

**Business Name:**

1.1 Describe your product/service and its benefits in one paragraph.

1.2 Define one most important benefit of your product/service to your customers.

2.2 Define your target audience for your most important product: pick just one customer group.

3.1 Define 3 business objectives for the next 6 months.

- 1.
- 2.
- 3.

4.1 Select the marketing channels you will focus on in the next 6 months.

Marketing Channel	Strategy	Objective

