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**10 Keys to Designing A Personal Lifelong Learning Process**

**By Catherine Franz**

**10 Keys to Designing A Personal Lifelong Learning Process by Catherine Franz**

GENERAL OVERVIEW

Business Strengths

Our extensive knowledge of the adventure travel industry is our greatest strength, in addition to our positioning in the region.

Business Weaknesses

The greatest weakness our business faces is our ability to handle new competition. Currently, we are the only providers of our services in the area, and any competitor that moves in will pose a threat to our stability.

BUSINESS GOALS

Profit

Our current profit goals are:

Year Two: \$\_\_\_\_\_ post-tax profit

Year Three: \$\_\_\_\_\_ post-tax profit

We have not established any other long-range profit goals at this time

Sales

Our long-term sales goals are to operate at or close to cash flow break—even by Year Two and to be profitable from Year

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One onward. We would like our profit margin to be 7 percent by Year Three.

### Marketing

Our long-term marketing goals are to develop an extensive Web site, to increase our public relations activities, and to create an informative store window to draw in customers.

### POSITION IN THE MARKETPLACE

#### Description of Our Customers

Our customers are \_\_\_ to \_\_\_-year-old professionals, married or unmarried, without children, who are \_\_\_\_\_.

#### Our Customers' Needs

Our target customers are looking for customized planning services that will provide them with all the information necessary to take an adventure vacation in Europe. Often, they do not have the time or the resources to do the research themselves, so they turn to us for hassle-free planning services.

#### Why Our Customers Choose Us

Our well-informed, up-to-date staff, combined with our extensive knowledge of the \_\_\_\_\_, allows us to surpass the services provided by other agencies.

#### What Sets Us Apart From the Competition

What sets our company apart from our competitors is the fact that we sell custom-designed packages for people. We ask them questions, find out exactly what they want and need, and direct them to the appropriate destinations.

### MARKETING CAMPAIGN SPECIFICS

#### STRATEGY

#### Goals of the Campaign

We would like to increase our visibility, attract new customers, and display special offers that are currently available.

Campaign Focus: Specific Products or General Promotion?

Our primary focus is to expand our customer base. We would also like to keep our current customers aware of special promotions we are offering and secure their future business with us.

Products to be Advertised

We will be advertising our complete range of European adventure travel services, special discounts on travel packages, and sales on seasonal clothing and gear.

Measurements of Success

We will measure this ad campaign's success by the number of inquiries received after its launch. This includes phone inquiries as well as inquiries made in person at the store.

Evaluation of Effectiveness

We will be reviewing the campaign's effectiveness one month after its launch. We will evaluate its effectiveness based on the number of inquiries we receive and any corresponding increase in revenue.

MESSAGE

Our Marketing Message:

No one knows more about [what] than [Your name].

TIME FRAME

Campaign Start Date

We will launch this marketing campaign in \_\_\_\_\_.

Length of Campaign

This campaign will run through \_\_\_\_\_, for a total of \_\_\_\_\_ months.

## BUDGET

Annual Marketing Budget \$40,000

Budget For This Campaign

\$81,025. This includes \$41,325 for Web site and database design, implementation, and hardware purchases, which will be useful for more than one year and will therefore be capitalized and depreciated accordingly.

Cost-Saving Measures

We plan to keep advertising costs down by targeting the most appropriate advertising methods for our business, which include online advertising, newspaper ads, and classified ads.

**To keep on earning, keep on learning**

**By Michelle L. Casto**

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To Keep on Earning, Keep on Learning  
By Michelle L. Casto, M.Ed.

Success in the modern world takes more than just information and knowledge. You must apply what you know to real life situations and you must be open to learning, un-learning, and re-learning. With the rapid advancement of technology, fluctuating economy and societal and corporate changes, you must adopt a learning mindset in order to succeed. Indeed, the key to lifelong earning is lifelong learning.

As you embark on this lifelong learning path, strive to always be a student. Open yourself to new ideas, information, concepts and be adaptable----there are essential for the new world of work. Some benefits of becoming a lifelong learner are:

- increased self confidence when approaching new tasks or ideas
- persistence in pursuing goals
- better decision-making and problem solving skills
- the ability to be a career strategist
- improved time management and organizational skills
- the ability to change with the times
- greater personal satisfaction
- higher pay and employment opportunities.

To become a student of life, start by finding out how you learn best. There are three ways people learn:

## 10 Keys to Designing A Personal Lifelong Learning Process

auditory (hearing), visual (seeing), and kinesthetic (doing). If you are not sure which type you are, ask yourself, "How do I like to be given directions?" If you are an auditory learner, you prefer to be told how to get there. If you are a visual learner, you prefer to be shown how to get there. If you are a kinesthetic learner, you prefer to actually drive there yourself.

Another important aspect to learning is whether you are left or right-brained dominant. Left-brain dominant people are good with logic, analysis, math, language, and writing. Right-brain dominant people are good with imagination, colors, graphics, music and rhythm. Of course we have the capacity for both; and when we are able to tap into both sides of the brain, we are using our brain's full potential.

Many famous people used their whole brain. For example, Leonardo Da Vinci was an artist and innovator. He sketched helicopters hundreds of years ago because he was fascinated by mechanics. He also used his knowledge of how the human body stands and moves to create extraordinary, lifelike paintings.

Strive to use your whole brain when studying, working and interacting with others. Also, be selective with what you feed your brain. As the computer saying goes, "garbage in, garbage out." The same holds true for what programs your brain is using. Therefore, only input positive, healthy and educational programs. Keep in mind that your thoughts, along with your ability to add, change, and

discard them, is what essentially makes up your mind.

An ancient Chinese proverb says it best, "To gain knowledge, add things every day. To gain wisdom, remove things every day." Just like a computer needs to delete files and information that are no longer useful, you have to discard information that no longer serves you. Knowing what is important to know, as well as what needs to go, will ensure that you have plenty of space left for learning the next new thing.

Michelle L. Casto, M.Ed. is a whole life coach, speaker, and author of the Get Smart! LearningBook Series. She has authored 3 books and 8 workbooks on life empowerment topics. Her coaching practice is Brightlight Coaching, she helps people come up with bright ideas for their life and empowers them to freely shine their bright light to the world. visit  
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