

INTERNET MARKETING BUSINESS PLAN

STEP # 1: GOALS

My 5 Year Goal - _____

My 1 Year Goal - _____

My 6 Month Goal - _____

My 90-Day Goal - _____

My 1 Month Goal - _____

STEP #2: USP (UNIQUE SELLING PROPOSITION)

My Company's Product/Service - _____

What Makes the Product/Service Different? - _____

What is the Compensation Plan? - _____

Why is the Compensation Plan Different? - _____

What Makes the Company Different? - _____

Who is My Target Market? - _____

Who is My Competition? - _____

What Makes Me Different? - _____

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STEP #3: L & D (LEARNING & DEVELOPMENT)

Primary Marketing Strategy - _____

Alternate Marketing Strategy - _____

Books to Read - _____

Audios to Listen To - _____

Next Company Event - _____

Next Industry Event - _____

Training Resources - _____

STEP #4: ACTION PLAN

Marketing/Product Budget (%) - _____ Savings (%) - _____ Ad Budget - _____

Monthly Activities

- _____
- _____
- _____
- _____
- _____

Weekly Activities

- _____
- _____
- _____
- _____

Daily Activities

- _____
- _____
- _____
- _____
- _____