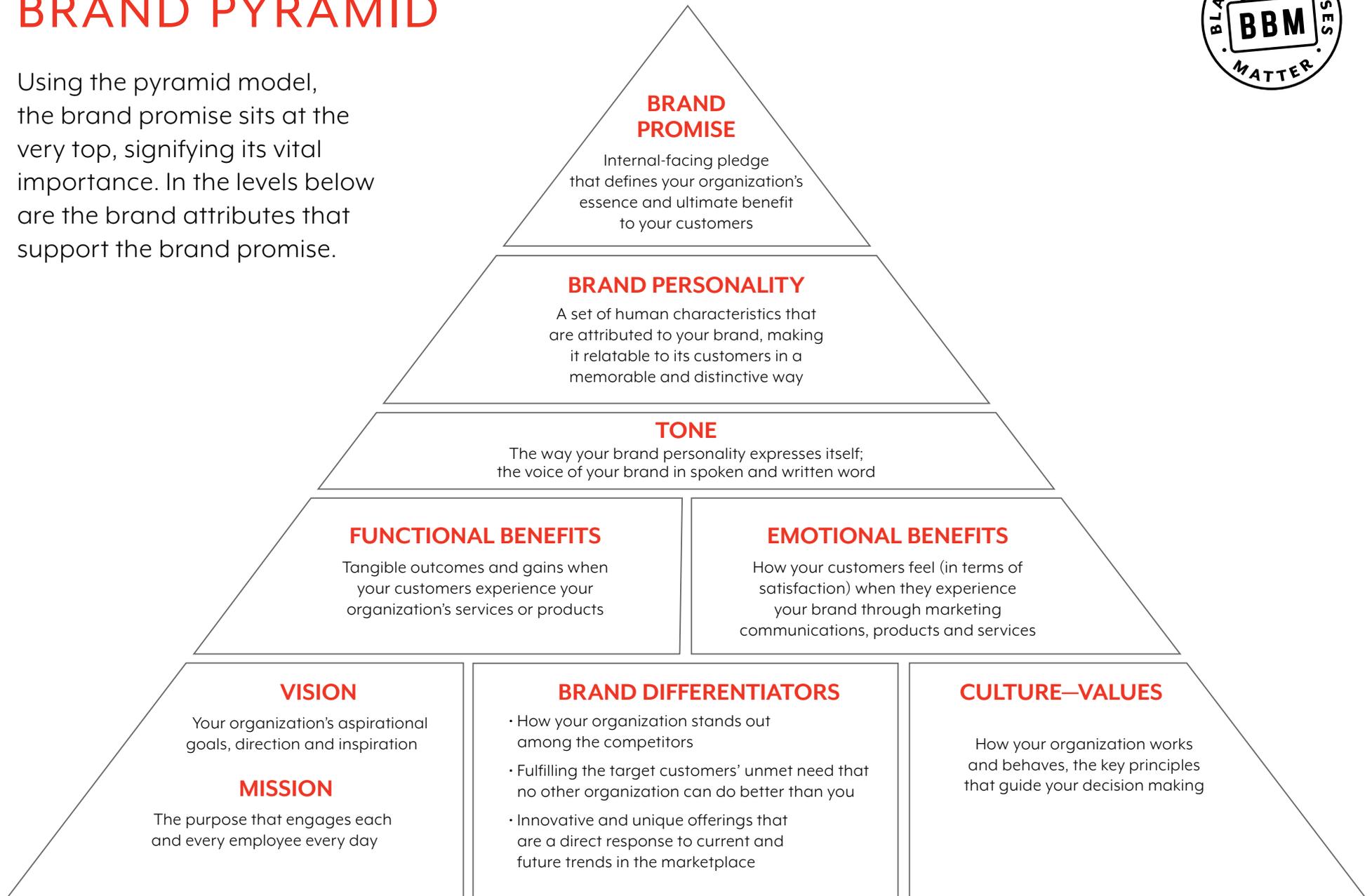
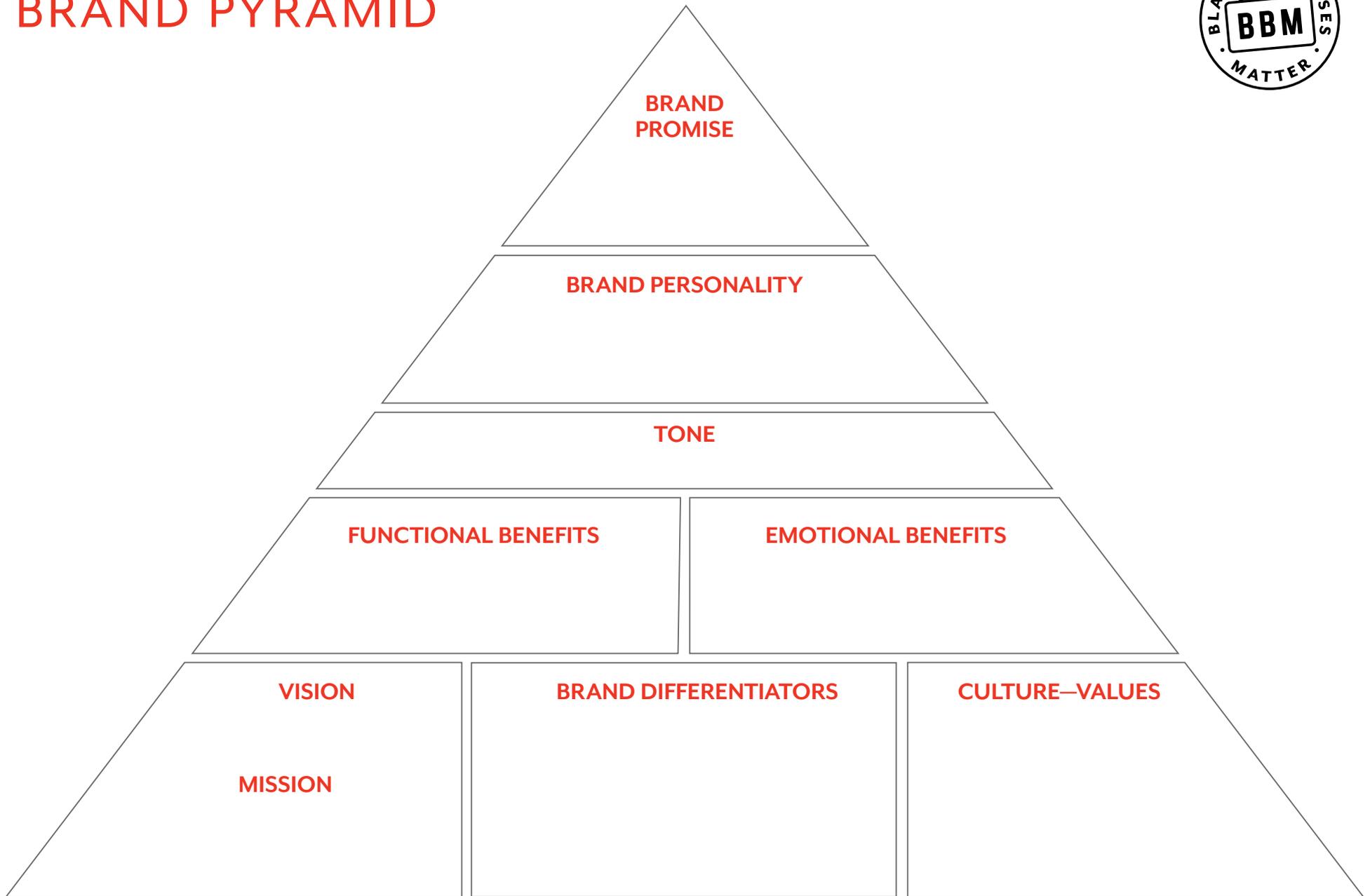


BRAND PYRAMID

Using the pyramid model, the brand promise sits at the very top, signifying its vital importance. In the levels below are the brand attributes that support the brand promise.



BRAND PYRAMID



MARKETING PLAN ON A PAGE



COMPANY NAME:	MARKETING THEME:
Why do we exist?	
What differentiates us from our competition?	
Who is our ideal customer?	
What's most important to my ideal customer when they're buying what I'm selling?	
What are our marketing goals?	
What do I want to accomplish?	
What do we need to do to reach these goals?	
What will trigger my ideal customer to think of me?	
How much money will I need to get it done?	
What is the timeline?	
What are the key performance indicators/measures of success?	