

# Digital Marketing Plan – Coach Derrick Lim

## Marketing Audit

### 1. PESTLE

This is the "Premium Pivot" PESTLE.

Since his goal is to filter out price-sensitive customers (Low SES) and target the "Time-Poor, Cash-Rich" demographic (High SES), we interpret every factor through the lens of **Exclusivity, Convenience, and Status**.

Here is the revised analysis you can present to him.

## The "High-Net-Worth" PESTLE Analysis

### 1. POLITICAL (Regulations & Access)

- **The Factor:** Stricter ActiveSG/Public Pool coaching regulations (lane hogging rules, permit limits).
- **The High-SES Shift:** Public pools are becoming "Red Oceans" of regulation and overcrowding.
- **Strategy:** Pivot operations exclusively to **Condos & Private Housing**.
  - *Why:* Private estates are unregulated by SportSG lane limits. The "barrier to entry" is having a client who *lives* there. This naturally filters out mass-market customers.

### 2. ECONOMIC (Inflation & The "K-Shaped" Recovery)

- **The Factor:** The middle class is cutting costs; the wealthy are insulating their lifestyle.
- **The High-SES Shift:** Selling "Monthly Subscriptions" (\$360/mo) lumps you in with utility bills—the first thing to get cut during inflation.
- **Strategy:** Switch to **"Project-Based Pricing."**
  - *Why:* A High-SES parent will hesitate at a recurring \$360 bill but will happily write a single **\$1,500 check** for a "12-Week Swim Mastery Course." It feels like an *asset purchase*, not an *expense*.

### 3. SOCIAL (Status & The "Kiasu" Elite)

- **The Factor:** Wealthy Singaporeans value **Privacy, Speed, and Dignity**. They dread "wasting time."
- **The High-SES Shift:** They view public group classes as "low status" and inefficient. They don't want their child waiting 10 minutes for a turn.
- **Strategy:** Market the **"Concierge Experience."**
  - *Why:* The selling point isn't just "Swimming"; it is "We come to your condo, we finish in 45 mins, you save travel time." For adults: "Private, discreet coaching so nobody sees you struggle."

4. TECHNOLOGICAL (The "Uber" Expectation)

- **The Factor:** High-SES clients live on frictionless apps (Grab, Amazon, banking apps).
- **The High-SES Shift:** Manual PayNow transfers and WhatsApp scheduling ping-pong feels "budget."
- **Strategy:** Implement a **"Zero-Friction" Booking Portal**.
  - *Why:* The website must look like a tech startup, not a blog. Video analysis (using an iPad poolside to show stroke correction) justifies the premium price.

5. LEGAL (Liability & Protection)

- **The Factor:** Wealthy clients are more risk-averse and litigious.
- **The High-SES Shift:** Trust is the currency.
- **Strategy:** Flash the **"Safety & Indemnity" Badge**.
  - *Why:* Explicitly mentioning "NROC Certified & Fully Insured" creates psychological safety. It signals: "I am a professional, not a freelancer side-hustling."

6. ENVIRONMENTAL (Venue Quality)

- **The Factor:** Weather interruptions and hygiene.
- **The High-SES Shift:** Tolerance for dirty public toilets or crowded lanes is zero.
- **Strategy:** The **"Wet Weather Guarantee"**.
  - *Why:* Low-SES coaches say "Rain = Bad Luck, no refund." High-SES coaches say "Rain = We extend the lesson time next week or do dry-land theory." You charge a premium to absorb the weather risk for them.

The Visual Slide for Your Presentation

You can use this layout to summarize the analysis on a single slide.

**Title:** Strategic Landscape: Capturing the Premium Market

Macro Factor	The "Low SES" Threat	The "High SES" Opportunity
POLITICAL	Getting squeezed out of Public Pools by Gov rules.	<b>Dominate Private Condos</b> (High barrier to entry = Less competition).
ECONOMIC	Recurring fees get cut when inflation hits.	<b>"High-Ticket" Packages</b> (\$1.5k upfront) target those with cash reserves.
SOCIAL	Parents want cheap group classes (\$20/pax).	<b>Sell "Speed &amp; Status"</b> (\$500 Weekend Intensive) for busy professionals.

Macro Factor	The "Low SES" Threat	The "High SES" Opportunity
TECH	Manual booking via text feels "unprofessional."	<b>Premium Digital Experience</b> (Instant booking & Video Analysis).
LEGAL	Casual approach scares off risk-averse rich parents.	<b>"Certified &amp; Insured" Branding</b> builds instant trust.
ENVIRON.	"Rain = Cancel" policies annoy clients.	<b>"Guaranteed Results" Policy</b> absorbs the risk for the client.

## The "So What?" Summary for Derrick

"Derrick, this PESTLE proves one thing: **You cannot compete in the middle.**

If you stay in the middle (\$300/month, public pools, manual booking), you will get crushed by inflation and government rules.

