



Marketing Plan Worksheet

List three marketing strategies to implement immediately:

1. _____
2. _____
3. _____

What specific target market am I trying to reach?

What message will I include to deliver my competitive edge statement?

How much money and time must I commit to this project?

Who will I delegate this task to or will I do it myself?

How will I track the results of this plan?

Results? Cost?

Number of new properties _____

Cost per property _____