

OVERVIEW OF TIPS FOR MARKETING PLAN SUCCESS:



- 1 You should ask yourself three questions:
 - Where are you now?
 - Where do you want to go?
 - How is it that you're going to get there.
- 2 Focus specifically on your goals. What is it **exactly** that you're trying to achieve? Do not only think about the goals for your marketing, but think about the benefits of these goals for you.
- 3 You have to be willing to modify behavior. If you're not getting the results that you want, you have to be able to modify you're behavior to get the results that you want.

Quick Start tips:

1. Analyze your business and get rid of your worst clients.
2. Start some type of client database.
3. Communicate with the types of clients that you want to come to your door.
4. Be confident about using your letterhead a lot.
5. Pick a couple of highly profitable niches and start to hit those people on a fairly regular basis.