The analysis shows the only safe harbor is **Up-Market**:

1. **Private Condos** (Political/Environmental)
2. **Lump-Sum Packages** (Economic)
3. **Concierge Service** (Social/Tech)

This justifies why we need to charge **\$5,000** for this project. We aren't just making a website; we are re-engineering your business to survive the recession by targeting people who are recession-proof."

### 2. Five Forces

Here is the **Porter's Five Forces Analysis** for Coach Derrick.

Just like the PESTLE, we are viewing this through the **"High-SES" Lens**. The goal of this analysis is to identify where the "profit leaks" are and how your Digital Transformation plan plugs them.

## The 30-Second Summary for Derrick

*"Derrick, right now you are swimming in a 'Red Ocean' (High Competition, Low Prices). Everyone is fighting for the same budget-conscious parents at public pools. We are using this \$5,000 project to move you to a 'Blue Ocean' where the competition is irrelevant."*

## 1. Threat of New Entrants (The "Copycats")

- **Current Threat Level: HIGH** (Anyone with a Life Saving 123 certificate can call themselves a coach).
- **The Problem:** There is almost zero barrier to entry. A 19-year-old student can undercut Derrick by charging \$20/hour.
- **The Digital Defense (Your Fix):**
  - By building a **Premium Brand Ecosystem** (Professional Website + Video Ads + Booking System), you raise the barrier to entry.
  - The 19-year-old freelancer cannot afford a \$5,000 brand overhaul.
  - **Strategic Move:** *"We make you look like an Institution, not an Individual. Copycats can't copy 'Class'."*

## 2. Bargaining Power of Buyers (The "Parents")

- **Current Threat Level: HIGH** (For Low-SES clients).
- **The Problem:** Price-sensitive parents have all the power. They treat coaches like commodities: *"Coach Tan charges \$70, why are you \$80?"* They cancel last minute and demand refunds.
- **The Digital Defense (Your Fix):**
  - **The \$500 Weekend Course** flips the power dynamic.
  - When you sell a specific **Result** (Survival in 2 days) rather than **Time**, price comparison becomes impossible. You can't compare a "Weekend Intensive" to "Monthly Lessons."
  - **Strategic Move:** *"We stop selling 'commoditized hours' to powerful buyers. We sell 'specialized outcomes' to grateful buyers."*

## 3. Bargaining Power of Suppliers (The "Venues")

- **Current Threat Level: HIGH** (ActiveSG / SportSG).
- **The Problem:** Public pools (the suppliers of water) hold all the cards. They restrict coaching hours, limit lanes, and can ban coaches instantly.
- **The Digital Defense (Your Fix):**
  - Shift marketing focus to **Condo Owners**.
  - When the client provides the pool (their condo), the "Supplier Power" drops to zero. You pay no lane fees, and no lifeguard creates rules for you.
  - **Strategic Move:** *"Our ads will geo-target private estates. We fire the public pool as your landlord."*

## 4. Threat of Substitutes (The "Alternatives")

- **Current Threat Level: MEDIUM.**
- **The Problem:** The substitute isn't another coach; it is **"My Dad will teach me"** or **"YouTube."**
- **The Digital Defense (Your Fix):**
  - Your content blitz (the "Laser Eyes" videos) must attack this substitute directly.

- **Ad Angle:** "Dads, don't traumatize your kids. Teaching your own child leads to tears and bad habits. Let a pro handle the stress while you handle the cheering."
- **Strategic Move:** "We position 'DIY Teaching' as dangerous/ineffective."

## 5. Competitive Rivalry (The "Dog Fight")

- **Current Threat Level: VERY HIGH** (In the \$300/month bracket).
- **The Problem:** There are hundreds of coaches in Bedok/Tampines fighting for the same kids.
- **The Digital Defense (Your Fix):**
  - Most rivals have terrible websites and zero ad strategy. They rely on "Word of Mouth" (slow).
  - By running **Paid Ads**, Derrick steps out of the "referral circle" and gets straight in front of strangers *before* they even talk to other coaches.
  - **Strategic Move:** "While your rivals are waiting for the phone to ring, we are making it ring."

## The "One-Page" Strategy Matrix

Use this table in your proposal to summarize the "So What?"

Force	The Danger (Current State)	The Solution (Our Project)
<b>New Entrants</b>	19-year-olds undercutting price.	<b>Brand Authority:</b> Build a site/presence cheap coaches can't afford.
<b>Buyer Power</b>	Parents haggling over \$10.	<b>Product Pivot:</b> Sell high-ticket packages (\$1.5k) that filter out hagglers.
<b>Supplier Power</b>	ActiveSG restricting lane usage.	<b>Venue Shift:</b> Target Condo residents so <i>they</i> supply the pool.
<b>Substitutes</b>	"I'll teach my own kid."	<b>Education Marketing:</b> Ads showing why DIY teaching fails.
<b>Rivalry</b>	Hundreds of coaches in East SG.	<b>Speed:</b> Use paid ads to capture leads before competitors even see them.

