



## Exercise: Module 8 - Review and Refine

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

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





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





<p><b>What new tactics do we need to implement?</b></p>	
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2. Review the course thoroughly and answer the questions below:

<p><b>What have you learned about implementing low budget marketing tactics?</b></p>	
<p><b>What difficulties have you encountered?</b></p>	
<p><b>How do you plan to address these?</b></p>	
<p><b>What further steps can you take to become totally comfortable with the process?</b></p>	





3. Use the action plan below to record your goals and what needs to happen next.

	<b>Action to Take</b>	<b>Action Deadline</b>
<b>1</b>		
<b>2</b>		
<b>3</b>		
<b>4</b>		
<b>5</b>		
<b>6</b>		
<b>7</b>		
<b>8</b>		
<b>9</b>		
<b>10</b>		



