

Creating a Business Plan: 8. How Do I Successfully Reach My Target Customers?

Briefly describe my target customer. _____

My Sales Outlets:

- _____
- _____
- _____
- _____

My Marketing/Promoting Outlets:

- _____
- _____
- _____
- _____

My best sales pitch for my product - appealing to relevant emotions, values, or sensibilities, and using effective keywords and relevancy tags:

How often will I research and tweak my tags, keywords, and SEO metrics?

How will I measure my success?
