

My 2020 Business Marketing Worksheet

Congratulations on taking the time to plan. Even if things don't go to plan, having a plan is better than no plan and allows you to be more in control of your business.

There are many ways to plan for your new year. These guidelines are suggestions based on some of the things we've seen work time and time again. They are there to guide you and there are no hard-and-fast rules.

We recommend that you take at least one full day out to get your marketing workup. But, for now let's get started with some big picture planning specifically for your 2020 marketing and promotions.

Step 1 : What are the BIG ROCKS that need to go on your plan before you schedule your marketing and promotions?

Include any vacations, family commitments or other existing commitments that are not negotiable?

Step 2: What worked and what didn't work in 2019?

Let's do a quick review of what worked and didn't work this year with your marketing in 2019.

What was your MOST effective marketing strategy or campaign this year?

What did you MOST enjoy working on? (This may or may not be the same as above).

What was your LEAST effective marketing or promotion this year?

What did you NOT ENJOY working on? What was tough? What felt difficult? What do you not want to do again?

Step 3: Your 2020 Marketing Timeline and Details

What marketing and promotions do you want to focus on over the next six months?

(We're only mapping out six months right now but we encourage you to make time to plan the whole year.)

What are all the different ways that you can bring in revenue in 2020?

(List as many ways as possible including existing products and services and ideas that you have for new products and services. Also, consider how you can collaborate and work with others to generate additional income. Can you, for example, promote another person's product or service to your customers in exchange for a commission?)

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Summarise the top 3 ways you'll bring in revenue in the new year

- 1.
- 2.
- 3.

Step 4: How will you market these products/services?

Identify the specific details that you'll need to think about, allow time for, arrange resources for etc. For example, If you plan to write and release a book, then list all the items associated with this project and break it down into all the phases e.g. outline, writing, editing, copy editing, typesetting, cover design, getting an ISBN, listing on amazon or getting a book distributor, book launch activity and publicity, taking orders and fulfillment.

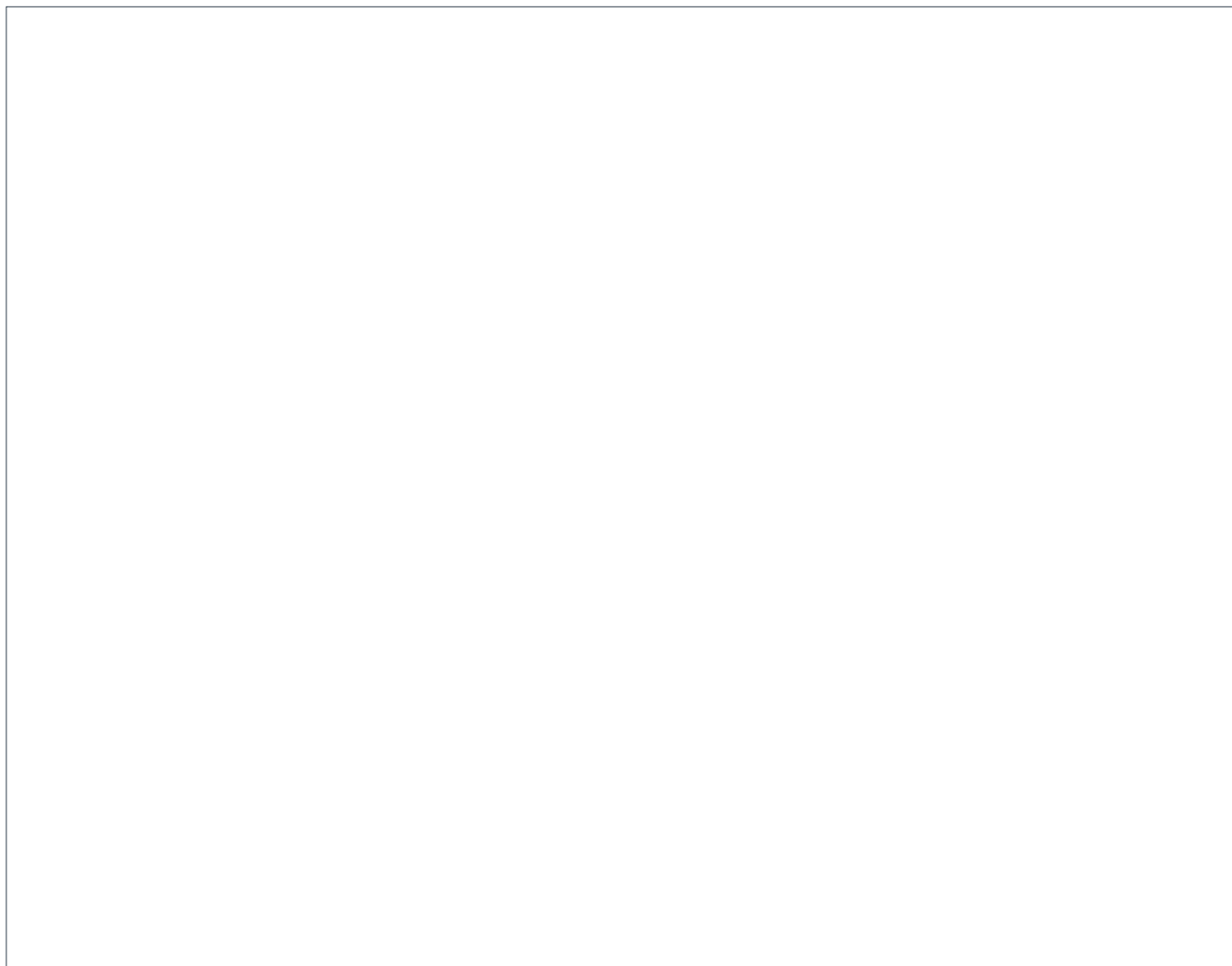
Step 5: What might need to change in your business?

What will need to change in order for you to realise sales from the top three ways listed above?

e.g. Do you need to improve systems or hire new contractors or staff? Do you need to up-skill yourself or get a mentor? Do you need more dedicated time out of the day-to-day to work ON your business rather than IN your business? How could you achieve that?

Step 6: What might need to change about how you operate?

Ask yourself: "Who do I need to be for all this to work?" How do I need to show up differently? What limiting beliefs, behaviours or habits might I need to change in order to achieve what I want to achieve in 2020?



You're Awesome!
I can't wait to see you roll out your big plans.

Here's to doing what you love,

Suzi