

MARKETING PLAN

GOAL:

My name:

My Business Name:

Location:

Services

Describe the services your business provides:

Services:

Specialization

Languages

Ideal Client

• Who is my ideal client?	
• Where do they live? <i>Business location.</i>	
• Why would they need my services?	
• Which social media platforms does my client use to promote their services?	

<ul style="list-style-type: none"> • Where does my client get continuing education? 	
<ul style="list-style-type: none"> • Where does my client go for networking with their colleagues? 	

Unique Value Proposition

- Why would my ideal client choose me over my competitor?

Marketing Strategies

<input checked="" type="checkbox"/>	Marketing Strategy	Describe	Deadline
<input type="checkbox"/>	Marketing Strategy 1		
<input type="checkbox"/>	Marketing Strategy 2		
<input type="checkbox"/>	Marketing Strategy 3		