## How to pitch this slide:

"Derrick, the Five Forces show us that your biggest threats are **Cheap Competitors** and **Bossy Public Pools**.

My strategy is designed to neutralize both:

1. We move to **Condos** (bypassing the pools).
2. We move to **Premium Packages** (bypassing the cheap competitors).

That is how we win."

Here is the **Business Model Canvas (BMC)**, **Financial Projections**, and **SWOT/TOWS** Analysis for the "New" Coach Derrick Lim Academy.

## 1. The Business Model Canvas (The "High-SES" Pivot)

*This maps out how the business creates, delivers, and captures value in the new model.*

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> <li>• <b>Condo Management Councils:</b> (Access to private pools).</li> <li>• <b>You (The Digital Partner):</b> Managing the "Lead Machine."</li> <li>• <b>NROC/SportSG:</b> Certification Authority (Trust Signal).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Premium Coaching:</b> Delivering high-touch 1-on-1 or small group sessions.</li> <li>• <b>Content Creation:</b> filming "Laser Eye" diagnostics.</li> <li>• <b>Lead Triage:</b> Closing sales via WhatsApp.</li> </ul>	<ul style="list-style-type: none"> <li><b>For Parents:</b> • "Aquatic Survival &amp; Confidence" (Not just "swimming").</li> <li>• <b>Convenience:</b> "We come to your Condo."</li> <li>• <b>Speed:</b> "Learn in 4 weeks, not 6 months."</li> <li><b>For Adults:</b> • <b>Dignity &amp; Privacy:</b> "No judgment, private environment."</li> </ul>	<ul style="list-style-type: none"> <li>• <b>"Concierge" Service:</b> Instant booking, seamless waivers.</li> <li>• <b>High-Touch:</b> direct video analysis sent to parents after class.</li> <li>• <b>Automated:</b> Payment reminders &amp; scheduling via the new site.</li> </ul>	<ul style="list-style-type: none"> <li><b>Primary (High SES):</b> • <b>"The Condo Mom":</b> Lives in D15/D10/D11. Values time over money.</li> <li>• <b>"The Anxious Executive":</b> Adult (30-50yo) who can't swim. Wants to learn fast/privately.</li> <li><b>Secondary:</b> • <b>Expats:</b> Used to premium service, less price sensitive.</li> </ul>
Key Resources		Channels		
<ul style="list-style-type: none"> <li>• <b>Brand Authority:</b> 5.0 Star Reviews &amp; 31.3K TikTok Followers.</li> <li>• <b>The "Asset" Website:</b> The conversion engine.</li> <li>• <b>Coach Derrick:</b> The Talent/Face.</li> </ul>		<ul style="list-style-type: none"> <li>• <b>Paid Social Ads:</b> Targeted by Zip Code (Private Estates).</li> <li>• <b>TikTok Organic:</b> (Leveraging 31k followers).</li> <li>• <b>Google Maps:</b> (SEO for "Swim Coach Bedok").</li> </ul>		

Cost Structure (OpEx)	Revenue Streams (The New Mix)
<ul style="list-style-type: none"> <li>• <b>Marketing:</b> ~\$600/mo (Ads).</li> <li>• <b>Digital Mgmt:</b> ~\$1,000/mo (Your Fee).</li> <li>• <b>Transport/Time:</b> Coach's travel.</li> <li>• <b>Equipment:</b> Minimal (Kickboards etc).</li> </ul>	<ul style="list-style-type: none"> <li>• <b>High-Ticket Package:</b> \$1,500 (12-Week "Swim-Safe" Guarantee).</li> <li>• <b>The Accelerator:</b> \$500 (Weekend Intensive Course).</li> <li>• <b>Premium 1-on-1:</b> \$420/mo (Legacy pricing, increased for new signups).</li> </ul>

## 2. Current Financial Projections

**Pro Forma Income Statement (Monthly)** for his current business operations.

This snapshot assumes he is operating as a successful solo coach with a near-full schedule but inefficient pricing/operations.

### Current State: Financial Snapshot (Monthly)

Item	Amount (SGD)	Notes / Assumptions
REVENUE		
Private Coaching (1-on-1)	\$5,400	~15 Students x \$360/mo (Derrick's Rate)
Small Group Coaching	\$2,160	~4 Groups x \$540/mo (1-4 Rate)
Agency Override	\$500	Commission from junior coaches (Est. 10-15%)
TOTAL REVENUE	\$8,060	Capped by his physical hours
DIRECT COSTS (COGS)		
Transport (Grab/Petrol)	(\$600)	Travelling between Condos/Pool daily
Pool Entrance Fees	(\$150)	ActiveSG entry for himself
Equipment Refresh	(\$50)	Kickboards, noodles, toy replacement
GROSS PROFIT	\$7,260	Margin: ~90% (High, but labour-intensive)
OPERATING EXPENSES (OpEx)		
Marketing	(\$0)	Currently relies on Word-of-Mouth
Website/Domain	(\$30)	Basic hosting for the current old site
Phone/Data	(\$100)	For managing WhatsApp/Scheduling
Insurance/NROC	(\$100)	Liability insurance (amortized)
NET PROFIT (Before Tax)	\$7,030	This is his "Salary"

### The Strategic Insight (The "So What?")

When you show him this table, you point out the **Three Hidden Dangers**:

1. The "Time Cap" Trap:

- To make \$10,000, he has to swim ~30% more hours. He is likely already tired. The only way to grow Revenue in this model is to burn out.

