

## Exercise: Module 8 - Review and Refine

1. Schedule a 6-month and 12-month marketing review. At those reviews ask yourself and your team:

6-Month Review Date	
What's worked well for the business?	
What needs to be abandoned?	



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What new tactics do we need to implement?	
12-Month Review Date	
What's worked well for the business?	
What needs to be abandoned?	

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What new tactics		
do we need to implement?		



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2. Review the course thoroughly and answer the questions below:

What have you learned about implementing low budget marketing tactics?	
What difficulties have you encountered?	
How do you plan to address these?	
What further steps can you take to become totally comfortable with the process?	
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3. Use the action plan below to record your goals and what needs to happen next.

	Action to Take	Action Deadline
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

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