

Marketing plan outline

To use - Select All and Copy the content into a word document and fill it in there.

I. Marketing goals – what do you want your marketing to accomplish? Your goals will give direction to your marketing plan outline.

- A. More long-term committed clients?
 - 1. How many clients?
 - 2. By when or how often? For example:
 - a. 5 new committed clients by the Feb. 15
 - b. every month 2 new long-term clients
- B. More money?
 - 1. How much more money?
 - 2. By when or how often?
- C. Phone calls from prospective clients?
 - 1. How many?
 - 2. By when or how often?
- D. More prospective clients in your email database?
 - 1. How many?
 - 2. By when or how often?
- E. More first time clients trying something?
 - 1. What are they trying?
 - 2. How many?
 - 3. By when or how often?
- F. Other goal?

LIST YOUR GOALS:

II. Business growing funnel – how you will achieve your marketing goals? The business growing funnel is a systematic approach to consistently attracting new clients and keeping current clients through your marketing efforts. This is the how of this marketing plan outline - read it carefully!

1. Identify your target market – what group of people will you most enjoy working with and who will most likely want to use your service or products? If you enjoy working with women who are depressed or anxious, you may not want to do a presentation at a truck drivers’ conference. Where can you use your marketing time and money most effectively? For help go to: <http://www.centerforembodiedconsciousness.com/identify-your-target-market.html>

WHO IS YOUR IDEAL TARGET MARKET?

WHAT IS THE BENEFIT YOUR SERVICE PROVIDES? WHAT PROBLEM DOES YOUR SERVICE OR PRODUCT HELP THEM SOLVE OR WHAT GOAL DOES IT HELP THEM ACHIEVE?

WHERE CAN YOU FIND YOUR IDEAL TARGET MARKET? How can you get your message to them?

IF YOU WERE IN THEIR SHOES WHAT WOULD YOU SAY YOU NEED OR WANT? What language would you use?

IF YOU WERE IN THEIR SHOES HEARING ABOUT YOUR SERVICE OR PRODUCT, WHAT MIGHT YOU BE WILLING TO TRY? What information would you need to try it?

2. Feed your funnel with your target market – how will you feed your funnel? What are the ways you will tell people in your target market about your service or product and what is in your message? Ads, networking, mailings, referrals, and more ways to get your message out.

WHAT WAY OR WAYS WILL YOU COMMUNICATE YOUR MESSAGE?

WHAT IS YOUR MESSAGE? I help _____ solve _____ by means of _____.

3. Qualify your potential clients – help the people in your target market know if your service or product is for them or not. Ask them a question or make a statement that would have them think... “This is for me” or This is not for me” or act in a way that reflects either of those statements.

WHAT WILL YOU SAY, WRITE, OR DO TO HELP YOUR POTENTIAL CLIENTS KNOW THAT YOUR SERVICE OR PRODUCT IS FOR THEM?

4. Activate your qualifiers – in your message invite your qualifiers to try something, when they do they become active participants in the process or tryers. Read more about this in my page on marketing communication.

HOW WILL YOU INVITE YOUR QUALIFIED POTENTIAL CLIENTS TO TRY YOUR SERVICE OR PRODUCT?

If you are a health care provider of any kind, I realize that often it is not the norm to offer "a money back guarantee" or "a free first session." However, from a marketing perspective, we want to make it easy for our qualified prospective clients to try our services and not give away our services to just any body or present ourselves in a way that is out of alignment with our target market's expectations.

5. Convert your tryers to clients – educate the people who try your service or product about how they can become your long-term committed client. Have a system in place to inform them about the benefits they will receive, what they have to do, and what you will do for them. Make this step as big or as little of a step as you feel comfortable asking them to take.

WHAT WILL YOU SAY TO OR DO WITH YOUR TRYERS TO HELP THEM BECOME A LONG-TERM CLIENT AND DECIDE TO USE YOUR SERVICES OR PRODUCTS REGULARLY?

