



Exercise:

Module 1 - Your Current Marketing Goals

1. Write down your answers to these questions:

Who is your ideal customer?	
What is your main offer?	





<p>What is your value proposition?</p>	
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2. Write down your marketing goals

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a. Pick the top 3

1.	
2.	
3.	

b. Write down your current marketing challenges. Why are you experiencing difficulties in these areas?

Current Marketing Challenges	Why are you experiencing difficulty?









c. Review your goals and tweak if necessary

Notes





3. Define your marketing budget.

How much can you allocate to your overall marketing activities?	
How much for tools?	
How much for outsourcing/ freelancers?	
Other activities?	





4. Review your current marketing tools. Answer these questions:

<p>What marketing tools do you already own?</p>	
<p>What tools are you currently paying for ongoing? Are you using them to their fullest extent?</p>	





For tools that you know you need or want to replace, are there any free ones available?

