

**BE STRATEGIC,
BE INTENTIONAL,
BE SUCCESSFUL**

A Business & Marketing Guide for Small Businesses,
Nonprofits and Entrepreneurs or
Anyone Who LOVES Marketing

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CHAPTER 4 BUSINESS/MARKETING PLAN

The business and marketing plan are at the heart of being strategic and being intentional. Businesses who have them as part of their foundation are much more likely to be successful. The best plans are the ones that are developed by taking a big picture approach to the business.

In my *Magnify Your Marketing* program, I help businesses develop a plan in just three days. In addition to developing their mission and vision, we explore industry trends and the competition. We then look at services offered and do a SWOT analysis. “SWOT” stands for *Strengths, Weaknesses, Opportunities and Threats*. All of this information helps ensure that the plans for the year are in line with the mission and vision and will flourish despite what is going on outside the business. Once the plans for service are set and goals are determined, a plan for how to market is created along with a plan for the systems needed to carry things out. Lastly, a plan for how to pay for everything and how to evaluate the results is created.

The comment I hear most often from participants who go through the *Magnify Your Marketing* program is “*I had it all inside me. I just needed help to get it out and into something I could use.*” Like watching people create their mission and vision, the transformation that occurs when people develop their plan is a beautiful thing to watch.

Do you have a formal business or marketing plan?

Yes No If no, list the date by which you want to have it by: _____

For those who don't have a plan...

Do you currently market your business? Yes No

Do you currently spend money on your business? Yes No

Are you currently making money in your business? Yes No

If you answer yes to those questions, but don't have a plan, how do you know if you are reaching your goals? How do you know if you are spending too much money or spending it in the right places? How do you know if you are marketing in the right places and getting good results from the marketing you are doing?

Be Strategic, Be Intentional, Be Successful

A business and marketing plan takes all of the information that is in your head and puts it in one place. It also ensures it makes good, sound sense before you act on it and gives you a place to go for guidance when future actions are needed.

