M.A.P. Marketing Action Plan

The Marketing Action Plan is designed to get solo-preneurs in action around selling their services and products. Print several copies (or duplicate this form electronically).

Keep it handy. When you have an idea of someone to market to, fill in a row. When it's time to market, start doing an action, then cross out the row. Each action should end with "who else do you know…" so every time you cross out a row, you'll be adding at least one more.

WHO – The name of a person if possible, or at least a title. Not just a company or something vague.	**WHAT** – What you want from them. Perhaps you want them to hire you. Perhaps they have, and you want a testimonial or a recommendation. Perhaps they're an editor and you want them to write about you.	**HOW** – This is how you'll contact them. Perhaps email, maybe phone, maybe you'll see them at the next Arts Council meeting. Be specific.

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