

# MARKETING PLAN BUILDER™



## YOUR NICHE

NAME YOUR NICHE:

WHAT ARE THE KEY CONCERNS OF YOUR NICHE? WHAT ARE THEY THINKING ABOUT?



## YOUR BRAND

YOUR BRAND STATEMENT:



## MESSAGE & ACTION

MARKETING CHANNEL

MESSAGE

ACTION

BEFORE

DURING

AFTER

MEASUREMENT

INVESTMENT



# MESSAGE & ACTION

MARKETING CHANNEL

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