



WHO WILL YOU SERVE?

Defining characteristics of target niche/clientele:

WHAT WILL YOU DO FOR THEM?

Unique value proposition:

Key service/deliverables:

Compensation/pricing methodology:

HOW WILL YOU REACH THEM?

Targeted ways to reach:

Key centers of influence:

Other marketing strategies:

HOW WILL YOU KNOW IF IT'S WORKING?

Activity KPIs (e.g., calls, meetings):

Activity goal(s):

Results KPIs (e.g., clients, revenues):

Results goal(s):

WHERE WILL YOU FOCUS YOUR TIME?

Top 3 things you will focus on doing:

2 things you will *stop* doing:

1 thing you need to do to improve yourself:

HOW WILL YOU STRENGTHEN YOUR FOUNDATION?

What *must* be put in place to allow the business to move forward: