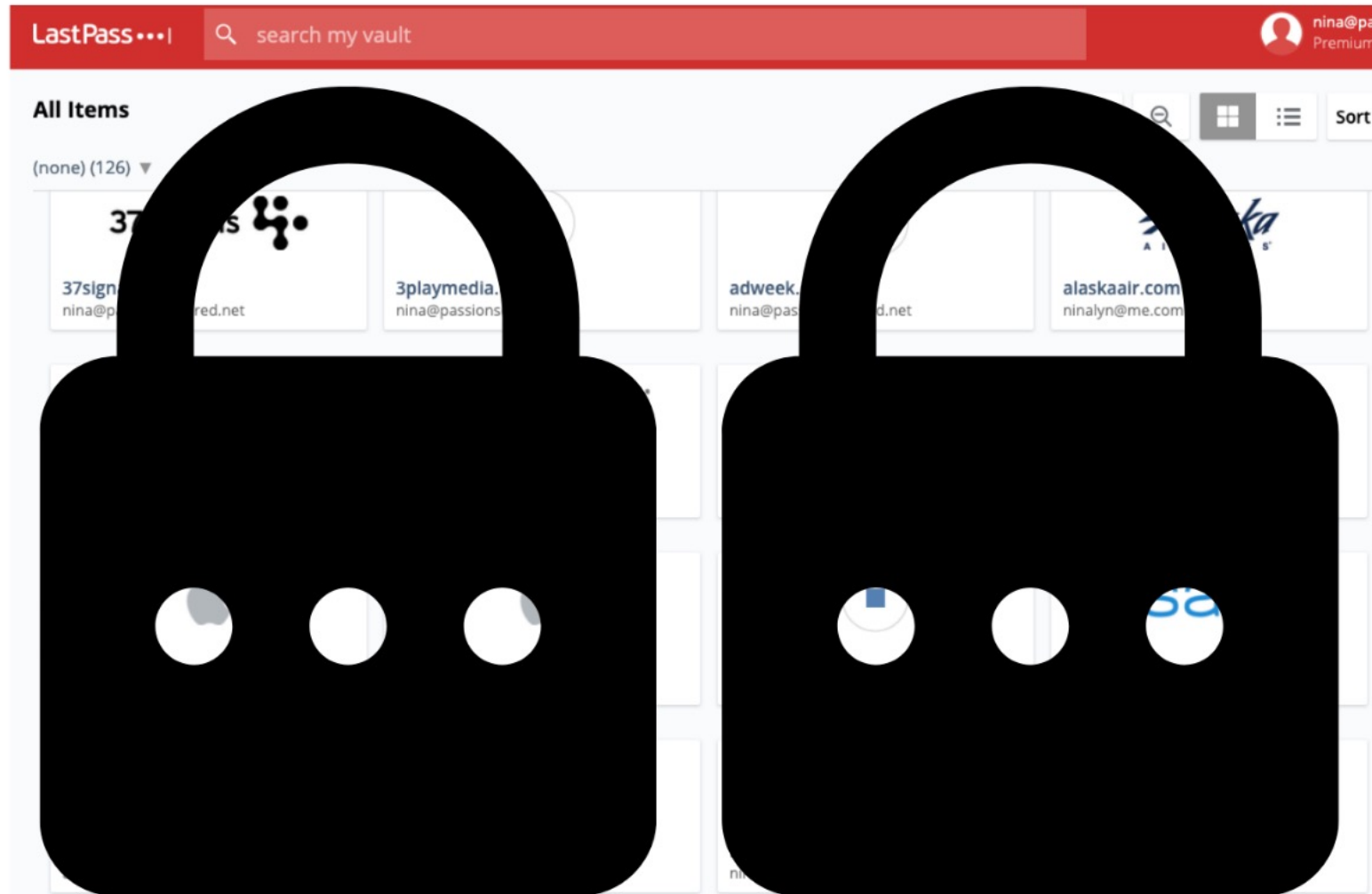
Shows, Events + Workshops
Visited Jan 15, 2020 · Passion Squared

A School Workshops + LIVE Chats
Visited Dec 27, 2019 · Passion Squared

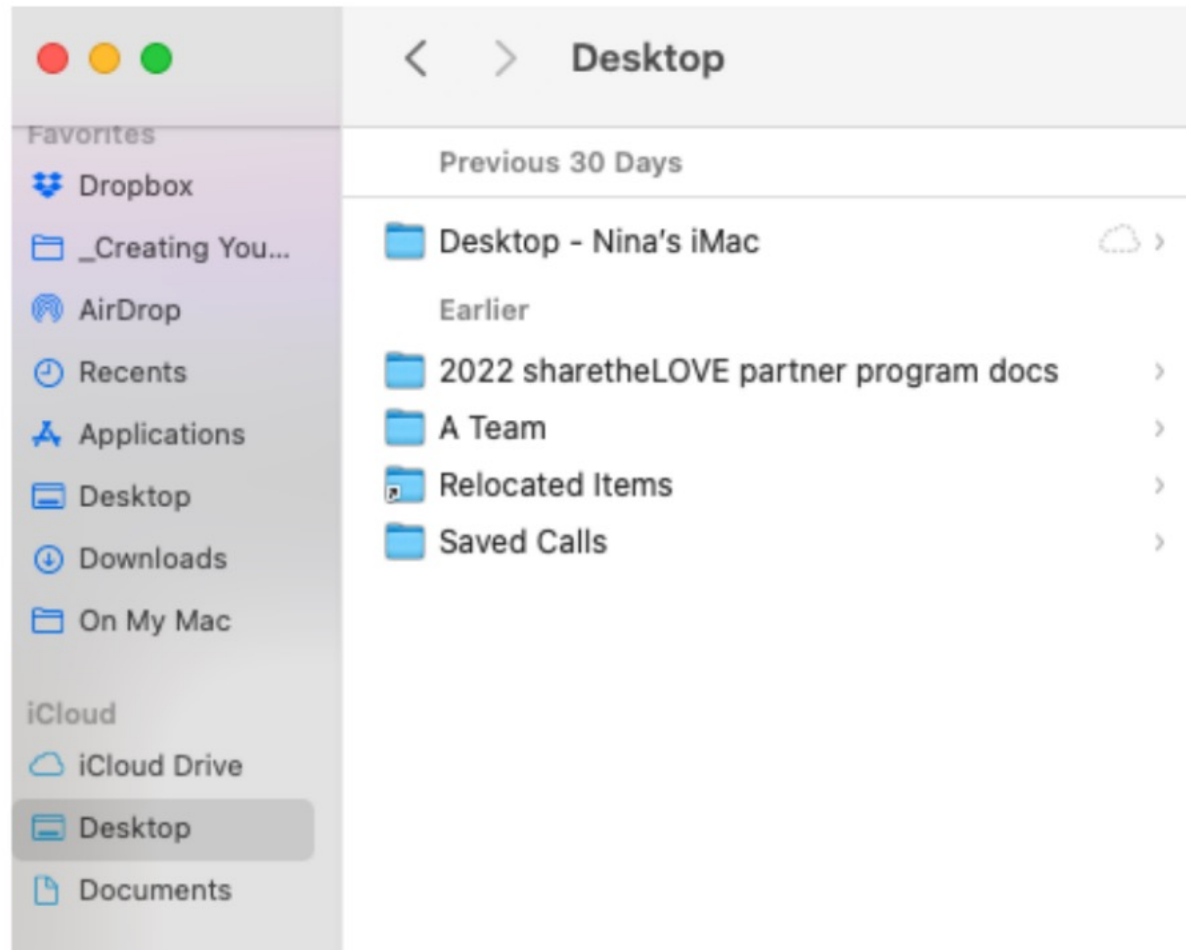
A School General Projects
Visited Dec 18, 2019 · Passion Squared

VA Tasks
Beth Requist assigned you a task on Dec 11, 2019 · Passion Squared

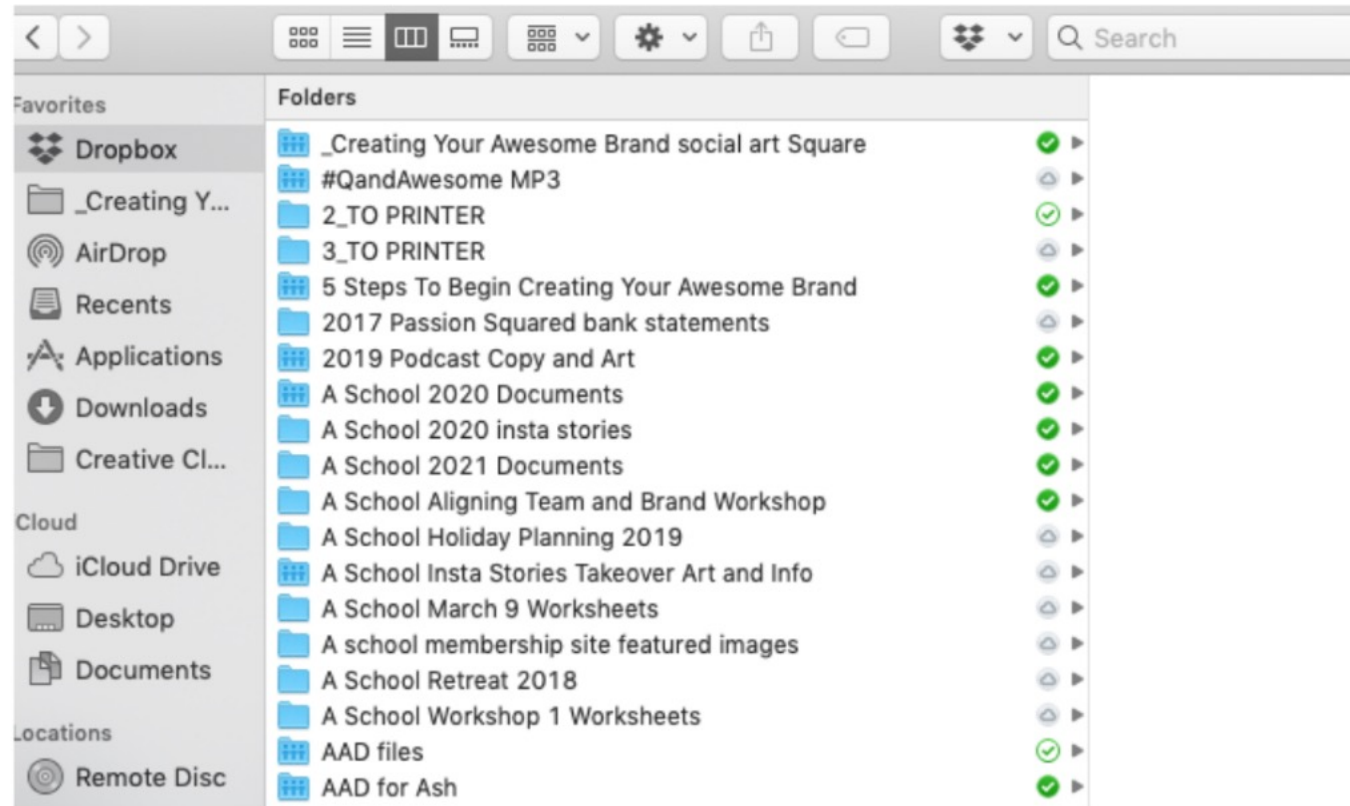
Stress-Reducing Tool: LastPass



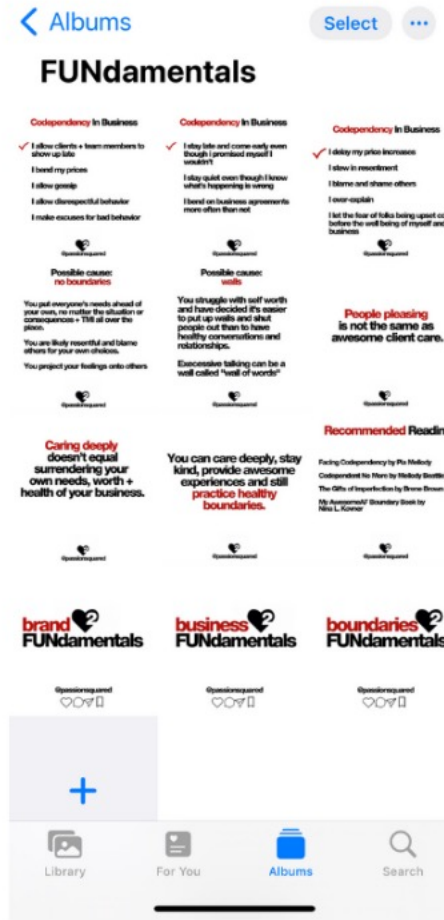
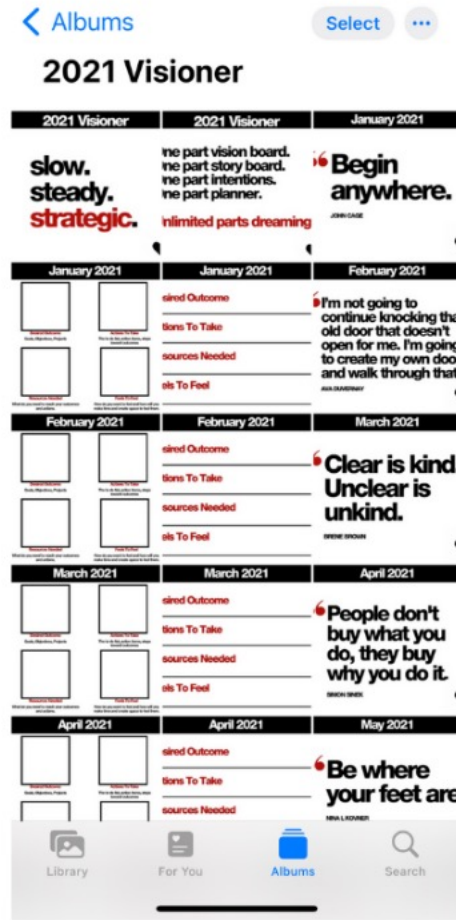
Computer Folders



Dropbox



Phone Albums



Phone Notes

< Notes January 4, 2022 at 11:27 AM

Black history month movie of the week

Week 1

Triple Feature
Madam cj doc
Madam cj movie
Hair love short

Week 2

King richard

Week 3

She Did That

Week 4

Hidden Figures



< Notes January 10, 2022 at 2:57 PM

Leadership workshop

Part 1

Context

Intersection of brand, boundaries,
leadership.

Examples of aligned and
misaligned. Case study style.