## 2. The "Single Point of Failure":

- If Derrick twists his ankle or gets sick for 2 weeks, **Revenue drops by ~80%** (The \$5,400 and \$2,160 lines disappear).

## 3. The "Stagnation" Risk:

- With \$0 Marketing spend, he has no "tap" to turn on if he loses 3-4 students (which happens naturally when kids grow up or quit).



Your Pitch:

"Derrick, currently you don't own a business; you own a high-paying job. My goal with the \$5,000 project is to decouple your income from your time using the Weekend Intensives (\$500) and High-Ticket Packages."


Here is the "After" picture. This shows exactly what happens to his bank account once the **Digital Ecosystem** (Website + Ads + New Offer) is running at cruising speed.

The goal isn't just to increase the Top Line (Revenue); it is to improve the **Quality of Revenue** (earning more while working the same or fewer hours).

## Post-Marketing Financial Snapshot (Monthly)

Item	Current State	Future State (Month 4+)	Variance
<b>REVENUE</b>			
Legacy 1-on-1 Students	\$5,400	\$5,400 (Maintain base)	-
Small Group Coaching	\$2,160	\$2,160 (Maintain base)	-
<b>NEW: Weekend Intensive (\$500)</b>	\$0	<b>\$2,000</b> (4 pax / 1 weekend)	<b>+\$2,000</b>
<b>NEW: "Fearless" Adult Pack (\$1.5k)</b>	\$0	<b>\$1,500</b> (1 sale / month)	<b>+\$1,500</b>
<b>TOTAL REVENUE</b>	<b>\$8,060</b>	<b>\$11,060</b>	<b>+\$3,000</b> 
<b>DIRECT COSTS</b>			
Transport & Pool Fees	(\$800)	(\$850) (Slight increase)	(\$50)
<b>OPERATING EXPENSES</b>			
<b>Marketing Ad Spend</b>	\$0	<b>(\$600)</b> (Paid to Meta/Google)	(\$600)
<b>Mgmt Fee (Your Retainer)</b>	\$0	<b>(\$1,000)</b> (Paid to You)	(\$1,000)
Tech Stack (Site/Booking)	(\$130)	(\$200) (Premium tools)	(\$70)
<b>TOTAL EXPENSES</b>	<b>(\$1,030)</b>	<b>(\$2,650)</b>	<b>(\$1,620)</b> 



Item	Current State	Future State (Month 4+)	Variance
NET PROFIT (Take Home)	\$7,030	\$8,410	+\$1,380 

## The Strategic Analysis (Why this is a "No-Brainer")

At first glance, Derrick might say: "Wait, I'm spending \$1,600 more to make \$1,380 more? That seems like a lot of work for little gain."

**You must correct this thinking immediately.**

Here is why the **Future State** is infinitely better:

### 1. The "Hourly Rate" Explosion

- **Current State:** To make that extra \$1,380 currently, he would need to teach **~15 extra hours** of 1-on-1 classes. He doesn't have the time or energy.
- **Future State:** The **Weekend Intensive** generates \$2,000 in just **4-6 hours** (Saturday/Sunday morning).
- **Insight:** He is earning **more money** for **fewer additional hours**.

### 2. The Asset Value

- **Current State:** Every dollar requires him to be wet.
- **Future State:** He is spending \$1,600/month to build a **Marketing Engine**. If he ever wants to sell the business or hire junior coaches, he has a system that generates leads. You can't sell "Derrick in a pool," but you can sell "Coach Derrick Academy" with a working funnel.

### 3. Scalability

- In the table above, I assumed only **ONE** Weekend Intensive group per month.
- If ads work well and he fills **TWO** groups?
  - Revenue jumps to **\$13,060**.
  - Ad spend stays roughly the same.
  - \*Net Profit jumps to **\$10,000+.\***
  - The upside is uncapped; the downside is fixed.

## ROI Calculation (The Payback Period)

- **Initial Setup Investment:** \$5,000 (The Project Fee).
- **Monthly Profit Increase:** +\$1,380.
- **Payback Period: 3.6 Months.**

The Pitch:

"Derrick, after month 4, the system has paid for itself. Every month after that, you are essentially getting a 'free' salary raise of \$1,400+ for the rest of your career, plus you get to work smarter, not harder."

