

Quick & Easy Marketing Plan

About My Business

Summarize your current business situation, sales, income.

My Products and/or Services

What you offer, what it does for customers, why it's unique.

My Business Goals

Describe your goals for the next 12 months.

My Target Market

Who is your ideal customer? Where can you find them?

My Marketing Activities

What promotional methods will you focus on this year?

My Marketing Calendar

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

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

