

# 10 Quick Steps To A Home Business Marketing Plan

By BB Lee

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(500 Words)

Did you know that without a solid marketing strategy your home based or small business will struggle to find success.

You will need a marketing plan or strategy to introduce your business to the consumer market. To create a buzz about your business and keep it in consumer minds. Buzz and familiarity will create demand for your goods.

And if this is successful...consumers will line up to purchase your goods or service, leading to P-R-O-F-I-T-S.

Simple enough?

You would be astonished at the number of business owners who start a new business without a solid marketing plan in hand.

What follows are 10 tips to draft your own marketing plan quickly and easily. Adapt them to fit your business goals.

## 1. Research

You must know who are your best customers for your business, what are their purchasing habits, their income level, education level, are they male, female, young, older, city dwellers, suburbanites, and who are your direct competitors.

## 2. Target

Think of a unique angle or a niche to fill with your service. For example, there are hundreds of day care services in most communities. Here's an example, zero in on low income single moms with special needs children. Offering care they could

not get for the same price. Or you might decide to open your day care center earlier and close later in the day than similar centers for parents who work long hours.

### 3. Details

Write a detailed report of what you are offering. This will help guide you when you write classified ads or business sales letters.

### 4. The Competition

Find out who is marketing a similar service in your community. How much they charge and their unique selling point. Determine ways to outdo them.

### 5. Mission Statement

Write a mission statement telling who you are and what you are about. Explain what you are selling and add your unique selling point.

### 6. Marketing Idea

How will you create demand for your product? By offering extra's, quality, performance, price.

### 7. Price

How much will you charge. Will you charge less than the competition to attract new customers. Charge a similar price, but offer extra's. Or you could charge slightly more and provide better quality. Use this as a unique selling point.

### 8. Budgets

How much money will you invest in marketing your product:  
daily  
weekly  
monthly

### 9. Goals

What income are you forecasting per week, month, year?  
How many sales per week, month, year?  
How many customers served per week, month, year?

### 10. Success

What methods will you use to measure a successful marketing plan?  
Reaching a predetermined income.  
Selling more than the competition.  
Satisfied Customers.

At the end of a year review all your marketing statistics. Did you reach your goals? If you did not reach your goal, revise your marketing plan until you find a winning strategy.

Need More Info?

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read the many free marketing ebooks found online. Read every thing you can on advertising or marketing. Set up your own research files on marketing strategies. Keep striving to improve.

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