

# Business and Marketing Action Plan



**This is a basic and simple marketing plan that can and should be reviewed regularly. Some questions to ask yourself before putting together this action plan are:**

1. What do you want to accomplish in the next 12 months?
2. What are the top 3 things that are going to get you there?
3. How much will each 'thing' contribute to your revenue/profitability?
4. How much money and time will you need to get it done?
5. What sets your business apart from the rest?
6. Who is your ideal customer?
7. What's most important to your ideal customer?
8. How does your ideal customer buy what you sell?
9. What will trigger your ideal customer to think of you?
10. Will you achieve what you want by going along the way you are now?



# **BUSINESS AND MARKETING ACTION PLAN**

**Business Statement, Vision and Next Year Goal:**

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**Key Success Factors and Areas to be Cautious of:**

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**This Year Tactical Initiatives:**

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# 90 DAY PROJECT / ACTION PLAN

**Urgent (within 30 days):** Priority and Must be done ASAP

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**Important & Critical (within 60 days):** Not immediate, but critical to the development of the business.

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**Important & Coming (within 90 days):** Hardly immediate, should be done - but there are immediate priorities.

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**Concepts & Future Developments:** Great ideas, but not yet - and they need to be considered more.

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# WEEKLY KPI'S

