



The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"7 Steps to the Perfect Marketing Plan"

October 2009

The Write Plan, LLC, 104 Renee Drive, Mars, Pennsylvania 16046
www.thewriteplanllc.com info@thewriteplanllc.com 724.910.9640

What's New ...

September is over, really? I cannot believe it is now October. Every month seems faster than the previous – before we know it Christmas will be here!

- ❑ We have acquired a few businesses wanting to advertise within the website and newsletter. (Be sure to check them out on the events calendar page of the website and more importantly the last page of this newsletter.)
- ❑ Did you know **over 40** people now see the events calendar daily? So why are you not wanting to add your event? ☺
- ❑ We are presenting a seminar together with St. Ferdinand's **H.O.P.E. (Helping Others Pursue Employment)** Ministry on October 20th entitled "Networking Successfully". Love to see you there ... Be sure to look for a follow-up email in the next day or two about the event.

This month's issue of my newsletter is on the topic "7 Steps to the Perfect Marketing Plan." This section of the Business Plan outlines the specific actions you intend to carry out to interest potential customers and clients in your product and/or service and persuade them to buy what you have to offer.

Happy Networking!

Chad

"The NetworkKING of Pittsburgh"

NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 1,000 monthly** other businesses to find your business why not [advertise](#) within this newsletter.

HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage http://www.thewriteplanllc.com/Monthly_Newsletter.html

FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage http://www.thewriteplanllc.com/Request__Form.html

INSIDE THIS ISSUE

What's New ...

Promoting A Networking Event

Advertising Your Business

How to Receive the Newsletter

Feedback, Questions, or Comments?

7 Steps to the Perfect Marketing Plan

About Us

Ads

Marketing Plan: Steps

Step 1: Narrow your market focus. Try to describe your ideal customer in the most detailed terms possible, as though you're describing them to a referral source

Step 2: Position your business. Figure out what you do best and what your target market wants. If you don't know what it is, call a few of your clients and ask them why they buy from you. Create a marketing message that allows you to quickly differentiate your business.

Step 3: Create education-based marketing materials. Recreate all your marketing materials to focus on education. Make certain every word in your marketing materials speaks of your core messages and to your target market.

Step 4: Never cold call. Make sure all your advertising is geared toward creating prospects, not customers. You must find ways to educate before you sell. Your target market needs to learn how you provide value in a way that makes them want to pay a premium for your services or products. Your ad must get viewers to ask for more information. Then you can proceed to selling. Determine all the ways you can get your education-based messages in front of your narrowly defined target market.

Step 5: Earn media attention. Create a list of journalists who cover your industry or community, and build relationships with each by becoming a reliable resource of information. Plan out new items you can promote by season or event.

Step 6: Expect referrals. Create a referral-marketing engine that systematically turns each client and referral network into a kind of unpaid sales professional. Make every customer a marketing and referral contact. Map every contact and build processes that focus on referrals.

Step 7: Live by a calendar. After you complete steps 1 through 6, determine what you need to do to put them into action. Then create an annual marketing calendar, noting the required monthly, weekly and daily appointments necessary to move your plan forward.

One of the most powerful strategic planning tools your business can possess is a Marketing Plan

Your Marketing Plan should be a simple one-page document that specifically answers:

- who you are
- what you do
- who needs what you do
- how you plan to attract their attention.

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.



Advertise here



Cash Flow Matters

A business cannot survive just because it has a better product, an exclusive market or the best method of distribution.

The catalyst required for progress is cash. Liquidity is always the issue in high growth or distressed situations, yet interest costs are virtually never mentioned as a reason for failure, whereas lack of working capital is!

Financing, when appropriate or necessary, can help maintain adequate and consistent cash flow to stay competitive and profitable to keep your company growing.

For example, Leasing is one way to preserve cash to acquire or upgrade cutting edge technology equipment with no money down, flexible payments and possible tax benefits for qualified lessees.

We've helped companies of every size capitalize on how the "right" financing can make a difference.

Call to see how we can help you.



Equipment, Real Estate & Working Capital

T: 412-403-9967

F: 412-291-1577

E: jmolinaro@verizon.net