

Your marketing plan fact finder

To work out your marketing strategy, you need to identify your gap - the difference between where you are now and where you want to get to.
Fill in your Marketing Plan Factfinder below:

step 1

Where are you now?

Annual turnover: £

No. of customers:

Net Profit: £

No. of staff Full-time:
(Not including yourself) Part-time:

Hours you currently work in your
business each week:

step 2

Where do you want to be this time next year?

Annual turnover: £

No. of customers:

Net Profit: £

No. of staff Full-time:
(Not including yourself) Part-time:

Hours you currently work in your
business each week:

step 3

Your Marketing

What are the main things you're doing currently
that are bringing in new customers or getting
previous customers back to buy more?

(Rank them in order of effectiveness - so no.1 is your most effective)

1

2

3

4

5

Roughly, how much do you spend on
marketing each month?

£ _____

step 4

Taking everything into account, on a scale
of 1 to 10:

(where 1 is 'completely depressed and 10 is 'couldn't
be better')

How do you feel about your business right
now?

 /10

Where do you think that score can get to
this time next year?

 /10

How committed are you to making that
shift happen?

Massively ☐ A little ☐
Quite a lot ☐ Not really ☐

step 5

Final Question

When you wake up in the morning and think about your business, what are the big
issues/problems/opportunities that you think about the most?

Now that you've identified where you are now and where you want to get to, you can create a marketing strategy to close that gap. Give the EC team a call on 0121 765 5551 for your FREE 1:1 to help you do so.