2 Hour Marketing Plan

Jump Into Janitorial

<http://www.jumpintojanitorial.com/>

**How to Put Together a Marketing Plan in 2 hours**  
Marketing Plans are very effective in identifying what you want to achieve in your  
business. It also helps tailor your focus on your most fruitful avenues of marketing.  
While some say a good business plan takes about 200 hours to put together, with   
the marketing section being a major part, it doesn't have to take that long. Here  
is your guide to putting together a marketing plan in 2 hours:  
  
Brainstorm and decide on:  
  
Your Business Goals

### **Goal 1**

The main goal is to be able to start a business that will allow be to be financial free from worrying about money.

### Goal 2

Have more control over my future. Working for a corporation imposes many limitations on how much I can make. For example, I was recently promoted and as a result got a 5% increase in pay. 3% of that is what I would have gotten anyway and the other 2% was for the new position.

### Goal 3

I would like the intellectual stimulation from running a business. I am fascinated that all that goes into running a business and I would like to be part of that.

### Goal 4

Financial

* Salary of $180,000 to $250,000 per year.
* Pay off house – Current balance is $217,000.
* Purchase 3 to 5 year old e-class Mercedes Benz.
* Purchase 3 to 5 year old Landcruiser.
* Remodel house including kitchen and possible attic addition.
* Regularly travel to a tropical place like Jamaica and do missions work in India or Africa.
* Start investing in Real Estate within 5 to 10 years.
* Help fund children’s College

## Your Mission Statement

To provide consistently clean and well maintained buildings.

To be a business that is always easy to work with.

To remove the stress of maintaining a building from the client

To clean for the client, not after the client

To be an employer that is enjoyable to work for

## Your Niche

Initial niche will be commercial office cleaning. In the future, floor care will be added.

\* Your Target Market

Location: Southwest Minneapolis

Write out a detailed summary of:  
  
  
\* Your Products/Services Available, All of Them

\* Why Your Company? (What makes your company unique? Why should customers pick   
you over the competitors?)  
  
Once you have those items written, decide on your marketing budget. If you're like  
many small businesses, this ma9y be minimal.  
  
Brainstorm unique ways to promote your company. What unique angle can you send to  
a newspaper, what can you give away free when passing out coupons, etc?  
  
Brainstorm what ways you can reach your target market.  
  
Based on your answers, decide the avenues to focus on first. Be sure your marketing  
materials (business cards, flyers, website) reflect your answers to all these questions.  
  
With these exercises, you have the most important aspects of a marketing plan completed  
and you're well on your way to business success!