

# Kick Start Your Marketing



*Creating a business or marketing plan may seem like a daunting task. We can help.*

*Contact us for a 2-hour Kick Start coaching session. It's an easy & affordable way to develop your plan.*

## Plan Your Marketing • Work Your Plan

1 Page □ 2 Hours □ 5 Steps

**Decide  
your  
goals**

**Describe  
your  
customer**

**define**

**products**

**services**

**solutions**

**Develop your  
marketing  
plan**

**do it!**

### Getting Started

What does success look like? Have you defined your business goals? They may include more sales, lower costs, new products & fewer work hours.

Who are your target customers? It's valuable to know their personal & professional aspirations, how they're motivated & where they congregate.

How do you describe your products or services? Make it simple - how are they unique & why your target customers would want to buy them.

Once your goals, customers, & solutions are well defined, it's easier to create a marketing plan. Design a cohesive plan that is optimized to serve your needs.

Use the marketing tools that best tell your story, spread the word & motivate your customers to buy!

### You Can Do This - We Can Help

A winning marketing campaign supports your business & revenue objectives. It inspires your target customers & gives them great reasons to buy.

The Tiger Team Marketing 5-step worksheet leads you through the planning process. It enables you to map out & prioritize your marketing activities.

We can help you with any phase of your planning & implantation efforts. Do-it-yourself, or partner with Tiger Team!

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