

# The Seven Sentence Marketing Plan

1. **Purpose** – what do you do, what do you want to do.
2. **Prime Benefit/Advantage** – one thing you do better than anyone else.
3. **Target Audience(s)** – who are your customers and potential customers
4. **Weapons** – what resources do you have to communicate
5. **Niche** – a one-word description of your uniqueness
6. **Identity** – what is your personality as a business
7. **Budget** – how much can you spend

## Example

1. We are the number one provider of high-end shoes in Boone County.
2. We have a broad selection of the most popular shoes backed up with unequalled personal service.
3. Our customers can afford to spend more on shoes and appreciate one-on-one attention.
4. We have a customer database that allows us reach out regularly to good customers and a referral program that encourages them to refer friends to us.
5. Trendy
6. We have the best shoes in the latest styles sold by the friendliest people.
7. We will spend 4% of gross revenues on marketing.