6. Keep your clients – by developing systems to...

a. Make sure your clients are satisfied and getting what they need

HOW WILL YOU DO THIS?

b. Check in with clients who haven't shown up for a while

HOW WILL YOU DO THIS?

c. Create clear/clean endings so that your clients feel comfortable terminating. Then if they need more help or want to attend a workshop you offer, returning is easy.

HOW WILL YOU DO THIS?

7. Use word of mouth marketing to feed your funnel - create a systematic way of asking your clients to refer their friends or colleagues to you. Plan this out, think it through, imagine people talking positively about you and your service or business... what can you do to facilitate this process?

HOW WILL YOU DO THIS?

III. Marketing support systems – what systems do you need in place to keep your business growing funnel operating effectively? These systems keep the other elements of your marketing plan outline flowing.

1. Database – how will you keep a list of your potential (qualifiers or tryers), current, and past clients. I have used excel and constant contact. There are other database software plans out there. Decide how you are going to use your database and then explore which software is the best for you.

HOW WILL YOU USE YOUR DATABASE? WHAT SOFTWARE WILL YOU USE?

2. Staying in touch – how will you stay in touch with your potential, current, or past clients so that you stay in the forefront of their minds? How will you help them remember you for when they need your services or they know someone who does? Will you email them regularly or mail a newsletter to them quarterly?

WHAT WILL YOU DO TO STAY IN TOUCH?

3. Tracking – what do you need or want to track and how will you track it? Do you want to track your monthly income, the number of people who called in response to an ad, the number of treatments or sessions you offered in a month. What we track grows! I highly encourage you to track something regularly and see what happens.

WHAT WILL YOU TRACK? HOW WILL YOU TRACK IT?

IV. Marketing materials – what print or online marketing materials do you need to achieve your goals or implement your business growing funnel? For example, if you plan to use networking as one of the ways you deliver your message, if someone you meet qualifies him or herself during your conversation and is considering trying your service, does it make sense to give this person a business card, brochure, or flier to take home?

1. Image – logo and overall look. Depending on your business plan you may want or need to spend money on a graphic designer who can create a unique look and feel for your materials. However, lots of private practitioners use images from online print companies like Vistaprint.

IF YOU NEED A UNIQUE IMAGE - WHAT IS THE FEELING QUALITY OF IT? HOW WILL YOU GET IT DESIGNED?

2. Print materials – business cards, brochures, letterhead, fliers, postcards, etc. Don't make the mistake of so many people by spending money on print materials before creating a marketing plan and seeing if you even need them.

BASED ON YOUR PLANS, WHAT PRINT MATERIALS DO YOU NEED?

3. Website – Check out my suggestions for a web hosting and internet marketing strategy here:
<http://www.centerforembodiedconsciousness.com/hosting-and-internet-marketing-strategy.html>.

WHY DO YOU NEED OR NOT NEED A WEBSITE? HOW WILL YOU USE YOUR WEBSITE IF YOU THINK YOU NEED ONE? HOW WILL YOUR ATTRACT VISITORS TO IT?

V. Manifestation practices – how will you clear your blocks to having a thriving practice and activate the law of attraction? In every marketing plan outline I write, I include my manifestation practices like affirmations and identifying and clearing blocks because they help me stay on track with my goals and intentions.

WHAT MANIFESTATION PRACTICES WILL YOU USE?

VI. Action plan – after completing your overall marketing plan outline write out your action steps.

WRITE ACTION STEPS DO YOU NEED TO TAKE TO IMPLEMENT YOUR PLAN? Write the whole list. Put by when dates on your list and then check them off when you're complete.

VII. Implement your plan!

VIII. Evaluate, review, revise – once your marketing plan outline is in action and you're getting results take time to evaluate how it's working. Regularly review your plan – keep it foremost in your mind. Revise your plan every 6 – 12 months. As you use your plan and run your business you will change. Take time regularly to edit your marketing plan so that it matches the current direction of your business.

HOW WILL YOU EVALUATE THE PROGRESS OF YOUR PLAN?

WHEN WILL YOU REVIEW YOUR PLAN?

HOW OFTEN WILL YOU REVISE IT?