

Target Market:

Mission Statement

Goals: (specific and measurable)
 1. _____
 2. _____
 3. _____
 4. _____

Strategies:
 1. _____
 2. _____
 3. _____

Top 3 Competitors:
 1. _____
 2. _____
 3. _____

Yearly Marketing Budget: _____

Product (or services):

Price:

Placement:

Promotion:

Your Strengths:
 1. _____
 2. _____
 3. _____

Your Weaknesses:
 1. _____
 2. _____
 3. _____

MONTHLY ACTION STEPS

JANUARY	JULY
FEBRUARY	AUGUST
MARCH	SEPTEMBER
APRIL	OCTOBER
MAY	NOVEMBER
JUNE	DECEMBER



Ready to build your business with a group of like-minded individuals,
 learn more about WNFP's Small Business Exchange Program.

Website: www.wnfp.org