



Marketing Action Plan Checklist

1. Have a Business Plan? Yes No
2. Know your target market
(3 segments)? Yes No
3. Know what's unique/
special about you? Yes No
4. Have a proposition that
seizes them by the throat?
(USP) Yes No
5. Give them a "mind
blowing" guarantee? Yes No
6. Have a Pareto Analysis
of your customer base? Yes No
8. Have names, addresses
and email addresses of
customers? Yes No
7. Make your customers an
offer regularly? Yes No
9. Have a system in place
to get referrals? Yes No
10. Have a website that really
works? Yes No