

Message: "Free money tools made for the islands." **Promise:** know your numbers in 3 minutes, then save more, borrow smarter and own a piece of home. **Year 1 goal:** about US\$39,000 website income plus real estate leads that close.

WHO WE SERVE

- **Young adults 18–34:** first job, first car, first account (habit swap, paycheck, quiz)
- **Families and couples:** budgets, asue, Couples Money Check-up, school and hurricane planners
- **First-time buyers:** afford, mortgage, property cost, pre-qualification
- **Diaspora and investors:** property costs, rental income, residency facts
- **Sponsors:** banks, credit unions, insurers, hardware, builders, attorneys, car dealers, telecoms

MARKETING CHANNELS

CHANNEL	WHAT	HOW OFTEN
TikTok / Reels	30-sec tip + one tool	3× week
Facebook	Posts, local groups, events	3× week
WhatsApp channel	Positive vibe + weekly tip	Daily
Newsletter	Monthly Money Note	Monthly
Radio / TV	Guest spot: "Money minute"	Monthly
Workshops	Workplaces, schools, churches	1–2 / month
Blog / Google	"How much does a house cost in..."	2 / month
Partners	Credit unions, NIB, schools	Ongoing

THEME CALENDAR

Jan Money Check-up month	Jul–Aug Back to school
Feb Couples money (Valentine's)	Sep Asue month
Mar–May Hurricane prep	Oct Own your home
Jun Season starts: storm-ready	Nov–Dec End-of-year & travel saving

SELLING SPONSORSHIPS

1. **Prospect:** list 60 businesses (20 per month), Bahamas first
2. **Pitch:** email + call: "Your name on the tool your customers use right when they need you"
3. **Meet:** show the live site and the Money Check-up PDF with their logo spot
4. **Close:** launch offer, 2 months free on a 12-month deal
5. **Keep:** send a one-page monthly report (visits, clicks); renew 30 days early

MONTHLY PIPELINE	TARGET
Businesses contacted	20
Meetings	5
New deals	1–2

BEST FIRST OFFERS

Money Check-up report sponsor (bank / credit union)	US\$299–499 / mo
Mortgage + afford tools (bank)	US\$249 / mo each
Hurricane budget, Mar–Nov (hardware)	from US\$399 / season
Find a pro featured listing	US\$29 / mo
Newsletter sponsor (from 1,000 subs)	US\$149 / issue

TURNING VISITORS INTO CLIENTS

- Answer every real estate lead **within 24 hours**
- Use the report's **Follow-up group** tag: First-home buyer, Debt help, Workshop invite, Investor
- Send each group a short 3-email series, ending with a call or a property list
- Pass out-of-country buyers to trusted agents for a 25% referral fee
- Invite past report users back every January for a new check-up

TRACK MONTHLY

Visitors · reports created · newsletter subscribers · leads by group · sponsor pipeline · revenue by stream · closings from site leads