

# Marketing Plan Worksheet

## STEP ONE: IDENTIFY YOUR MARKET

Who is your target customer?

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List possible customers:

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## STEP TWO: FREE ADVERTISING

What kind of free advertising can you do?

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What are some businesses that you could market to for outsourcing opportunities?

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Write some quick ideas for a PR campaign here:

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List three other young entrepreneurs like yourself who might want to form a partnership with your company:

1. 

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2. 

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3. 

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## STEP THREE: CHEAP ADVERTISING

What kind of cheap advertising can you do?

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## STEP FOUR: EXPENSIVE ADVERTISING

Where can you pay to advertise?

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## STEP FIVE: PUTTING TOGETHER A SURVEY

What do you need to know from your customers?

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Which customers will you send surveys to?

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