

# Marketing Plan Template

This plan gives you a breakdown of all the areas covered in my **Eight Step Marketing System for Business Success**.

## **Step 1. Plan for Success**

### 1a. Vision for Your Business

How would you like your ideal business to be?

### 1b. Marketing Goals

What are the goals that you would like to achieve from your marketing? A certain number of regular clients? Or monthly income or profit coming in?

Goal for 3 months:

Goal for 6 months:

Goal for 12 months:

## **Step 2. Discover Your Niche**

Your passions? Your strengths? The needs in the market place?

## **Step 3. Create Your Offer**

### 4a. What Service Do You Offer?

How to package your services (or products) to attract clients and maximize your revenue.

### 4b. Price

What price? Can be useful to do competitor research, but for a professional service, being the cheapest is seldom likely to win you the most business.

## **Step 4. Identify Your Key Marketing Messages**

Create the right messages to get clients interested and learn how to speak their language.

## **Step 5. Find Your Target Market**

Who are your clients and how can you reach them?

## **Step 6. Choose the Right Promotional Tools to Reach Your Target Market**

### 6a. Marketing Action Plan

List the promotional tools you plan to use. The following are just ideas, delete those that don't apply and add your own. Networking, leaflets, website, meetings/initial consultations, presentations, partnership development, exhibitions, postcards, posters, flyers, referrals, direct mail, e-newsletters, PR, advertising, business cards...

### 6b. Results and Tracking

It is important to track the results you are getting from your promotional activities.

## **Step 7. Convert Interest into Paying Clients**

Design your client attraction plan and your keep-in-touch strategy.

## **Step 8. Create a Successful Marketing Mindset.**

How to develop a positive mindset to create more business success. How to build your confidence - both in yourself and what you do.