### 3. SWOT Analysis (Internal & External)

STRENGTHS (Internal)	WEAKNESSES (Internal)
<ul style="list-style-type: none"><li>• <b>Social Proof:</b> 5.0 Google Rating (Top tier trust).</li><li>• <b>Organic Reach:</b> 31.3K TikTok Followers (Massive asset).</li><li>• <b>Credentials:</b> NROC Certified, Former National Swimmer.</li><li>• <b>Skill:</b> "Laser Eyes" (ability to spot errors instantly).</li></ul>	<ul style="list-style-type: none"><li>• <b>Digital Presence:</b> Website is dated ("Dated AF").</li><li>• <b>Sales Process:</b> Manual PayNow/WhatsApp is high friction.</li><li>• <b>Pricing Strategy:</b> Complex tables, commodity pricing.</li><li>• <b>Capacity:</b> Income capped by his physical hours.</li></ul>
OPPORTUNITIES (External)	THREATS (External)
<ul style="list-style-type: none"><li>• <b>High-SES Pivot:</b> Condo residents want private, safe coaching.</li><li>• <b>Adult Market:</b> Huge untapped market of adults with "water trauma."</li><li>• <b>Intensives:</b> Market demand for "fast results" vs "long lessons."</li></ul>	<ul style="list-style-type: none"><li>• <b>Low-Ballers:</b> Uncertified coaches charging \$20/hr.</li><li>• <b>Public Pools:</b> ActiveSG regulations getting tighter.</li><li>• <b>Inflation:</b> Middle-class clients cutting recurring costs.</li></ul>

### 4. TOWS Matrix (The Strategy Roadmap)

This tells us WHAT to do with the SWOT.

	OPPORTUNITIES (High SES / Adults)	THREATS (Cheap Competitors / Gov Rules)
STRENGTHS (Reviews, TikTok, NROC)	<b>SO Strategy (Maxi-Maxi):</b> "The Influencer Coach" Use the <b>31k TikTok</b> audience to funnel traffic to the <b>New Website</b> . Sell the <b>\$500 Intensive</b> to them directly. Use the <b>5-Star Reviews</b> to justify the <b>Premium Price</b> to Condo owners.	<b>ST Strategy (Maxi-Mini):</b> "The Trust Shield" Use <b>NROC Certification &amp; Safety Record</b> to differentiate from the \$20 cheap coaches. Marketing angle: "Do you trust your child's life with a freelancer or a National Swimmer?"
WEAKNESSES (Bad Website, Manual Ops)	<b>WO Strategy (Mini-Maxi):</b> "The Digital Upgrade" Build the <b>Mobile-First Website</b> to capture the High-SES leads who ignore the current ugly site. Automate the booking so Derrick stops wasting time texting and starts coaching.	<b>WT Strategy (Mini-Mini):</b> "The Defensive Pivot" Stop relying on <b>Public Pools</b> (where rules hurt you). Move operations to <b>Private Condos</b> (where clients control the venue) to bypass government restrictions.

### How to Present This Section

**The "Bottom Line" Pitch:**

"Derrick, the SWOT and Financials tell the same story:

1. **Your TikTok (31k followers) is a goldmine** you aren't mining because your website is broken.
2. **Your Revenue is stuck** because you are selling 'cheap monthly slots' instead of 'expensive outcomes.'

My plan fixes the Weakness (Website) to exploit the Opportunity (High-SES Clients).

If we execute this, we shift you from a **\$5k/month Freelancer** to a **\$10k/month Academy Owner**."

#### 4. Recommendations (MCDA)

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## Strategic Recommendation 1: The "Digital Storefront" Transformation

*Fixing the "Technological" and "Social" Weaknesses.*

- **The Problem:** The current website is a "leaky bucket." It forces high-SES parents to do manual work (texting/PayNow), which feels "low-status" and causes drop-offs.
- **The Action:** Launch a **Mobile-First, Conversion-Focused Website**.
  - **Key Feature A: Simplified Pricing Tier.** Remove the complex spreadsheet. Present two clear options: *Standard 1-on-1* vs. *Master Coach (Derrick)*.
  - **Key Feature B: "One-Click" Action.** Replace "Text me" with a direct WhatsApp API link pre-filled with: *"Hi Coach, I'm interested in the [Weekend Intensive]..."*
  - **Key Feature C: Trust Signals.** Prominently display the NROC Certification, Safety Badges, and a dynamic "5-Star Review" carousel to kill buyer doubt instantly.

## Strategic Recommendation 2: The "High-Yield" Product Pivot

*Fixing the "Economic" and "Buyer Power" Threats.*

- **The Problem:** Derrick is currently selling **Time** (Hours) in a market fighting inflation. This makes him a "commodity" that is hard to scale.
- **The Action:** Launch **Outcome-Based "High-Ticket" Offers**.
  - **The "Cash Cow": The \$500 Weekend Intensive.** A 2-day group crash course (Sat/Sun). *Why:* It targets busy professionals who value speed over money. It generates ~\$330/hour vs his usual ~\$90/hour.
  - **The "Anchor": The \$1,500 "Swim-Safe" Guarantee.** A 12-week lump-sum package for adults/fearful kids. *Why:* It secures cash flow upfront and filters out price-sensitive "hagglers."

