

“Where do I start in Marketing?”

The **Vision**: Everyone agrees that ...

- Having a Marketing Plan is important.
- You should only invest your Marketing dollars in what works.

The **Problem**: In one survey only 8% of business owners had a true “Marketing Plan”. The honest reality is that planning your Marketing requires significant effort.

The **Solution**: Don’t follow the crowd. Analyze your unique offerings and act in accordance.

Coming up with a marketing plan for your company is like developing your very own personal fitness program. Everyone is different and your program must be developed individually based on the goals you hope to achieve.

The quick**FIX**: Our Marketing Plan checklist helps you carefully think through each option.

Of course, this Marketing Plan checklist isn’t meant to be your all-in-one solution. While each marketing program is different they all have many similarities. This outline can give you something that 92% of your competition doesn’t have – a Marketing Plan!

To learn this stuff in-depth you’ll just need to attend our [Strategies for Success](#) seminar!

[Let us know how this Marketing Plan Checklist works for you!](#)

Steve Toburen

If you like this Checklist you’ll LOVE *Strategies for Success*-

Invest 5 days with *Strategies for Success* (SFS) and you’ll gain **years** of experience in measuring your financials, creating a marketing plan and building a truly lucrative, “real” business.

Do you struggle with any of the challenges below? Then just click for the solutions!

Remember, this is just a taste of the proven “Success Resources” SFS will give you:

- [Checklist: Does your cleaning website include these 5 features?](#)
- [How do they make money at 7 cents per foot?](#)
- [How can I stop competing on price in residential?](#)
- [I’m sick of employees. Why can’t they be more like me?](#)
- [Why can’t I make a profit? Finances scare me.](#)

There is no other program like SFS. Interested? Call your Jon-Don rep or follow these links:

- [Frequently Asked Questions about SFS](#)
- [Why should I invest five days of my life to attend SFS?](#)
- [Here is what you will learn at SFS- day by day.](#)
- [Skeptical with all the "snake oil" out there? Read what our members say...](#)
- [Read these SFS Member "bios" of what happened after SFS!](#)

Remember, SFS has transformed the lives of almost 3,000 people in the cleaning and restoration industry. **Why not you?** I urge you to investigate SFS.

Steve Toburen

Marketing PLAN Checklist

Category	Strategy
What is the reason for your existence? (Mission statement)	
What service(s) are you providing now to your client base?	
How are you different from your competitors in your market? This is your “Unique Selling Proposition”. (USP)	
Who is your ideal client? Demographics? Psychographics?	
What is most important to your client? Choose one or more: Price, service, convenience, trust?	
What is your current pricing strategy?	
What marketing tools will you use? a) Online? b) Offline?	
How will you turn this client into a lifetime client?	
How will you create “Cheerleader referrals”?	
What is your budget to get all of the above done?	
How will you track and measure your Marketing ROI?	
Now create a day-by-day Marketing Calendar	

NOTES: