# Entrepreneurs need a bullet-point marketing plan.

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Unless you have a lot of people working for you...

### Keep your plan simple. Put it to work.

#### Focus on Class A prospects:

## Your Class A prospect is a person who is most likely to say "yes."

Let's take a closer look.

### What does your Class A prospect look like?

Age, gender, preferences, job?

### Where are people like that hiding?

Coffee shops?
Old folks homes?

### How will you reach them?

New media? Old media?

#### You have lots of options.



Choose what's best for them.

Look at your options.

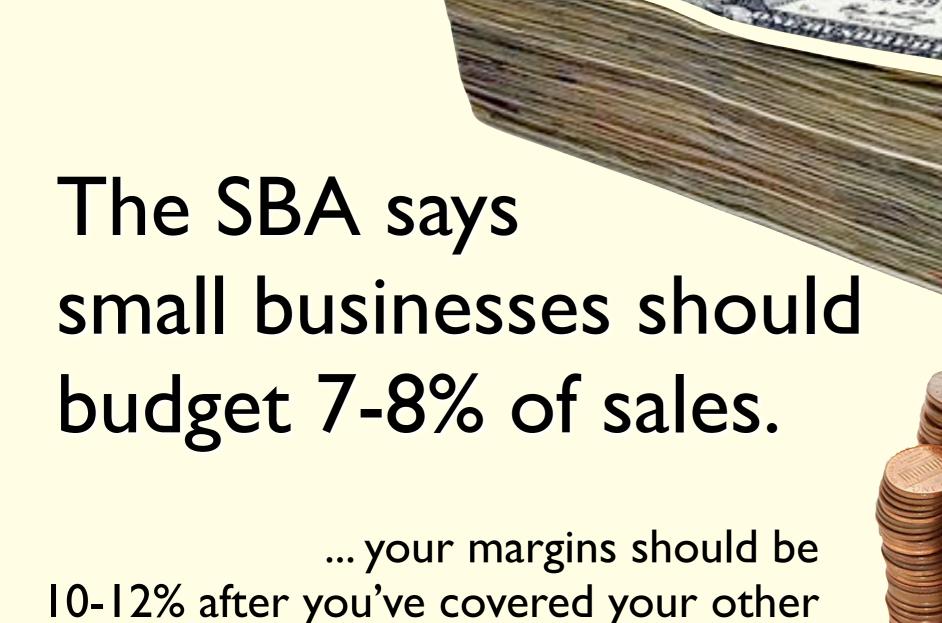
#### How much will it cost?

Pick a number.

New customers. Gross sales.

## How will you measure success?

Net revenue. After tax profit.



expenses, including marketing. (sba.gov)

#### Your bullet point marketing plan:

- What does your Class A prospect look like?
- Where are people like that hiding?
- How will you reach them?
- How much will it cost?
- How will you measure success?

Keep it simple.
Put it to work.
Measure results.
Be ready to change.

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