## Strategic Recommendation 3: The "Targeted Traffic" Engine

*Leveraging "Strengths" (TikTok/Reviews) to Capture "Opportunities" (High-SES).*

- **The Problem:** Derrick is a "Hidden Gem." He relies on word-of-mouth, which is slow and unpredictable.
- **The Action:** Deploy a **Paid "Content Blitz" Campaign.**
  - **The Creative:** Use his "Laser Eye" skill to create **"Diagnostic" Ads** (e.g., *"3 Reasons Your Child Sinks"*). This proves authority before asking for the sale.
  - **The Targeting:** Geo-fence **Private Condos & Landed Estates** (D15, D16, Sentosa). Stop marketing to the whole of Singapore; market only to people who can afford premium coaching.
  - **The Retargeting:** Install the **Meta Pixel**. If a parent visits the site but doesn't book, show them a testimonial video 24 hours later to close the loop.

## Summary Slide: The Ecosystem

You can use this graphic description to summarize how the 3 recommendations work together:

**"Derrick, these three recommendations are not separate. They are a Flywheel:**

1. **The Product (\$500 Course)** gives us the margin to afford ads.
2. **The Ads (Traffic)** feed people into the...
3. **Website (Storefront)**, which converts them into cash.

You cannot do just one. If you run Ads without the Website, you waste money. If you build the Website without the Product, you make less profit. We must do all three."

### 5. Execution (Timeline and Scope of Work)

You present this as a **"90-Day Digital Transformation Pilot."** This framing makes the \$5,000 feel like a defined project rather than an open-ended cost.

## 1. The Investment (The Price)

Don't just say "\$5,000." Break it down so he sees he is getting a discount on the "Market Rate."

Package Name: The "High-Performance Academy" Pilot

Duration: 3 Months (90 Days)

Total Investment: SGD \$5,000 (excludes Ad Spend paid to Meta)

Deliverable	Market Value	Your "Pilot" Price
1. <b>Strategic Audit &amp; Product Design</b> ( <i>Competitor Analysis + Structuring the \$500 Course</i> )	\$1,500	INCLUDED

Deliverable	Market Value	Your "Pilot" Price
2. "Conversion Engine" Website (Mobile-first, WhatsApp API, Copywriting)	\$3,500	INCLUDED
3. Content Production (Scripting & Editing 5x High-Performance Video Ads)	\$1,500	INCLUDED
4. Ad Campaign Management (3 Months) (Setup, A/B Testing, Optimization)	\$3,000	INCLUDED
TOTAL VALUE	**\$9,500**	—
YOU PAY		\$5,000

Payment Terms:

- **50% Deposit (\$2,500):** To start work (covers Website & Strategy).
- **50% Completion (\$2,500):** Due at the end of Month 2 (Once ads are running and leads are flowing).

2. The Timeline (The Roadmap)

Show him exactly when things happen. This manages his anxiety about "When do I get students?"

Month 1: The Build (Infrastructure)

- **Week 1:** Strategy Session (Define the \$500 Weekend Course details).
- **Week 2:** Website Wireframe & Copywriting.
- **Week 3:** Video Shoot (1 day) & Editing.
- **Week 4:** Website Launch & Tracking Setup (Pixel/Analytics).
- *Outcome:* You have a professional digital storefront and a product ready to sell.

Month 2: The Launch (Traffic)

- **Week 5:** Ads Go Live (Testing "Fearless" vs. "Safety" angles).
- **Week 6:** First batch of leads (Triage & Sales Script refinement).
- **Week 7-8:** First Intake for "Weekend Intensive" (Goal: 4 Students).
- *Outcome:* Real-world market validation and first revenue.

Month 3: The Optimization (Efficiency)

- **Week 9-11:** Cut expensive ads, double budget on winning ads.
- **Week 12:** Final Review & Handoff.
- *Outcome:* A calibrated marketing machine and a decision on how to scale next.

### 3. Scope of Work (The Deliverables)

This is your contract protection. Be specific so he doesn't ask for a new logo or a TikTok dance video.

#### A. Strategy & Operations

- Create the **"Swim-Safe Guarantee"** (12-Week) & **"Weekend Intensive"** (\$500) offer structures.
- Provide a "Sales Script" for replying to WhatsApp inquiries.

#### B. Web Development

- **5-Section Single Page Site:** (Hero, Problems We Solve, The Coach, Packages, FAQ, Contact).
- **Tech Stack:** WordPress/Webflow/Framer (your choice).
- **Integration:** WhatsApp API Button + Google Analytics 4.

#### C. Content & Ads

- **5x Video Ads:** Edited from raw footage (you script, he films, you edit).
- **Ad Account Setup:** Meta Business Manager & Google Ads account ownership transferred to him.
- **Reporting:** Bi-weekly "Traffic Light" dashboard updates (Spend vs. Leads).