Generational shifts

World shifts

Well-being

Mental health care

Purpose

Values

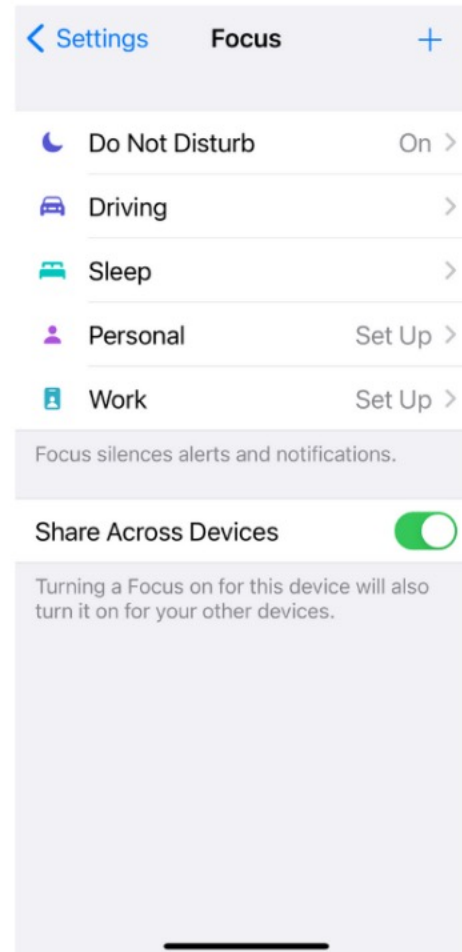
Value/Worth

Flexibility/ 4 day work week

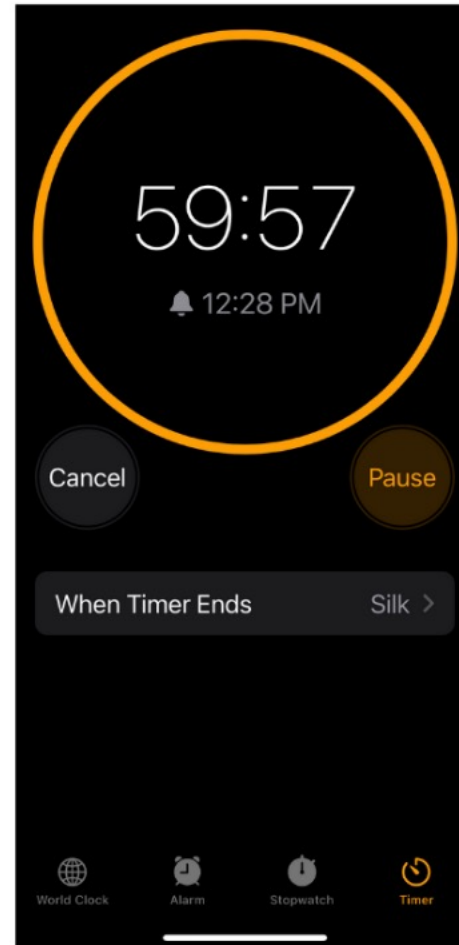
Safetv



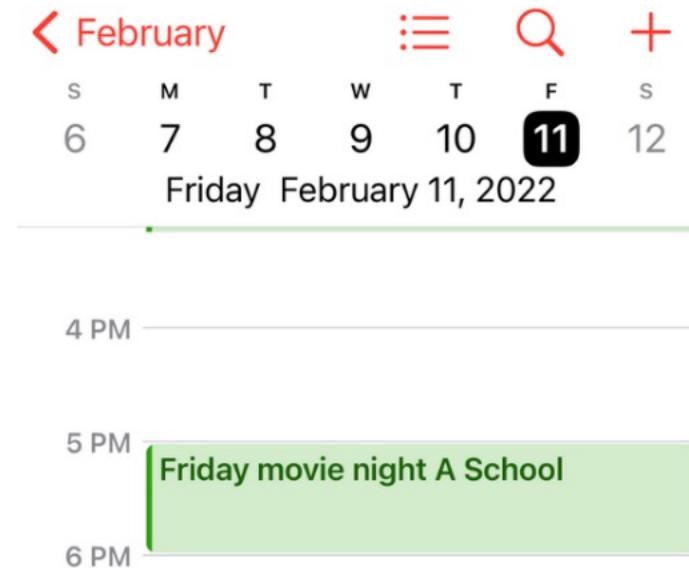
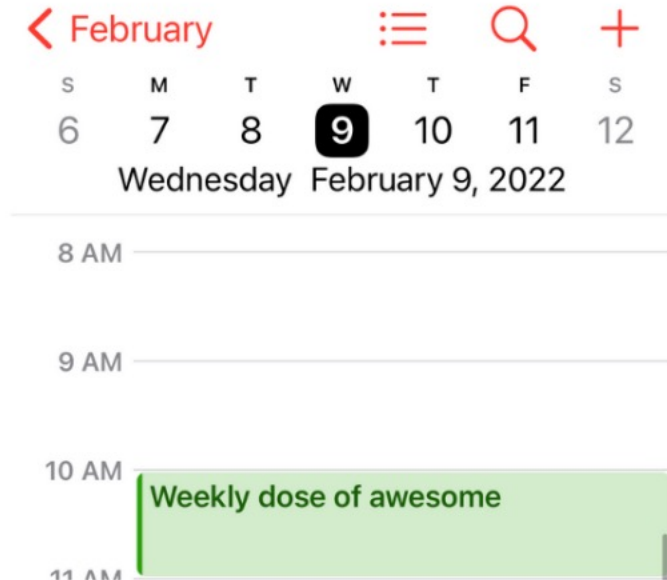
Focus aka Do Not Disturb



