

Marketing Theme:	
Category	Strategy
My reason for existence:	
What sets my business apart from the rest:	
My ideal customer is:	1.
What's most important to my ideal customer when they are buying what I'm selling:	1.
What I want to accomplish this year:	•
The top 3 things that are going to get me there:	1.
How much will each program contribute to my revenue/profitability:	1.
What will trigger my ideal customer to think of me:	•
Programs I am running to reach my goal	
How much money will I need to get it done?	1.