#### D. Exclusions (What you WON'T do)

- Community Management (Replying to comments/DMs is his job).
  - Graphic Design for offline flyers/business cards.
  - Ad Spend (He pays Meta/Google directly via his credit card).
- 

### 4. The "Safety Net" Guarantee

To close the deal instantly, add a **Performance Trigger** to the final payment.

The "Skin in the Game" Clause:

"Derrick, I am confident this works.

If we launch the ads in Month 2 and generate ZERO qualified leads after spending \$500, you do not pay the final 50% (\$2,500) until I fix it and bring you leads."

This removes his fear of "paying for nothing."

#### How to Pitch the Payment:


"Derrick, the total investment is \$5,000. That's the price of about 2.5 new students. We break it into two payments of \$2,500 so your cash flow is managed. Once we sign, I start building the website tomorrow. ready to go?"

Target outcome

Here is the **1-Year "Bank Account" Comparison**.

This answers exactly: *"If I put in \$5,000 now, how much richer am I in 12 months compared to doing nothing?"*

The 1-Year ROI Snapshot

Metric (12 Months)	Path A: The Default (Do Nothing)	Path B: The Upgrade (Invest \$5K)
New Students Acquired	~5 (Referrals only, high churn risk)	<b>24</b> (2 per month via Ads/Site)
Average Spend per Student	\$1,080 (3 months x \$360)	<b>\$2,000</b> (Mix of High-Ticket & Recurring)
Total New Revenue	+\$5,400	<b>+\$48,000</b>
Less: Project Cost	\$0	<b>(\$5,000)</b> (One-time)
Less: Ad Spend	\$0	<b>(\$7,200)</b> (\$600/mo x 12)
Less: Management	\$0	<b>(\$3,000)</b> (3-Month Pilot Fee)
NET PROFIT (Cash in Pocket)	<b>+\$5,400</b>	<b>+\$32,800</b>
DIFFERENCE (The ROI)		 <b>+\$27,400 More Cash</b>

The "CEO Summary" for Derrick

"Derrick, here is the bottom line for the next year:

- 1. **If you stay on the Default Path:** You save the \$5,000 upfront. But because you lose students naturally (churn) and rely on slow word-of-mouth, you end the year with roughly **the same money you have now**. You are treading water.
- 2. **If you take the Investment Path:** You spend roughly \$15,000 total over the year (Project + Ads). But that machine generates ~\$48,000 in sales.
  - You walk away with **\$27,000 in EXTRA cash profit** after paying me and Facebook.
  - **ROI:** For every \$1 you put into this machine, you get roughly **\$3 back**.

The Decision:

Are you willing to trade \$5,000 today to potentially put an extra \$27,000 in your pocket by next year?"

## Why this is "Realistic" (The Defense)

If he asks "*Is this number fluff?*", you say:

- "We only assumed **2 new students a month.**"
- "We assumed you pay for ads all year."
- "We assumed you don't raise prices."

This is not a "Best Case"; this is a "Business as Usual" case for a digital business.

Yes, exactly! You have boiled it down to the absolute fundamentals of business growth.

Every single thing we have discussed (the fancy website, the videos, the strategy) exists **only** to pull these two levers.

Here is the "Physics of Growth" diagram you can show him to prove that we aren't just "doing marketing," we are engineering his revenue.

## The Revenue Machine

### 1. Increase Volume (Traffic & Leads)

- **The Problem:** Right now, his volume is low because he relies on "hope" (referrals).
- **The Fix:** We turn on the **Ads** (the tap). Now we control the volume. If we need more students, we spend more. If we are full, we spend less.

### 2. Increase AOV (Average Order Value)

- **The Problem:** Right now, his AOV is stuck at ~\$360 (one month of fees). He has to sell *every single month* to keep that money.
- **The Fix:** We introduce the **\$1,500 Package** and the **\$500 Weekend Course**. Now, one "Yes" is worth 2x or 4x what it used to be.



## The Critical Nuance for a Service Business

Since Derrick is a **Solo Operator** (selling his time), there is a trap here.

If you **only** increase Volume (more students) without fixing AOV, **he will burn out**. He will be swimming 10 hours a day and hate his life.

### The Strategy Priority:

1. **Fix AOV First (The Product):** We raise the price/package value so he makes *more* money per hour.
2. **Fix Volume Second (The Ads):** We fill the slots with these higher-paying customers.



The "So What?" for Derrick:

"Derrick, digital marketing does two things for you:

- 1. It finds **More People** (Volume).
- 2. It convinces them to pay **More Money** (AOV).

My plan gives you both. If we just did 'Ads' without the 'New Product,' you'd just be busier, not richer. We want you richer."

That's it. You are ready to pitch. Go get the deal!

Extras

You are absolutely right. This is the definition of **"Asymmetric Risk."**

- **The Downside:** Capped at \$5,000 (a flesh wound).
- **The Upside:** Uncapped potential for \$27k, \$50k, or \$100k extra per year (a life-changing shift).

Here is how to frame this "Worst Case" so he sees it as a safety net rather than a cliff.

