

# Quick & Easy Marketing Plan

## About My Business

Your current business situation, sales, income.

## My Business Goals

Describe your goals for the next 12 months.

## My Target Market

Who's your ideal customer?

## My Marketing Activities

Promotional methods will you focus on this year.

## My Products and/or Services

What you offer, benefits, why it's unique.

## Marketing Calendar

Plan the promotions, sales, media, & other strategies you'll use. Consider holidays & other events in your planning.

January	February
March	April
May	June
July	August
September	October
November	December

