FOR SMALL BUSINESSES

MARKETING STRATEGY



FOR SMALL BUSINESSES

WORKBOOK

PART I

Long Term Vision

Where do you want your business to be in the next 3-5 years?

Vision Statement

01 What would the company be doing so you would consider it a success?

02

What would the company's success look like financially?

03

What will your customers think and feel about the company?

04

Write your companie's vision statement in a few sentences

Mission statement was about "now", in contrast to vision statement, which is all you that the company aims to be somepoint in the future

Do. Have. Be

Have
Your Business Goals

O1

Do
What marketing efforts do you need in place for this to be a reality

O2

Be
Who do you have to BE as a business owner for these things to happen

The Big Picture



Use this exercise to define various aspects of your business to get more clarity and know what to prioritize.

Stop. Start. Continue. Improve.

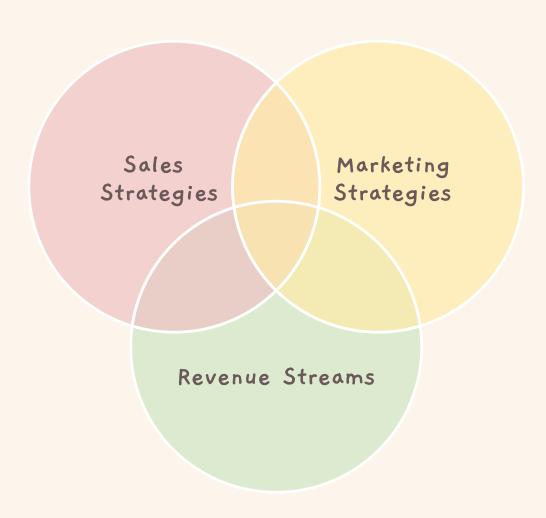


O2 START: What marketing do you need to start to reach your goals?

O3 CONTINUE: What is working that you need to see through?

O4 IMPROVE: Where do you need to improve as a business owner to reach your goals?

STRATEGIC PLAN



My BUSINESS PLAN

Number of clients/ Sales	Revenue Streams	Projected Sales
	Total	
Notes :		

Product Suite

Product/Service:	Price	
Current Sales	Sales Goal	
Growth Ideas		
Product/Service:	Price	
Current Sales	Sales Goal	
Growth Ideas		
Product/Service:	Price	
Current Sales	Sales Goal	
Growth Ideas		

Product Suite

Product/Service:	Price	
Current Sales	Sales Goal	
Growth Ideas		
Product/Service:	Price	
Current Sales	Sales Goal	
Growth Ideas		
Product/Service:	Price	
Current Sales	Sales Goal	
Growth Ideas		

Product Suite

Product/Service:	Price	
Current Sales	Sales Goal	
Growth Ideas		
Product/Service:	Price	
Current Sales	Sales Goal	
Growth Ideas		
Product/Service:	Price	
Current Sales	Sales Goal	
Growth Ideas		

Focus Point

First Offer I'm Focusing On
How Will I drive Leads to this offer?
What is my Revenue Goal for This Offer?
Metrics How am I measuring success?

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90 Day Focus

Primary Focus					
Secondary Focus					
Tracking	30 Days	60 Days	90 Days		
Revenue					
Traffic					
Leads					
Followers					
Podcast Downloads					
Email List Size					
My One Month Focus					
Month 1 Promote new product with ads		Month 2			
Month 3					
Notes:		•			

Questions