1. The "One Month of Revenue" Perspective

Financially, \$5,000 sounds like a lot until you compare it to his cash flow.

- **His Current Annual Revenue:** ~\$96,000 (Estimated at \$8k/month).
- **The Investment:** \$5,000.
- **The Impact:** That is **~5% of his annual revenue.**

The Script:

"Derrick, worst case scenario? You lose an amount equal to roughly two weeks of work.

Is it annoying? Yes.

Will it put you out of business? Absolutely not.

You can earn that money back by teaching a few extra classes next month. It is completely recoverable."

2. The "Asset Inventory" (He doesn't actually burn it)

It is crucial to remind him that he isn't setting the money on fire. He is **exchanging** cash for digital real estate.

If the ads yield zero results, he still walks away with this shopping bag of assets:

What he "Lost"	What he Keeps Forever (The Assets)
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What he "Lost"	What he Keeps Forever (The Assets)
\$5,000 Cash	✅ <b>The Website:</b> A permanent digital storefront (Market value \$3.5k).
	✅ <b>The Video Library:</b> High-quality footage he can use on TikTok for years.
	✅ <b>The Offer Structure:</b> The \$500 Course curriculum is done.
	✅ <b>The Data:</b> He knows for a fact that "Angle A" doesn't work (Market Research).

The Reframe:

"Derrick, even if we fail, you didn't 'burn' \$5,000. You bought a professional website and a video library—which you needed anyway—and you got a 3-month marketing experiment thrown in. You are essentially paying market rate for the website and getting the strategy for free."

### 3. The Risk/Reward Seesaw

Visuals help here. Show him that the "Risk" side is light and fixed, while the "Reward" side is heavy and ongoing.

- **Left Side (Risk):** Fixed at \$5,000. Once spent, it stops.
- **Right Side (Reward):** Recurring Revenue. New students pay him this year, next year, and the year after. The upside scales indefinitely.

### Final Confidence Check

You have successfully moved him from an **Emotional Fear** ("What if I lose money?") to a **Rational Calculation** ("I can afford to lose this small amount to potentially win big").

You have the Strategy, the Roadmap, the Financials, and the Safety Net.

**You are ready to close.** Go get that "Yes."

Here is the high-level Executive Summary of the **"Coach Derrick Digital Transformation"** pitch we have built today.

You can use this as your mental map or the cover sheet for your proposal.

## 1. The Core Objective

**To shift Derrick from a "Freelancer" (selling time) to a "Business Owner" (selling outcomes).** We are moving him out of the "Red Ocean" (competing on price at public pools) and into a "Blue Ocean" (Premium, High-SES, Private Condo market).

## 2. The Diagnosis (Why Change?)

Our **PESTLE & Five Forces Analysis** revealed three major threats to his current model:

- **Political/Supplier Threat:** ActiveSG/Government rules are restricting access to public pools.
- **Economic Threat:** Inflation makes customers cut recurring monthly subscriptions (\$360/mo).
- **Competitive Threat:** Low-barrier entry allows cheap students (\$20/hr) to undercut him.
- **Conclusion:** Standing still is not safe. He must move Up-Market.

## 3. The Strategic Solution (The 3 Pillars)

We proposed a comprehensive fix, not just "running ads":

- **Pillar 1: The "High-Yield" Product Pivot**
  - Launch the **\$500 Weekend Intensive** (Speed & Efficiency for busy parents).
  - Launch the **\$1,500 "Swim-Safe" Guarantee** (Upfront cash flow, filters out low-ballers).
- **Pillar 2: The "Digital Storefront" Upgrade**
  - Replace the "Leaky Bucket" website with a conversion-focused mobile site.
  - Implement **One-Click WhatsApp Booking** to remove friction.
- **Pillar 3: The "Targeted Traffic" Engine**
  - Run **"Laser Eye" Diagnostic Video Ads** to prove authority.
  - Geo-target **Private Condos & Landed Estates** to capture High-SES clients.

## 4. The Offer (The 90-Day Pilot)

- **The Price: \$5,000** (Strategy + Build + Management).
- **The Timeline:**
  - *Month 1:* Build Assets (Site, Offer, Videos).
  - *Month 2:* Launch Ads & Validate Traffic.
  - *Month 3:* Optimize & Scale.
- **The Guarantee:** Performance trigger on the final payment to reduce his risk.

## 5. The Financial Logic (The ROI)

We compared the "Do Nothing" path vs. the "Invest" path over **1 Year**:

- **Risk:** Capped at **\$5,000** (Recoverable with ~2 weeks of work).
- **Reward:** Conservative projection of **+\$27,400 Net Profit** in Year 1.
- **Asset Value:** Even in the worst case, he owns a professional website and video library forever.

## 6. The Final Verdict

You have constructed an **"Asymmetric Bet"** for him. The downside is a flesh wound (\$5k). The upside is a completely modernized, scalable business.

**You are ready. Go get the "Yes."**