Worksheet 4: Your Marketing Plan (Lesson 6)

This is the worksheet to use when completing Lesson 6 of the *Creating a Business Plan* course, *Your Marketing Plan.*

Question 1: What are the key marketing considerations?

Instructions: *First read through activities 1 and 2 of Lesson 6, Your Marketing Plan. Then review the 3 questions for activity 2 and write your response for inclusion in the business plan.*

Question 2: What marketing methods are right for my business?

Instructions: *First read through the fourth activity of Lesson 6, Your Marketing Plan. Review the table in that activity and then describe what marketing methods you will be using and why.*

Question 3: How do I plan my marketing?

Instructions: *First read through the fifth activity of Lesson 6, Your Marketing Plan. How will you plan your marketing activities? Use the tables below to create your own milestone level plans:*

Start Up Preparation

Describe the marketing activities you must complete in order to be ready on your first day of business. Include those with a cost involved and those with purely a time commitment.

Description of Activity	*Target Date*	*Additional Resources*	*Cost in $*
		Total:	

Year 1 Approach

Describe your marketing approach for at least the first year of your business (include regular marketing activities and longer campaigns or promotions). Include a budget, schedule – with dates—and the use of additional resources. It may be appropriate for you to tie in your campaigns/promotions with specific times of the year, or seasonal celebrations, or with the launch of a new product or service.

YR 1 REGULAR ACTIVITIES

Description of Activity	*Schedule by Day or Week or Month*	*Additional Resources*	*Cost in $ Per Month*

	Total:

YR 1 KEY CAMPAIGNS/PROMOTIONS

Description of Campaign or Promotion	*Start Date*	*Finish Date*	*Additional Resources*	*Cost in $ Per Campaign*
				-
			Total:	

Question 4: How do I track my results?

Instructions: *First read through the sixth activity of Lesson 6, Your Marketing Plan. How will you track your marketing activities? Tell us here:*

Relax

Instructions: *Congratulations! You have now written the fourth component to your business plan – Your Marketing Plan!*