

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.



The SBA says
small businesses should
budget 7-8% of sales.

... your margins should be
10-12% after you've covered your other
expenses, including marketing. ([sba.gov](https://www.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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