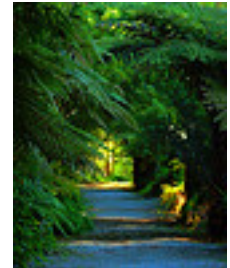


## ENIGMA MARKETING PLAN TEMPLATE

*If you don't know where you are going, you will probably end up somewhere else.*  
~Lawrence J. Peter

Do you resist the thought of creating a marketing plan?  
What feelings and thoughts does “marketing” create within you?  
Are you willing to reframe your perspective on marketing?



There's good news for you! Marketing is not about lying, cheating or deceiving. Marketing is about relationships and communication. Today's best marketing practices encourage honesty. Yes, honesty sells. People want you to talk to them in plain language. Marketing is about creating conversations and connections with people who need or want what you have to offer *and* who are as enthusiastic and interested in your products and services as you are. All you have to do is reach them.



You can have the best product and service in the world but if no one knows about it, you aren't helping anyone, especially yourself.

*Goals are dreams with deadlines. ~Diana Scharf Hunt*

Creating a marketing plan is about mapping out the journey to reaching your dreams in relationship to your services or business.

*The vision must be followed by the venture. It is not enough to stare up the steps - we must step up the stairs. ~Vance Havner*



- What are the steps you need to take?
- Are you willing to take them?
- When will you take them?

The following template for a marketing plan was designed to take some of the fear out of creating a plan. If you don't know the answers to some of the questions like “how are you unique”, ask some of your friend or coworkers. We're usually the last to know how special we are.

**Need more help?**

Call me at 614-562-6806 or visit [www.enigmamarketingcoach.com](http://www.enigmamarketingcoach.com) for more information.



**What are your products or services?**

Example: *I provide marketing coaching services for helping professionals and microbusinesses.*

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**In 10 words or 30 seconds can you answer “*what do you do*” in such a way that the next question is “*how do you do that*”?** Example: *“I show helping professionals how to get noticed on the net.” “I show helping professionals how to attract more clients.”*

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**Can you describe how you “do that” without jargon in simple, easy to understand terms?** Example: *“Together, we take a look at where you are, where you want to be, the assets and roadblocks in between, and create an action plan to get you there.”*

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**Who do you want to reach?** Tip - *It's hard to reach the world and not very cost effective.*

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**What do the people you want to reach do?**

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**Where do they shop?**

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**How do they shop? In stores? Online?**

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**Who is your competition?** Example: *My competition are other forms of advertising and marketing consultants or coaches.*

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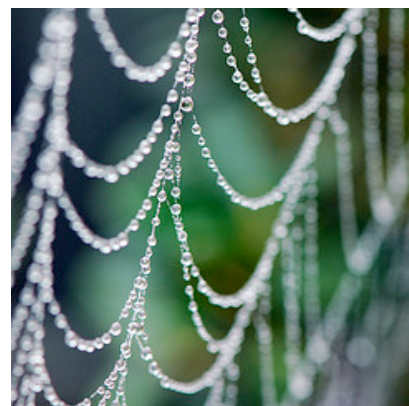
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**What makes you unique, stand out from the crowd?**

Example: *I present simple solutions in plain, understandable language for my clients marketing needs.*

Tip: *If you can't think of anything, ask some friends, colleagues & family members.*



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**How much do you charge?**

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How much income do you need to maintain your business?

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What do you think or feel that income, expenses and profit will be?

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**How will you let others know about your products or services to attract more clients?**

Do you need business card?

Brochures?



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Do you have a website?

Does it use the right words in the right places to attract the most attention?

Are you able to update it easily & often by yourself?

Do you have a blog?

Are you willing to create a blog?

If not, what resistance do you have?



Will you have a newsletter?

Electronic?

Mailed?

What else can you do to spread the word about your products or services?

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