

DIY Marketing – Planning

Where Do You Want To Be?

When you know exactly where you want your business to be in the future, you have a much greater chance of getting there. Without a clear vision how do you know what you are aiming for?

By working out where you want to go and setting a plan of action to follow, any marketing you do will produce much better results than ad hoc initiatives.

1. **Start by setting out three long term goals for your business.** Remember that long term can be anything from one to ten years and make sure your goals are measurable and realistic!

Example: In one year's time, I will have doubled the number of clients I have, from twelve to twenty-four.

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2. **Now break each of these goals down into medium term goals.**

Example: In six months time, I will have taken on six new clients.

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3. Next, turn your medium term goals into short term ones, to give yourself manageable targets to work towards.

Example: I will find one new client each month.

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4. How are you going to meet each of your short term goals? Look at the successful marketing you already do and work out how much more you need to do to reach your goals.

Example: I meet most of my new clients at networking meetings. I currently go to two meetings a month, so to reach my target I will go to one meeting every week for the next six months.

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5. What else do you need to do? Do you have the resources you need to meet your targets?

Example: To increase the amount of networking I can do, I need to find two new groups to join. I will do find them this month.

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Work through this process to establish your long, medium and short term goals. Look at the marketing you currently do, to work out what additional marketing you need to do to meet those goals and you will be able to create a plan that focuses all your marketing efforts on achieving those goals.

For more advice on using planning to promote your business, contact Appletree by calling 01635 578 500 or e-mailing Chantal@Appletreeuk.com

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