

COACH DAVE'S 21 STEP MARKETING PLAN OUTLINE

Please create your marketing document outline as shown below. However, write out your plan in the sequence shown in the (green circle). Please write more than you want to. The first draft is more like a brainstorming exercise. Our goal is to consolidate and hone your ideas later.

- Describe what you want your marketing to accomplish: 4
- Create your precise target market description: 5
- Make a list of specific prospects you choose not to target and why: 6
- List out your target's fears and frustrations about doing business with your company? 2
- Prioritize a list of the top 10 marketing delivery methods you believe will work best: 9
- How can your competition hurt you? 3
- What makes your business exceptional? 1
- What is truly unique about your business? 7
- List out your top 10 business values in the order of importance: 8
- Describe your "why" statement or purpose: 10
- Create a specific and bold customer guarantee: 12
- What is your marketing message/value proposition? 11
- Craft your price strategy & position in the marketplace: 13
- Write out your promotional plan: 14
- How will you deepen relationships and convert leads into customers? 15
- Create your growth strategy for the future: 16
- Write out how you will get referrals: 21
- Describe your marketing tasks and significant milestones: 19
- What marketing metrics will you use to measure success? 20
- List out your marketing slogan ideas: 17
- What is your monthly budget for marketing? 18