

Seven Step Marketing Action Plan

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| 1. | Purpose of the strategy: | |
| | 1. | 4. |
| | 2. | 5. |
| | 3. | 6. |
| 2. | What is your competitive edge? | |
| | 1. | 6. |
| | 2. | 7. |
| | 3. | 8. |
| | 4. | 9. |
| | 5. | 10. |
| 3. | Describe your target market(s). | |
| 4. | List your marketing weapons: | |
| | 1. | 9. |
| | 2. | 10. |
| | 3. | 11. |
| | 4. | 12. |
| | 5. | 13. |
| | 6. | 14. |
| | 7. | 15. |
| | 8. | 16. |
| 5. | Describe your area of expertise/passion. What's your spin? | |
| 6. | What alliances will you leverage? | |
| | 1. | 4. |
| | 2. | 5. |
| | 3. | 6. |
| 7. | What is your budget to achieve this objective? (Time/Money) Calculate as a percentage of your projected gross. | |