



Coaching to the edge of what is possible™

The Simple Marketing Plan

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The Simple Marketing Plan

Your marketing plan doesn't need to be an inch thick document to be effective! If you follow the following template, and actually focus on the implementation of your plan, you will be successful!

Happy Marketing!

Question #1 – What are the overall goals of your marketing plan? (ie increase visibility, generate clients, developing a reputation, increase revenues, etc)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Question #2 – What are your competitive advantages and the benefits you provide? (value, quality, reliability, results, save time/money, accountability, support, strategies, etc)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Question #3 – Describe, in detail, your target market or markets

Question #4 – What are the marketing tools that you will utilize to achieve your goals?
(websites, articles, networking, brochures, etc)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Question #5 – What is your niche? (How are you going to differentiate yourself from your competition, or what is unique about your business?)

Question #6 – What is the essence of your business?

Question #7 – What is your marketing budget? (Usually 4% of your gross revenue for small businesses – spend 60% on existing clients, 30% on new clients, and 10% on other things)