

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Marketing & Sales: Business Plan Basics"

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What's New ...



INSIDE THIS ISSUE

What's New ...

About Us

Promoting A Networking
Event

Advertising Your Business

How to Receive the Newsletter

Feedback, Questions, or
Comments?

Guest Book

Marketing & Sales:
Business Plan Basics

Ads

It is December ...

For months those who read each and every months newsletter knows I have promised new things for the business but have not shared them as of yet. Well ... guess what, the time has come!!!!

The Write Plan, LLC like any business has to keep up with the services it offers compared to the competition. Therefore, we have starting this month launched a new Digital PR and Marketing Department. Please read the [Press Release](#) on our website for more of the exciting story.

Also, we have a new addition to our advertisers called [Soul'd Out North Magazine](#). It is a newer Christian based magazine geared for younger adults jam packed full of great information. Anyone looking to promote their business in a publication should check them out for information.

Happy Holidays and Networking!

Chad

"The NetworKING of Pittsburgh"

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.

NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 1,800** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage http://www.thewriteplanllc.com/Monthly_Newsletter.html

FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage http://www.thewriteplanllc.com/Request_Form.html

GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).



Marketing & Sales: Business Plan Basics

Every good marketing plan should include two major parts - a definition of your target market and a specific outline to market, promote and sell your product or service.

TARGET MARKET

It's **critical** to clearly define your target market in your business plan - **investors expect it**. Tell your business plan reader about your customers and describe their defining characteristics in detail.

The goal of this section is to build a demographic profile of your typical customer. The more clearly you pinpoint the defining traits of your customer, the easier it is to construct a marketing program to reach them effectively.

The information and research included in your target market section should originate from primary and secondary sources. Primary sources includes information that you discover or conclude from personal observation and research, such as personal studies, results of questionnaires, site visits, and conversations with experts in your industry. Secondary sources include such sources as journals, books, published reports, government statistics, or internet findings.

MARKETING PROGRAM

After you define your target market, you need to determine specifically how you will reach them. Outline the details and steps necessary to reach potential customers and convert them from prospects to paying customers. It is important to demonstrate to investors that you have identified specific marketing avenues and procedures to effectively sell your product or service. Answer questions such as the following in your marketing program section:

- What specific marketing mediums will you use to reach your customer?
- How often will each be used? What will they cost? Why did you choose these marketing avenues over others?
- What marketing materials will you need? (brochures, website, etc)
- Who will design your marketing materials? What will they cost?
- What is the cost of marketing materials per prospect or client? (You may choose to include marketing pieces in the appendix of your business plan)
- Will your company be able to attract PR? Why will they run your story? What's the "angle"? Which publications and mediums will you target?

MISTAKES TO AVOID

Here are some of the most common mistakes found in the marketing and sales section:

- Defining your target market too widely, and assuming success will result from simply capturing a "small portion" of this enormous market.
- Unclear definition of your target market.
- Attempting to attack an entire market instead of a narrow niche.
- Making assumptions about your target market without research.
- Not specifically identifying the mediums you will use to advertise and promote your product.
- Omitting details such as when, where, why and how you will reach your target customer - along with costs.
- Making the assumption that offering a lower price will lead to increased sales.
- Underestimating the importance of packaging, brand name, and reputation.
- Attempting to immediately fill several lucrative but unrelated markets.
- Lacking clarity about how future changes might affect your market.

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