



4 STEP MARKETING PLAN

When you're ready to take your marketing efforts to the next level, start here.
Work one sheet for each product, service, or message to develop tactics to reach your audience.
Take it one step further by organizing your tactics by Audience to build your strategy.

0. Product, Service, or Message

Pick one - only one. You will go through this process for each offering.

1. Audience

Who are your ideal customers? What do you know about them?

- End User Age Range _____
- Purchaser Age Range _____
- Gender Identity(s) _____
- Annual Income Level _____
- Other Factors To Consider: _____
- Education Level _____
- Employment Status _____
- Geographic _____
- Location _____
- Interest Areas _____

2. Channels

Where does each segment of your audience spend their time?

What channels will drive action?

First ✓ everything you've tried for this specific audience

Next ✗ strategies that didn't work

Then ★ new or previously effective strategies for this or a different audience

Finally ○ 1-3 channels from the starred group that you feel most ready to implement

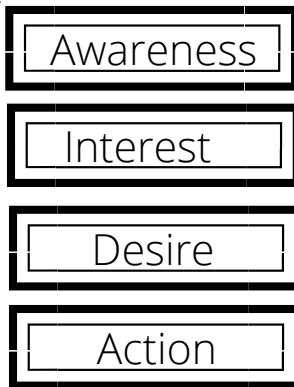
- Referrals
- Phone calls
- Texts
- Snail Mail
- Email
- Postcards
- Flyers
- Affiliate Links
- Content Partnerships
- Word of Mouth
- Other
- Other
- IG Marketing
- TV Ads
- Podcast host
- Podcast guest
- PR / Articles
- SEO
- Google ad words
- Trade show or Magazine
- YouTube
- Blog / Website
- Paid Social
- Organic Social
- Influencer
- Campaigns
- Give-aways
- Print ads
- Billboards
- Car wraps / magnets



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3. Action

What actions do you want this segment of your audience to take? Consider where they are in your funnel, and where you want to move them.



What is your call to action?

- Buy Sign Up Learn more
- Like Subscribe Join
- Follow Why Wait? About Us
- Share Try free Our Work
- Review Get Started Let's Go
- Claim yours Register Now

4. Message

How will your product, service or message change someone's life?

Draft one statement for each channel. Describe your audience, outline the problem solved by you product, service, or message and close with a compelling call to action.

Channel 1.

Channel 2.

Channel 3

Need support turning this outline into action?
 Book your free intro call today: tinyurl.com/goinglegitfreeintro