

## Marketing Plan Template

This plan gives you a breakdown of the areas covered in my Step by Step Marketing System.

### Step 1. Create Your Vision and Goals

#### 1a. Vision for Your Business

Outline the vision of your ideal business in one year's time

#### 1b. Marketing Goals

What are the goals that you would like to achieve from your marketing? A certain number of regular clients? Or a specific monthly turnover?

Goal for 3 months:

Goal for 6 months:

Goal for 12 months:

### Step 2. Identify Your Niche and Find Your Target Market

Discover your niche so you can position yourself in the market. The benefits of having a niche is that people will pay more for a specialist than a generalist and it's easier to market yourself. Find your target market: Who are your ideal clients and where can you reach them? This helps save your time by focusing only on those most likely to buy from you.

### Step 3. Identify Your Key Marketing Messages

Create the right messages to get clients interested and learn how to speak their language. These specific phrases need to get people interested in your business and what you offer. They are useful for conversations, your website, email marketing and social media.

### Step 4. Package and Price Offers

Package your services in a way that makes it easy for your client to buy and for you to charge what you are worth.

### Step 5. Select the Right Promotional Tools to Generate Leads

This solves the problem of how you can best reach your target audience and generate interest. List the promotional tools you plan to use. The following are just ideas, delete those that don't apply and add your own. Networking, website, meetings/initial consultations, presentations, workshops, partnership development, LinkedIn, referrals, newsletters...

### Step 6. Convert General Interest into Paying Clients

For your meetings with potential clients you need an outline script of what to say that reliably takes someone from interested to becoming a paying client. It works well to base this on coaching style questions. You also want to have a way of talking about your programmes and pricing so that clients can sign up with you if they are a good match.