

## MARKETING BUDGET

This worksheet will help you determine a cost for your marketing budget. In the first year you begin your business, your marketing budget may be higher than in subsequent years because you may find it necessary to carve a niche in the market.

When you have a total for all the costs, break that number down into smaller categories so that you know exactly how much money you have to spend on each marketing strategy.

| Type of Cost       | Percent of total | Cost |
|--------------------|------------------|------|
| Advertising        |                  |      |
| Publicity          |                  |      |
| Trade shows        |                  |      |
| Direct mail        |                  |      |
| Catalog / Brochure |                  |      |
| Web site           |                  |      |
| Telemarketing      |                  |      |
| Other              |                  |      |
| <b>Total</b>       | 100%             |      |