



Marketing Plan Exercises

You may wish to print these pages and complete the exercise.

Target Market

Who will your customers be?

My customers will be:

Uniqueness

How will you stand out from the competition?

My service will be different from others because:

Business Image

What do you want the public perception of your business to be?

I'd like my business image to be:

Services Offered

What services will you offer?

My primary service will be:

Marketing Strategies

What marketing actions will provide the greatest exposure for your business?

I will use the following to gain visibility for my business:

Promotions

What promotional vehicles will you use and why?

I plan to promote my Personal Chef Service using:



Marketing Plan Exercises

Decide how much money you are willing to invest in marketing your business (for the initial 3 month period).

Total amount I plan to spend on initial marketing: \$ _____

Where will you spend this money - business cards, brochures, Internet, etc?

Be realistic with your figures –

For What	Amount Budgeted
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_____	\$ _____
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_____	\$ _____
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_____	\$ _____
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_____	\$ _____
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_____	\$ _____
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_____	\$ _____
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_____	\$ _____
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_____	\$ _____
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_____	\$ _____
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Total \$	_____
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Does this match your anticipated figure?



Marketing Plan Exercises

Marketing Ideas

- ❖ When you visit a club, attend a dinner party, etc. tell everyone what you do
- ❖ Join a local social club and make sure that everyone knows what you do
- ❖ Tell everyone in your local church/college what you do
- ❖ Become a speaker for a local group
- ❖ Volunteer for a committee
- ❖ Join a networking group (costs vary)
- ❖ Give out food and information to customers at the local health club
- ❖ Cook a sample menu (or lunch) and give it to your hair salon
- ❖ Visit offices and provide a platter of cookies and a brochure to the receptionist
- ❖ Give food to the local radio station and get them to talk about it
- ❖ Ask provide an interview at the local radio station
- ❖ Get prospective customers to fill out a food questionnaire
- ❖ Offer an internship program to local cooking schools
- ❖ Give cooking demonstrations
- ❖ Give cooking lessons
- ❖ Social media exposure
- ❖ Write a press release for the local paper(s)
- ❖ Write a food column for the local newspaper
- ❖ Publish your own newsletter or blog
- ❖ Advertise in a large company newsletter
- ❖ Send out a few personal letters every week
- ❖ Hand out brochures to vacation companies who rent apartments in your area
- ❖ Place your brochures in prenatal clinics
- ❖ Hand out brochures at the local day care center
- ❖ Leave brochures at local lawyers' offices in town
- ❖ Barter your service with other companies (whose services you need)
- ❖ Enlist a local company to offer your service as a prize.
- ❖ Offer your services to realtors as a "move in gift" they can give to clients
- ❖ Call large catering companies and ask them to refer your services to clients who are looking for a personal service (clients they don't want or the service is too small for them)
- ❖ Hand out five business cards every day
- ❖ Ask others for their business cards and provide yours in return
- ❖ Ask friends and relatives to post information on bulletin boards at their offices
- ❖ Put an ad on the bulletin board of a local upscale apartment complex
- ❖ Advertise on Homeowners Associations' bulletin boards and newsletters
- ❖ Place an ad on the bulletin board of the local hospital (doctors/nurses are busy people)
- ❖ List your business with the Chamber of Commerce (magazine for newcomers)
- ❖ List your name with companies that provide services for the elderly
- ❖ Women can join the local branch of Women Business Owners
- ❖ Give a \$50 gift certificate to a silent auction
- ❖ Place magnetic signs on your vehicle