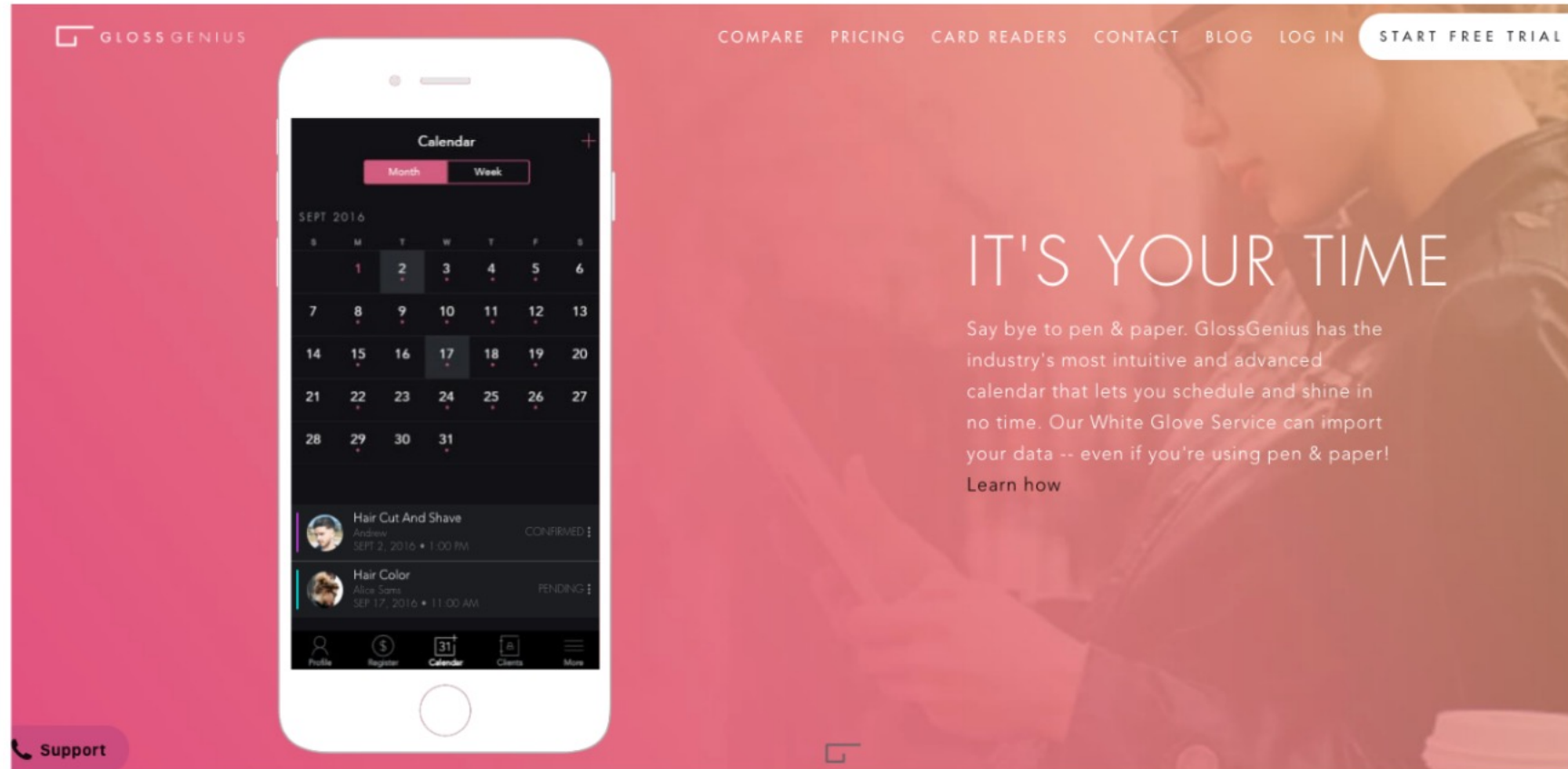
Timer



iCal or phone calendar



Salon Software/App

The banner features a pink background on the left and a blurred image of a hair salon on the right. A smartphone in the center displays the GlossGenius app interface. The app's calendar shows a grid for September 2016, with the 17th highlighted. Below the calendar, two appointments are listed: 'Hair Cut And Shave' for Andrew on Sept 2, 2016 at 1:00 PM (CONFIRMED), and 'Hair Color' for Alice Smith on Sep 17, 2016 at 11:00 AM (PENDING). The bottom navigation bar includes icons for Profile, Register, Calendar, Clients, and More. The top navigation bar includes links for Compare, Pricing, Card Readers, Contact, Blog, Log In, and a 'Start Free Trial' button. A 'Support' link is located in the bottom left corner.

GLOSSGENIUS

COMPARE PRICING CARD READERS CONTACT BLOG LOG IN START FREE TRIAL

Calendar

Month Week

SEPT 2016

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Hair Cut And Shave
Andrew
SEPT 2, 2016 • 1:00 PM
CONFIRMED

Hair Color
Alice Smith
SEP 17, 2016 • 11:00 AM
PENDING

Profile Register Calendar Clients More

Support

IT'S YOUR TIME

Say bye to pen & paper. GlossGenius has the industry's most intuitive and advanced calendar that lets you schedule and shine in no time. Our White Glove Service can import your data -- even if you're using pen & paper! Learn how

Email Platforms

Campaigns

Create Campaign

Current audience

#1 AAD (7am) ▾

Your audience has 1 contacts. 1 of these are subscribers.

List View Calendar View

View by Status

-  All
-  Ongoing
-  Draft
-  Completed

View by Type

 Find a campaign by name or type

Sort by Last updated ▾

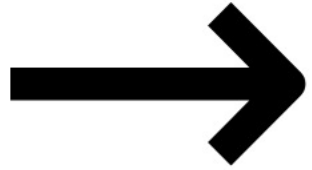
You can also search by [all audiences](#).

February, 2022 (3)

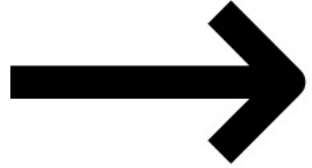
	Morning Love Note 2/5 Regular • #1 AAD (7am) Scheduled for Sat, February 5th 7:00 AM	Scheduled	Pause And Edit ▾
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Next Steps



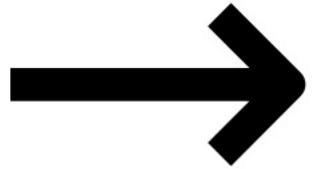
Take some time to get clear on your blocks and planning style



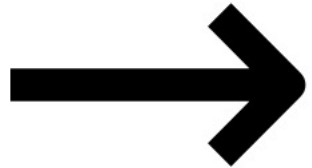
Decide that creating a marketing plan matters to you



Choose one area of your business you want to start



Create and execute a marketing plan focused on that one area



Celebrate your major accomplishment + choose the next area



Change the system, change the result.



Creating + Executing Marketing Plans Workshop

Topic

Marketing plans

Teacher

Nina L. Kovner

Intention

Provide frameworks, systems, and processes to help reduce your overwhelm and increase your clarity, focus, and execution of your visions + plans.

