

THE ULTIMATE MARKETING PLAN THINK PAGES

MESSAGE _____

1. RESEARCH ON COMPETITION AND SIMILAR BUSINESSES, PRODUCTS, AND SERVICES

Their features, benefits, claims, USPs, etc.:

- | | |
|----------|-----------|
| 1. _____ | 9. _____ |
| 2. _____ | 10. _____ |
| 3. _____ | 11. _____ |
| 4. _____ | 12. _____ |
| 5. _____ | 13. _____ |
| 6. _____ | 14. _____ |
| 7. _____ | 15. _____ |
| 8. _____ | 16. _____ |

2. FEATURES AND BENEFITS OF YOUR BUSINESS, PRODUCT, OR SERVICE:

- | <u>Feature</u> | <u>Benefit</u> |
|----------------|----------------|
| 1. _____ | 1. _____ |
| 2. _____ | 2. _____ |
| 3. _____ | 3. _____ |
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- 19. _____
- 20. _____

3. UNIQUE SELLING PROPOSITION

Describe:

Write 3 different headlines based on your USP:

- 1. _____
- 2. _____
- 3. _____

4. IRRESISTIBLE OFFER(S)

Develop one or more irresistible offers compatible with your USP and summarize each offer in 20 words or less:

1. _____

2. _____

3. _____

PRESENTATION _____

1. THE FIVE STEPS

Explain the need of your customer:

—

Explain the general “thing” that fulfills that need:

—

Explain why your product, service, or business is the best “thing”:

—

Justify your price:

Give the reasons the customers should act now:

2. HOW CAN YOU BUILD THE CUSTOMER'S INTEREST IN YOUR PRODUCT, SERVICE, OR BUSINESS?

At least five ideas:

1. _____
2. _____
3. _____
4. _____
5. _____

3. SET UP YOUR CALL TO ACTION

What do you want the customer to do? (options)

1. _____
2. _____
3. _____

TARGETS _____

1. DESCRIBE YOUR GEOGRAPHIC TARGET MARKET:

2. DESCRIBE YOUR DEMOGRAPHIC TARGET MARKET:

3. DESCRIBE YOUR ASSOCIATION/AFFINITY TARGET MARKETS:

PROOF

1. LIST ALL THE TYPES OF “PICTORIAL PROOF” YOU HAVE:

1. _____
2. _____
3. _____
4. _____
5. _____

2. LIST ALL THE “TESTIMONIAL PROOF” YOU HAVE:

Real People:

1. _____

2. _____

3. _____

Celebrities:

- 1. _____
- 2. _____
- 3. _____

3. LIST THE “REFERENCE PROOF” YOU HAVE:

- 1. _____
- 2. _____
- 3. _____

4. LIST THE “DEMONSTRATION PROOF” YOU HAVE:

- 1. _____
- 2. _____
- 3. _____

5. LIST ANY OTHER PROOF YOU HAVE:

- 1. _____
- 2. _____
- 3. _____

6. DESCRIBE THE GUARANTEE(S) YOU OFFER:

- 1. _____
- 2. _____
- 3. _____

IMAGE _____

1. NOTES RE. APPEARANCE OF BUSINESS PREMISES

2. NOTES RE. BUSINESS PREMISES FACILITATING BUYING

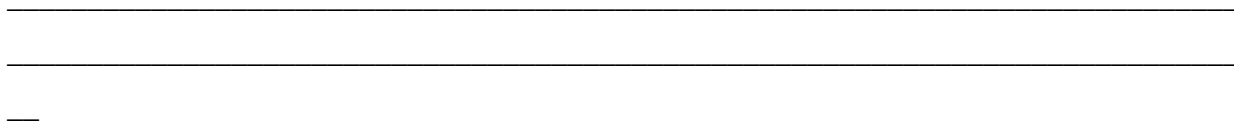
3. NOTES RE. COMMUNITY AFFAIRS

4. NOTES RE. CELEBRITY SPOKESPERSON(S)

5. NOTES. RE BRAND-NAME IDENTIFY

PUBLICITY _____

1. CHARITY/NONPROFIT CONNECTION IDEAS:



2. PERSONAL SELF-PROMOTION IDEAS:

3. POSITIONING AS AN EXPERT:

4. CREATIVE PROMOTIONS TO MEDIA:

5. TALK SHOWS:

6. PRESS KIT:

MALIBU-ISM: STAYING HOT

1. PLANNED/BUILT-IN CONSTANT CHANGE

What's new?

*30 days from now: _____

*60 days from now: _____

*90 days from now: _____

2. SEASONAL PROMOTIONS

To-do List:

CALENDAR WEEKS:

1. _____
2. _____
3. _____
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- 52. _____

“POOR BOY” MARKETING STRATEGIES _____

1. INBOUND TELEPHONE PROCEDURES:

2. TELEPHONE UPSELL PROCEDURES:

3. OUTBOUND TELEMARKETING IDEAS:

4. YCDBSOYA – Proactive Ideas:

5. CO-OP PROJECTS:

6. WINDOW DISPLAYS:

7. "TEASER" NEWSPAPER ADVERTISING:

MAXIMIZING CUSTOMER VALUE _____

1. HONORED GUEST GREETING PROCEDURES:

2. PRODUCT KNOWLEDGE – TEAM TRAINING:

3. POLICY CONTROL:

4. COMPLAINT-RESOLUTION PROCESS:

5. CUSTOMER-RETENTION PLAN:

REFERRALS

1. EARN – Ideas:

2. ASK – Ideas:

Referral Promotions:

Referral Events:

3. Recognize and Reward:

SALES SURGES

1. BIG DISCOUNT, REASON WHY – Ideas:

2. SWEEPSTAKES WINNERS – Ideas:

3. RED-TAG SALE – Ideas:

4. COUPONS – Ideas:

5. PREMIUMS – Ideas:

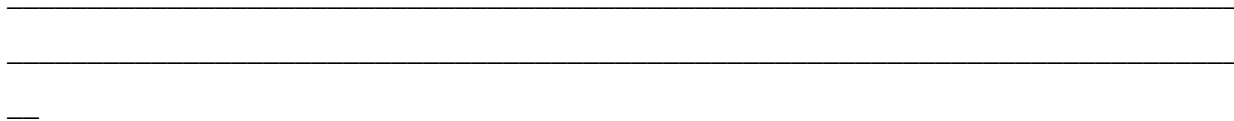
6. CRAZY ACCOUNTANT SALE – Ideas:

7. SPORTS-RELATED PROMOTIONS – Ideas:

8. TRADE-INS – Ideas:

9. E-Z PAYMENT TERMS – Ideas:

10. CELEBRITY APPEARANCES – Ideas:



NEW TECHNOLOGIES

1. NON-THREATENING FIRST CONTACT/RECORDED MESSAGE – Ideas:

2. INTERNET – Ideas:

3. AUDIO BROCHURE – Ideas:

4. VIDEO BROCHURE – Ideas:

5. INFOMERCIAL – Ideas:

6. DESKTOP PUBLISHING/MARKETING – Ideas:

7. ROBOT TELEMARKETING – Ideas:

8. FOCUS GROUPS – Ideas:

9. EXPERIMENT! – Ideas:
