WHO WILL YOU SERVE?
Defining characteristics of target niche/clientele:

WHAT WILL YOU DO FOR THEM?
Unique value proposition:
Key service/deliverables:
Compensation/pricing methodology:

HOW WILL YOU REACH THEM?
Targeted ways to reach:
Key centers of influence:
Other marketing strategies:

HOW WILL YOU KNOW IF IT’S WORKING?
Activity KPIs (e.g., calls, meetings):
Activity goal(s):
Results KPIs (e.g., clients, revenues):
Results goal(s):

WHERE WILL YOU FOCUS YOUR TIME?
Top 3 things you will focus on doing:
2 things you will stop doing:
1 thing you need to do to improve yourself:

HOW WILL YOU STRENGTHEN YOUR FOUNDATION?
What must be put in place to allow the business to move forward: