

MARKETING STRATEGY



FOR SMALL BUSINESSES

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WORKBOOK

BY AMANDA BASSE

PART I

Long Term Vision

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

BY AMANDA BASSE

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 company'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

01

Have

Your Business Goals

02

Do

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

03

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.

01

STOP: What is no longer working for your business?

02

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

03

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

04

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

STRATEGIC PLAN



My BUSINESS PLAN

Year

Number of clients/ Sales	Revenue Streams	Projected Sales
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
.....
	Total	

Notes :

.....

.....

.....

.....

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Product Suite

<i>Product/Service:</i>	<i>Price</i>
<i>Current Sales</i>	<i>Sales Goal</i>
<i>Growth Ideas</i>	

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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

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



Questions

BY AMANDA BASSE