



75 Writing the marketing plan

To complete your marketing plan you will need to refer to any notes you may have made as you worked through the individual sections of this book.*

Why is it important to have a written plan?

This is your opportunity to bring together all the thoughts and ideas you have had about your business marketing. Writing this plan will force you to clarify and articulate these thoughts. Your plan will tell a story about your business and be evidence of all the careful thought you have put into it. You will be able to use this plan to stay focused and on track. Writing a plan creates something tangible that you have committed to. It will be your success blueprint.

Your plan template

The important headings for your marketing plan can be found on page 8 of this book.

How to use this information

Take this template and write each section for your business. The relevant chapters in this book will explain exactly what you need to consider. When it is completed it will need to be reviewed and fine tuned. This is not a plan that is cast in stone, it will need to be fluid – moving and adapting to the way your business and your market grows and develops. Your marketing plan gives you the structure, and your strategy, once implemented, gives you the feedback.

Think marketing plan and get results

*If you would like an electronic editable copy of this template to use to write your plan please go to www.marketingco.biz or www.salesfasttrack.co.uk