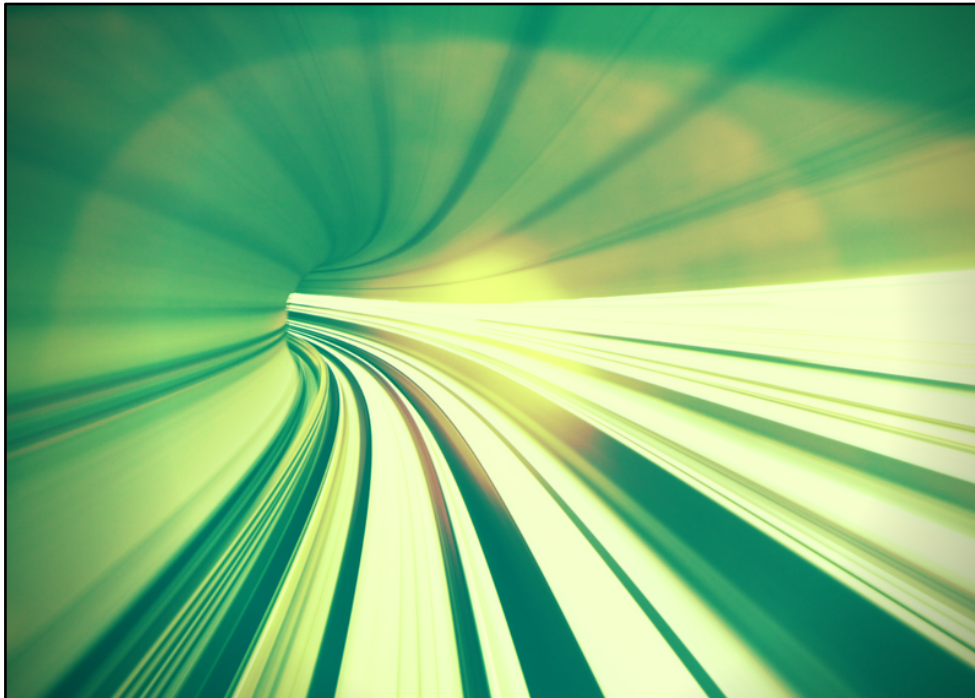


# **Fast & Focused Marketing Plan**

**Overcome the Overwhelm & Start Getting the Results You are Looking For**



**Course Work Book**



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# Introduction

1. List projects you're currently working on and note the progress you've made on each.

Project	Notes

2. Identify where you're getting overwhelmed and why.

Overwhelm	Notes

3. Identify where you think team members are wasting time and why.

Time Waste Areas	Notes

# Define Your Foundation

1. List your core values for your business. Keep this on a separate sheet of paper and post it on your wall as a constant reminder.

	Core Business Values
1	
2	
3	
4	
5	
6	
7	

2. Fill in the first section of the Fast & Focused Marketing Workbook:

>

- Current products and services
- Most profitable products and services
- Best customers
- Why your best customers buy from you

# Identify Your #1 Marketing Goal

1. What's your biggest marketing challenge right now?

Challenge	Notes

2. Fill in the next section of the Fast & Focused Marketing Workbook:

- One marketing goal for the next three months

# Select Your #1 Marketing Strategy

1. Determine how much you are willing to spend on marketing in the next three months.

<b>Budget:</b>	
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2. Answer the questions listed in the module.

What's the easiest strategy you can implement right now that doesn't require a great deal of extra resources, training, funding, or people?	
What has worked best in the past to achieve the same or a similar goal?	
Is there anything that you already know you need to do more of to achieve your goal?	
What's on your "most wanted" list of strategies?	
If what you're doing now is successful, what is the next step or next level?	

3. Note which of the other factors listed in the module apply to your



business.

Factor	Notes
You're just starting out	
You already have a customer base	
You already have an active social media/blog following	
You already have a website getting a great deal of traffic	
You already have an email list	
You already have a tactic that's working well	

4. Fill in the next section of the Fast & Focused Marketing Workbook, making sure it's in line with the first two sections – your foundation and your #1 marketing goal.

➤

5. Pick one marketing strategy or one step in a larger strategy for the next three months.

<b>Strategy:</b>	
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# Specify Your Action Plan

1. Fill in the last sections of the Fast & Focused Marketing Workbook:
  - Top 3 metrics to track
  - Resources needed
  - Top 5 tasks to complete
  - Dates for reviewing progress

# Communicate Team-Wide

1. Draft your communication document to share with all team members involved in your marketing, even if you only have one person involved. Include the elements listed in your plan:

Core values for your business	1	
	2	
	3	
	4	
Your most profitable products and services	1	
	2	
	3	
Description of your best customers		
Why your best customers buy from you		

FAST & FOCUSED MARKETING PLAN - WORKBOOK

<p>The #1 marketing goal for the next 3 months</p>		
<p>The #1 marketing strategy to focus on for the next 3 months</p>		
<p>The top 5 tasks for implementing this strategy</p>	<p><b>1</b></p>	
	<p><b>2</b></p>	
	<p><b>3</b></p>	
	<p><b>4</b></p>	
	<p><b>5</b></p>	
<p>Each person's role in implementing the strategy</p>	<p style="text-align: center;"><b>Person</b></p>	

FAST & FOCUSED MARKETING PLAN - WORKBOOK

	Task	Review Date
Dates for team review of progress		

# Conclusion

1. Review the work you did on your Fast & Focused Marketing Workbook  
>
2. List the actions you need to take next to start implementing your plan, such as meeting with key team members to specify detailed tasks, responsibilities and deadlines.

Task	Deadline	Notes