

MISSION STATEMENT

SWOT ANALYSIS

BUSINESS STRENGTHS

(Skills/qualities)

BUSINESS WEAKNESSES

(Internal limitations)

BUSINESS OPPORTUNITIES

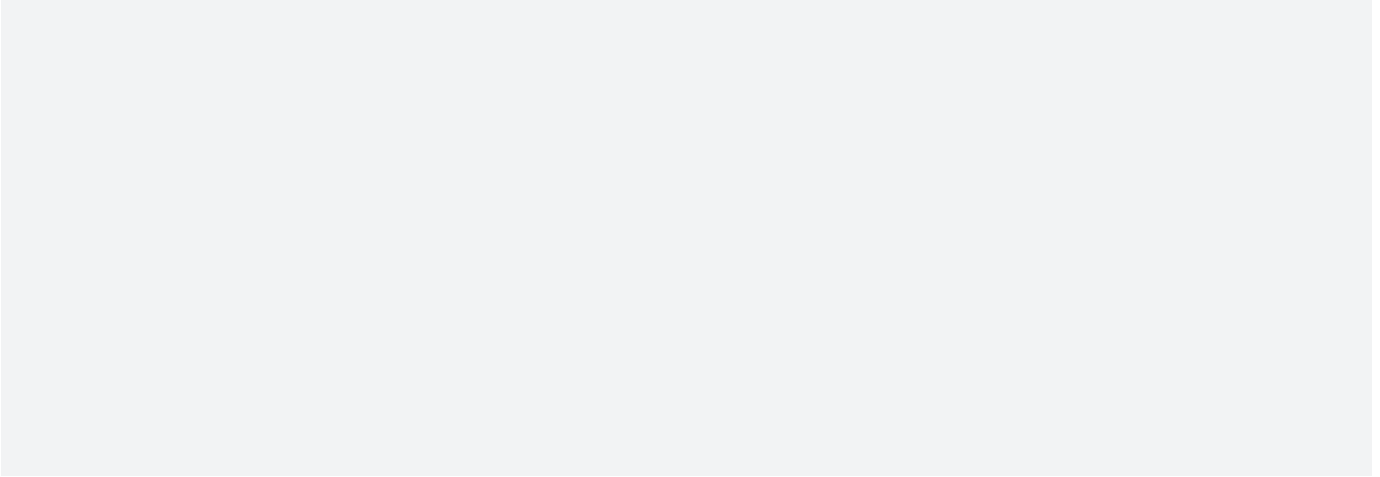
(Potential markets)

BUSINESS THREATS

(Competition)

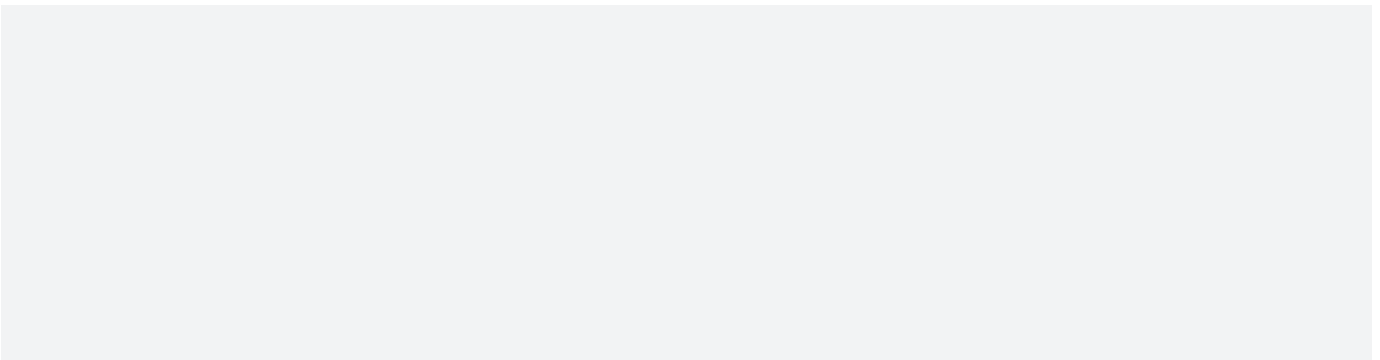
BUSINESS GOALS

SMART: Specific, Measurable, Actionable, Realistic, Time-bound



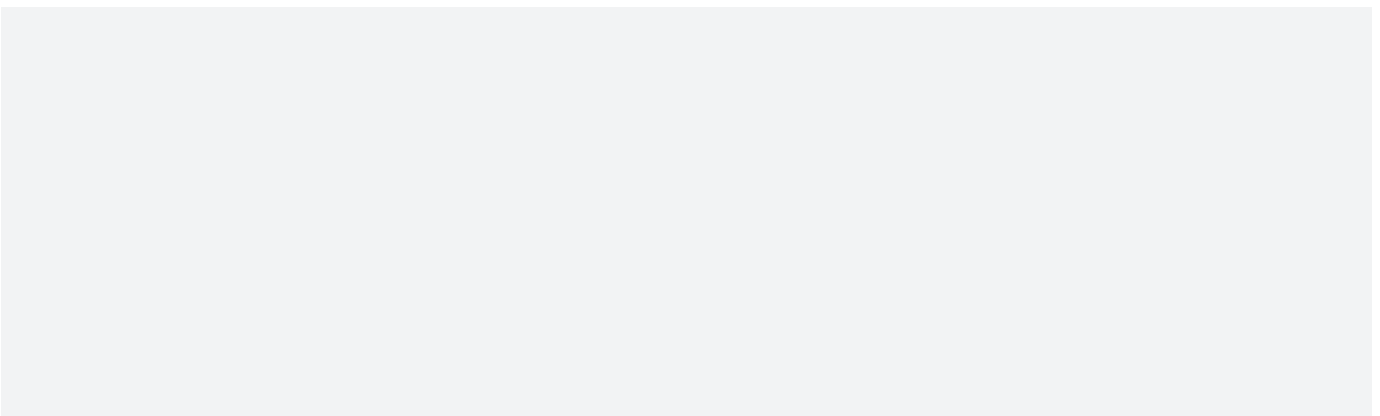
MARKETING PLAN

Unique Selling Proposition



Description of Target Audience / Ideal Client

Include demographics and search behaviors



Marketing Strategies

Marketing Budget

KEY PERFORMANCE INDICATORS

LEAD GENERATION & NURTURING PLAN

Inbound Lead Generation Strategy / Process

Outbound Lead Generation Strategy / Process

LEAD NURTURING PROCESS

Preferred contact frequency	
Expected daily / weekly activities goals	
Lead management tools	
How leads will be qualified	
How performance will be measured	