

# Additional Tips for Preparing this Section

The following general tips may help as you progress through this component:

## 1. Make the Most of Your Plan

The Marketing Strategy is generally the most under completed part of the Business Plan document. And yet, it is the perfect opportunity to convince your reader that you understand your market well enough that you know how to sell them your products and services. If your understanding of your market appears wishy-washy to the reader, your Business Plan (no matter how big the profits look) will not convince anyone.

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*Tip: use your Marketing Plan to prove you know your customers. Explain: who they are, where you will find them, how they think, how they like to be communicated with, why your business will appeal to them, and how you will be developing your relationship with them.*

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## 2. Your Marketing Plan ≠ Your Sales Copy

This section of your Business Plan is not asking for your sales “spiel” – it is asking you to demonstrate your familiarity with your potential customers or clients. You need to show your understand what “makes them tick” sufficiently that they will want to buy from YOU.

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*Tip: Cut all jargon, sales promises, over-inflated terms, and other colourful copy. Minimise generalities. Use specifics. State anything you are still researching. Make assumptions if necessary, but then explain why you have.*

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## 3. Schedule Activities

The Marketing section of the Business Plan is not looking for a full marketing plan (which would be every bit as long again.) It is looking for a summary approach to marketing that will firstly set your business up launch and secondly for its first year. Once you are knee-deep in the first few months of your business, there will not be time to think about your marketing approach. It’s your opportunity to be prepared.

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*Tip: Consider every day or weekly activities that will contribute to your overall marketing goals; and plan any specific short campaign activities including a launch plan/event, and any specifically seasonal activities.*

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