

Instructions for Worksheet #18

Referring to the above guidelines, complete your Marketing Plan.

Marketing Plan

1. Customers' Values. List three or more.

2. Promotion Methods. Explain why each method was chosen.

3. Image Strategy.

4. Tag Line. _____

5. Logo (if any). _____

6. Business Name. Explain why you chose it.

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WORKSHEET #18 - Continued

7. Free Promotion. List three or more methods.

8. Marketing Costs. Include every item that you must buy for marketing from now through the first three months of your business.

Item	Cost
1. _____	\$ _____
2. _____	\$ _____
3. _____	\$ _____
4. _____	\$ _____
5. _____	\$ _____
6. _____	\$ _____
7. _____	\$ _____
8. _____	\$ _____
9. _____	\$ _____
10. _____	\$ _____
11. _____	\$ _____
12. _____	\$ _____
*TOTAL COST	\$ _____

*If this figure differs from your Cost Analysis (page 82), amend your Cost Analysis, P&L Projection, and Cash Flow Projection.