



Heart of Gold Entrepreneur Tool Box Marketing Plan Worksheet

Use this worksheet to help you outline the content for the Marketing Plan section of your Business Plan!

1. Name your target customer in less than 5 words (ie: Heart of Gold's target is *motivated high school girls*). Now it's your turn:

2. Describe in as few words as possible what "problem" or "need" your business idea solves or fills (ie: for Heart of Gold, motivated high school girls *need concrete, practical information on how to make their dreams a reality*). How about your idea?

3. Describe the services and/or goods you provide that solve the need you named in #2 for the target customer you named in #1 (ie: for Heart of Gold this includes *inspirational profiles, detailed toolboxes on entrepreneurship and social activism, a supportive network of like-minded teens, and more*):

4. Now combine the first three answers to create a business proposition for your company using the following formula: I sell / provide (your business idea / goods / services) to (your target customer) who are looking to (your target customer's needs or problems your solving for). For example: *Heart of Gold provides motivated high school girls with the practical information and inspiration they need to make their dreams a reality by offering inspirational profiles, detailed toolboxes on entrepreneurship and social activism, and a supportive network of like-minded teens.* Now it's your turn!

5. Fill out the following chart on pricing to get clear on how to price your products and services. Fill in one row for each product or service you plan to offer:

Product / Service	Competitors' Price Range	Your Cost to Produce/Provide	What Your Customer Expects to Pay	Ideal Profit Per Product/Service	Your Price Per Product/Service

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6. If your idea is a product or products, where will people be able to buy it? List as many ideas you have:

- a. _____
- b. _____
- c. _____
- d. _____
- e. _____
- f. _____
- g. _____
- h. _____
- i. _____
- j. _____

7. If your idea is a product or products, answer the following questions for each product:

- a. How will the product be packaged? _____

- b. How will the product be shipped? _____

c. How will the money exchange take place? _____

d. How many people are involved in packaging and shipping the product?

e. How quickly will your customer receive the product after purchase?

8. If your idea is a service, where and how will people purchase your service?

9. If your idea is a service, how will the service be delivered?

10. What kind of promotional and advertising strategies do you plan to use in marketing your product or service? Circle all that apply:

newspapers

business cards

Facebook ads

radio

signs

word-of-mouth

postcards

trade shows

endorsements

flyers

writing an article

referrals

internet

pitching the press

YouTube

offering coupons

11. What kinds of fun promotional ideas (special contests, giveaways, events, viral campaigns, ridiculous costumes) can you come up with for marketing your business in a way that will grab your ideal customer's attention? List as many as you can dream up:
