

Quick & Easy Marketing Plan

About My Business

Your current business situation, sales, income.

My Target Market

Who's your ideal customer?

My Products and/or Services

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

My Business Goals

Describe your goals for the next 12 months.

My Marketing Activities

Promotional methods will you focus on this year.

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