



MARKETING PLAN in 7 HOURS (Small Business Ideas)

Norbert Wolszlegier

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So, what is really the marketing plan? In simple words it is a road map for the development of your business where you specify:

- a) starting point, your current position including product or service, your prospects, business as a whole and your competition
- b) your destination, where you want to be including your objectives, sales, clients, essential success factors
- c) create the route which has a very specific ways to measure your progress in reaching objectives, describe precise tasks, cost and specify weekly, monthly and annual forecasts

"Your business is as strong as the weakest link."

Your marketing plan to be successful should aim at very specific target audience group. You will also want to develop a fictional people that are ready to buy from you, called buyer personas. It will allow you to be very specific about your potential client and help to address the 'needs and wants' at the very beginning. You will be very specific about the personas, you want even a picture to look at when creating the details about the potential customer.

"Identify the bottleneck in your business, eliminate them and find the next one."

Growing a business is about working on your business, not necessarily in your business. Consider looking at your business and identify areas for improvement. One of the biggest obstacles may be your involvement in all of the processes, especially where you can outsource or employ professionals rather than everything doing yourself. Additional benefit to writing the marketing plan is revealing areas you didn't think of, it brings your focus to the important aspects of your business and prevents mistakes. You will also identify your success factors, define clear objectives and ways to achieve them. You will be able to notice immediately when anything goes wrong and put it right.

Let's get started, shall we.

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