

Marketing

Marketing will make or break any business. Not spending any money or time on marketing and your business will shrivel up and die. There are a lot of pieces to a marketing campaign. Do the following exercises to help make your business succeed. You may want to redo this worksheet monthly. Some of the items below you will spend money on monthly. Some you won't.

Costs

What is your monthly (expected) income? _____

What percent and amount are you willing to spend on marketing? _____ % / \$ _____

Item	Who do you use?	Budget
Website Design	_____	\$ _____
Website Maintenance	_____	\$ _____
Business Cards	_____	\$ _____
Postcards / Fliers	_____	\$ _____
Media Kit	_____	\$ _____
Corporate Video	_____	\$ _____
SMS Marketing	_____	\$ _____
Blogging	_____	\$ _____
Facebook Ads	_____	\$ _____
Instagram Ads	_____	\$ _____
Google / YouTube Ads	_____	\$ _____
Billboard Ads	_____	\$ _____
Magazine/Paper Ads	_____	\$ _____
Radio / TV	_____	\$ _____
Other _____	_____	\$ _____
Other _____	_____	\$ _____

Affiliate Marketing

Product Selling: _____ Affiliate Company: _____

Selling Price: \$ _____ Amount paid to Affiliate: \$ _____

