

# BBC Friday 10 March 2023 – Your Bullet Point Marketing Plan

Posted on March 6, 2023 by kdkragen

## BBC 3D – Marketing Plan Development, w/ Ken Sethney

What is the best way to develop an effective marketing plan?

Ken will share his “Bullet Point Marketing Plan” and how it can relate to your particular business needs.



Ken has spent much of his career helping leaders of midsize companies develop strategic plans and make profitable marketing decisions. Following his retirement, Ken became a volunteer business mentor helping entrepreneurs start and grow their companies. His worksheet is designed to help entrepreneurs develop a way to attract more customers.

<https://www.bainbridgebusinessconnection.com/>

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## Dave's Meeting Notes:

No. 1 need for every business – get customers.

Bullet Point Marketing Plan – for small businesses and solopreneurs – *Keep It Simple*.

Focus on “Class A” prospects – target this person, they’re the most likely one to say “Yes.”

Determining your “Class A” prospects is the first, primary task in your marketing plan.

- What do they look like?
- What do they need? (This may be different than *What do they want?*) Another question to ask your customers: What's your biggest Problem?
- Where are they?
- How do you reach them?
- How much do you need to spend? The cost needs to make sense, realistically.
- Metrics for success: How do you measure “success”?

And, be ready to change.

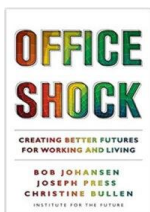
It might take two or three or four times to pull it together.

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## UPCOMING EVENTS



**OfficeXpats Workshop.** OfficeXpats and UW professor of editing Matthew Bennett presents final session of “What is Editing?” – March 22, 4:30-6:00, “The Pre-Publication Process: Getting Your Work Out There.” Free to OfficeXpats members; \$10 for the public: [mailchi.mp/new-workshops-what-editors-do-for-writers](mailto:mailchi.mp/new-workshops-what-editors-do-for-writers).



**Office Shock** – March 30th, 5:30-7:00, at OfficeXpats. Author Bob Johansen will lead a discussion on his newly released book, *Office Shock*, and how to design *one's own way of working* for the future. To purchase a community ticket as a non-member, first click “join” to create a free account. Info at: [officexpats.spaces.nexodus.com/events/1415167732/](http://officexpats.spaces.nexodus.com/events/1415167732/). This event is free. But if you are not a member yet, consider joining with a [Passport membership](#), \$35/month. The Passport was designed for those who want to participate in community events and only pay for additional hours or meeting rooms with member discounts as needed. However, our “virtual” writers and authors events are open to non-members.