

The Five Step Marketing Plan

1. Goals: Dream, Vision, Objectives – whatever you want to call them... It is all about where do want to go and what will you be doing when you get there.



2. Knowledge, skills and tools for marketing – How will you market?

3. Systems, structure, processes that support you as the marketing agent

4. Implementation and continues assessment – Making it happen, modifying as needed

5. Return on Investment – How will you know what is working and not working?