

# 10-Part Marketing Plan Process



**1** YOUR VISION CAPTURES YOUR DREAM

**2** YOUR IDEAL CLIENT NEEDS WHAT YOU OFFER



Identify your ideal client

**3** YOUR OBJECTIVES DEFINE SUCCESS



**4** YOUR BUDGET PROTECTS YOUR BUSINESS

**5** YOUR COMMUNICATION CHANNEL ADAPTS TO YOUR IDEAL CLIENT



**6** ROLES & RESPONSIBILITIES SHARE THE SAME TARGET



**7** YOUR MESSAGE CONNECTS WITH YOUR IDEAL CLIENT



**8** YOUR TIMELINE DELIVERS YOUR COMMITMENT

**9** YOUR BENCHMARKS ARE YOUR ROAD SIGNS TO SUCCESS



**10** YOUR CONTINGENCY PLAN ADJUSTS TO THE BUMPS

