



Module 8 Cheat Sheet – Review and Refine

Key Takeaways:

- ✓ Schedule times to review your marketing performance and make tweaks as necessary.

Learning Objective:

- ✓ Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

Tips to Take Things Forward

Review Your Low Budget Marketing Plan

- ✓ A marketing plan is really a planning process, not just a static document
- ✓ It needs to be reviewed regularly and revised as needed
- ✓ Schedule a review at 6 and 12-month intervals
- ✓ Determine what's working well for your business and tweak as necessary

Don't Waste Time

- ✓ Don't waste your time when you're waiting to see results after implementing the tactics
- ✓ Use any spare time for learning, e.g. get training in writing sales copy, delivering a sales presentation etc.





What You Learned

- ✓ 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?

