

**Marketing Plan Summary**

**Instructions**

This document is written in Word® For Windows, which permits you to write as long of answers as you wish to the series of questions asked.

Feel free to write some, put it aside and return and modify and/or lengthen your descriptions.

We provide you with three weeks to work on completing this narrative doing the Virtual Incubator Business Launch Program.

This form works in coordination with Planning Step 1 presented in your Start-Up Workbook. Since the workbook is spiral bound it is not as easy to copy and share the answers to the question asked as it is using this word processing document. The questions contained in the Start-Up workbook are designed to familiarize you with the key parts of an effective Marketing Plan and to get you thinking about what you want to say in your plan.

If the entry boxes presented in this document do not contain enough space to enter your desired narrative on any of the planning questions, simply enlarge the space by entering your computer cursor in the box and hitting “Enter” as many times as you wish to make the higher in size.

**Company Mission and Marketing Goals**

**Your Mission Statement**

Use the space below to type in or write in answers to the following short questions which in totality provide a narrative of your mission in starting and running your business.

|  |  |
| --- | --- |
| Your personal philosophy of running your business. |  |
| What your company does for your customers. |  |
| How you do what you do. |  |
| What desired outcome you will deliver to your customers. |  |

**Goal Setting**

The most commonly used business goals involve achieving a certain level of growth of revenue and profit.

But, there are also important non-financial marketing goals that can be pursued, such as getting an article you’ve written published, making a presentation before a particular group or joining with another business in a marketing partnership.

Use the boxes below to enter your business goals for the next twelve months.

***Financial Goals for the Next Twelve Months***

|  |
| --- |
| My business will achieve the following revenue:  $ |
| $ |

***Non-Financial Goals for the Next Twelve Months***

|  |
| --- |
|  |
|  |
|  |
|  |
|  |
|  |

**Problem-Solution Description**

The key to successfully turning your skill and experience into a reliable steam of income is to start by defining a specific and important problem that you feel well-qualified to solve for other businesses or for consumers.

Use the space below to enter your description of one problem you feel is experienced widely enough to offer good selling potential for your business.

**Problem Description**

It is reported that 10,000 people turn age 65 every day in the U.S. Surveys also reveal that many want to continue with some income-producing activity on a part or full-time basis.

Achieving this objective often requires a dramatic change in the individual’s work situation, including possibly a change of career into new work, or possibly planning and launching a business.

Successfully navigating with path requires a well thought out plan of action.

**Your *Business’s Solution***

Plan a Great Life has built a life planning process that centers around guiding each participant to effectively dig into their interests and life experiences to identify new paths that can be quite fulfilling.

**Competitive Advantage**

Every business is unique due to the combination of the business owner’s experience and personality with the products and services offered.

Use the table below to enter a series of short descriptions of how your business is superior in each phase of marketing shown below.

|  |
| --- |
| **Our customer communication is superior because:**  We quickly respond to all inquiries with a friendly, personal approach. |
| **Our customer service is superior because:** |
| **Our combination of product and service is superior because:** |
| **Our in-person customer interaction is superior because:** |
| **Our benefits story is superior because:** |
| **Our client suggestion system is superior because:** |

**Business Type**

There are a number of ways that you can turn any given business idea into a money-making business entity.

And today, you are seeing more and more new businesses which combine several business types into one legal entity.

For example Bizstarters, the parent company of Virtual Incubator coaching, offers the following broad categories of service and product, all under one legal name:

* A self-publishing company.
* An online seller of books, workbooks, CDs and DVDs
* A coaching company
* A consulting company

Use the various types of business shown in your Business Start-Up Workbook on page 16 to guide in describing the one or more business types you intend to use in your new business.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Target Market**

This phrase is used in marketing planning to evoke a strong mental image of aiming at a dart board and successfully placing your dart in the small middle circle of the target.

At any given time there are several groups of individuals you can possibly sell to in your business.

These groups include:

*Friends, Neighbors & Relatives*

People you know and who will think of you first when they have a need in your specialty.

*Prospects*

People you do not currently know personally, but who have somehow shown you some interest in your specialty, such as asking what you do for a living at a networking event.

*Suspects*

People in your local marketplace who are doing something, saying something, or showing something that leads you to believe that they may be interested in using your services.

Use the table below to describe your current client population and how you would like to grow it over the next year.

|  |  |
| --- | --- |
| **Customer Category** | **Who I Would Like To Add** |
| **Friends, etc.**  Current number\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | I would like to add the following individuals or groups in the next year: |
| **Prospects**  Current number\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | I would like to add the following individuals or groups in the next year: |
| **Suspects**  Current number\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | I would like to add the following individuals or groups in the next year: |

**Call to Action**

The title of this section derives from a marketing term which describes what next step you would like a prospective new customer to take after he meets you in person, or reads your company’s selling story on your website.

Use the various “calls to action” described on page 18 of your Business Start-Up Workbook to guide in describing what two specific actions you wish a prospect to take next.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Your Selling Message**

It’s critically important to your new business’s success that you build the business around a solidly written marketing strategy. This is the “blueprint” for your business over its first year and beyond. What you have already written in the previous sections of the Marketing Plan outline combine to communicate your marketing strategy.

As we mentioned at the beginning of the Marketing Plan outline, you should feel free to write as much as you feel you need to write in order to effectively communicate the “what, where, when and with whom” of your marketing strategy.

However, when it comes time to share your marketing strategy with potential customers, you must be very aware that they don’t care what YOUR goals are – the only care about THEIR benefits from buying from you.

And because consumers and business customers are so busy today, you need to be able to get your “why you should buy from us” story across quickly and persuasively.

Use the tips on page 19 and 20 of your Start-Up Planning Workbook to direct your writing of a short, but persuasive selling message which you will use in many places, ranging from a slogan on your business cards to your website content to in-person presentations.

Use the steps presented on page 20 of your Start-Up Planning Workbook to compose your selling message below. We strongly recommend that you edit it back to no more than 30 words in the final version.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_