

Streamlined Marketing Plan Worksheet

Complete this worksheet to create a marketing plan that will guide your marketing activities in your business. It may be helpful to refer back to the explanation in the previous section as you answer each question below. If you need additional help completing any parts of the plan, see the Recommended Resources on page 47 for more resources, tool and advice.

Marketing Strategy	<i>How will your marketing plan support your business goals?</i>
Mission Statement	<i>What are you trying to accomplish, and why?</i>

Target Market	<i>Who are you trying to reach with your marketing activities?</i>
Competitive Analysis	<i>Who are you up against, and where do you rank?</i>
Unique Selling Proposition	<i>What makes your business unique?</i>

Pricing Strategy	<i>What will you charge, and why?</i>
Promotional Plan	<i>How will you reach your target market?</i>
Marketing Budget	<i>How much money will you spend, and on what?</i>

Action List	<i>What tasks do you need to complete to reach your marketing goals? You may want to incorporate this into your Action Plan that you created as part of your business plan.</i>
Metrics	<i>How are you implementing, and where can you improve?</i>